









ADVERTISERS
CYCLOPEDIA
OF SELLING PHRASES

A COLLECTION OF ADVERTISING SHORT
TALKS AS USED BY THE MOST SUCCESS-
FUL MERCHANTS AND ADVERTISEMENT
WRITERS ✨ ✨ ✨ ✨ ✨ ✨ ✨ ✨

CLASSIFIED AND ARRANGED SO AS TO FACILI-
TATE THE EXPRESSION OF IDEAS AND AS-
SIST MERCHANTS IN GENERAL LINES
OF BUSINESS AND SPECIALISTS IN
SPECIAL LINES IN THE PREPA-
RATION AND COMPILATION
OF ADVERTISING COPY



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BY WAY OF A FOREWORD

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IT is customary for every publication to have a "Preface," a "Foreword" or other initial announcement; in obedience to such time-honored rule, this "Introductory Preachment" is presented.

In writing it, I conceive it to be proper to state briefly the history of the work and the manner in which this book came to be published. In the fall of 1908, William Borsodi came to me and requested that I incorporate a company to publish an Advertisers Cyclopedia and that I personally assume the business management thereof. To me, as a lawyer, this was somewhat of an unusual request, so that I invited Mr. Borsodi to explain fully the nature and extent of his project. I had known him for many years as a constant devotee of everything pertaining to ADVERTISING and PUBLICITY. He had always been somewhat of a marvel to me and reminded me of those masters of chess who conduct half a score of contests simultaneously,—so many irons had I always known him to have in the fire.

After due deliberation, his proposition looked good to me; I readily saw a demand for such work as he suggested, and I therefore cheerfully—even eagerly—accepted the task which he allotted me. I have tried faithfully to execute his ideas; with what success, YOU, the students of this book, must be the judges. There are text books, codifications, books of reference, for every profession; law, medicine, the pulpit—all have vast libraries dedicated to their literature. The jurist, no matter how learned in the law, turns to his authorities and the code, as does the professor of belles-lettres to his Thesaurus, his book of synonyms, his "Unabridged" and his Britannica. To the physician, his pharmacopœia is his "vade mecum"; the theologian has his concordance of the Scriptures; his "Jeremy Taylor," his "Lives of the Saints." What has the advertising-writer to which he can refer? In plain language, NOTHING.

Far from diminishing the importance—the permanent need—of skilled advertising-writers, this Cyclopedia will enhance the appreciation of their work in the view both of those employing them and of the myriads who little dream that the advertisements which day by day arrest the attention, reading so smoothly, so naturally, are in reality greater masterpieces of alluring word-spinning than the most graphic story ever penned.

One of the thorns in the path of the advertising-writer is the ignorance of many an advertiser, of what is fitting advertising. Hereafter he will have his "authority" to back up his judgment, and his employer, whose interest certainly lies, not in being censorious but in being RIGHT, will, as he can spare time for it, con over the Cyclopedia, too, and thus enter more fully into his advertising-writer's professional work in his behalf. That work will grow in merit and in result-bringing, and the employing advertiser will discern in increasing business how good it has been for his adver-

tising to have been written along the lines of successful experience, as enunciated in this Advertisers' "Guide, Philosopher and Friend."

No wise merchant, or producer upon a large scale, attempts to prepare his own advertising. He has buying to do, or to supervise, financing to keep him busy, the government of his employees to superintend, the care of his premises and plant to look after. Were he to undertake his advertising as well, it would of necessity be done hastily, and ineffectually and oftentimes wholly neglected. Possession of the Advertisers Cyclopedia will but accentuate in his mind the importance of his advertising-writer's function, and many a one who has been making shift to snatch from his multifarious avocations as proprietor, a few moments in which to throw together a few "half-baked" ideas for his ads, will be encouraged by this book to turn over to a professional writer, work so vital to the success of his business and thus will be widened the field for the advertising-writer's ability.

The man whose business it is to write ads will find in these pages how very much has been already said by others and well said, that has not occurred to him, even after cudgelling his wits to extract a fresh idea on some given subject. And he will find, too, that ideas on which he had been pluming himself, as their supposed originator, had long ago been pre-empted by a more agile thinker. He will thus cultivate avoidance of worn paths and blaze a way for himself.

Thus the ADVERTISERS CYCLOPEDIA is an epoch-maker in the world of advertising.

A word as to the price of this most useful book, which it is a great pleasure to me, as the official head of the Advertisers Cyclopedia Company, to give to the advertising world. I have been advised by persons well versed in such matters to make its publication price \$50.00. Some have suggested copying the mercantile reference book idea, by leasing the books only and at \$100.00 a year. But my desire, and that of my associates, is to make it as easy as possible for every one to whom it appeals to own a copy, which can be annotated and interleaved, if desired, by its owner, as a leased copy, of course, could not. I have therefore taken careful reckoning of its cost and have concluded that to popularize and widely distribute the book is the best way to round off the service so well rendered by its production. Its price is therefore not fifty, but fifteen dollars, and it is proper to add that in seeking counsel—though without following it—I have found a consensus of opinion that the book is invaluable, nay, indispensable,—and cheap at any price.

But why indulge in further talk along this line? Here is the book; it speaks for itself and is its own best advertisement. It is respectfully dedicated to the great advertising public in the hope that it may soon find its way into every advertising office in the civilized world.

LUCIUS WEINSCHENK,

President Advertisers Cyclopedia Co.

New York, April 4, 1909.

INSTEAD OF AN INTRODUCTION

THIS compilation requires none of the conventional trimmings—no publisher's "Foreword,"—no editor's "Salutatory,"—no author's "Preface"—the latter specially needless, because its authors are those for whose good it is brought into being. They are a mighty host. No one of them can claim parentage of more than a fraction of its contents, but for that fraction he has due credit and my appreciation, the indubitable evidence of which is found in the fact that I have deemed the offspring of his brain suitable for the imitation of others whose powers may be fully on a par with his.

All great works of reference are the composite product of many minds.

Lexicographers do but assemble and define the elements of languages, built up throughout ages and evolved from other tongues.

Encyclopædias are of the like formation: None was ever produced by an individual mind.

Scripture itself is a compilation. If its historians were, as some believe, inspired, the sum of that inspiration was not all bestowed upon even the most illustrious.

I therefore conceive that no unusual task has been mine in preparing this great work.

There was need of it—a need that from a desideratum of the few had grown to an absolute necessity of the many.

I am, perhaps, entitled to the credit of being alone—not, indeed, in recognizing it, but in transmuting an abstract thought into the gold of reality. My practical discernment of the need for such a work and perseverance in vesting it with form and substance are attributable to my having been long a chief actor on the stage of advertising.

To some,—those wearing "the blue ribbon" of the advertising guild,—the chief value of the work may lie in its classifications, for such ideas, construction, apt verbiage,—the warp and woof of good advertising,—are second nature.

Not all are so gifted, however, and he whose ideas trickle less freely from a less alert,—less fertile imagination, or whose experience

is still—like his judgment and faculty of expression—comparatively unformed, may imbibe copious draughts of advertising lore from the finished admirable work of others in the pages of this assemblage of coruscating ideas, faultless in matter as in manner of conveyance to the minds of others.

Origination is a co-operative process. No one person really originates from the beginning. There is unconscious assimilation of the products of other minds.. He who can assemble and assort impressions drawn from many sources and crystallize them into a something positive—concrete—comes nearest to origination.

I recall an episode of other days, when I was in Hungary. Then, as now, I was bookishly inclined and used to frequent a repository where books—many of them old and rare—were to be found. Once, an old gentleman came there and was urged by the saleswoman to make a purchase—if not for himself, for his son—a budding poet. She remarked that she had read verses of the son in a newspaper of the capital, Buda-Pesth, and that he must be a book-lover.

The father's answer was that his son, when he desired to read a book, wrote one himself, and had already written *three*. The saleswoman retorted that *three* books could not be all the young man's reading. The father bought her books.

The moral is that *writers* must be *readers*, and of all writers advertising-writers most need to "rub elbows" with others of their kind.

THE ADVERTISERS CYCLOPEDIA facilitates this as does no other extant publication within the compass of one volume. Nor is there any of more than one volume!

All advertising men,—be they newspaper publishers, or advertising managers, or solicitors—and all others engaged in the sale of space, as well as the business men who buy space and the professional advertising-writers who fill the space so sold and bought, are vitally interested in the constant improvement of advertising.

Over ten years ago, I discovered the need thus supplied. Ideas and their expression often fail to make themselves clear enough; the germ of thought may be vaguely present—but may struggle in vain for proper utterance.

My original idea was to write, or procure to be written, phrases embracing every topic and thing having a possible place in advertising. But maturer observation convinced me that the product of "the thousand and one" minds constructing advertising for actual consumption would be better far than could be mere academic, abstract writing. I therefore discarded the former idea in favor of this Cyclo-pedia, which is—as it ought to be—a Clearing-house for ideas and diction from a multitude of sources.

Thus, universality of usefulness is secured, there being something for every class, every season, every climate, every judgment, every taste.

All do not think alike, and the merchant may wish to use—not the matter that might please the many, but something he believes will appeal to some individual on whom he wishes to focus his advertising for the time being.

In *THE ADVERTISERS' CYCLOPEDIA* every shade of expression has its own place. No "editing" of its contents, in the usual sense of the term, has been attempted, nor even close classification, for the advertising-writer is studious,—the florist, for example, may look for useful hints even in a laundry advertisement, because the object of all who advertise is identical, namely, to appeal to the possible customers, and those in one line can take lessons from those in other lines—even from the mistakes apparent in their advertising; for there is—as a great painter expressed it—construction in criticism itself, and it is well to realize how *not* to do things!

Some years ago, while editing an advertisers' trade publication, I was curious to ascertain whether advertising-writers took much interest in the ideas of others. A section of the publication had been allotted to "What Merchants Say." This I greatly enlarged, and the effect was phenomenal: Even delinquents returned to the fold!

The education of the advertising writer is progressing. Advertising is very costly—every single word of it. No word may be heedlessly used. Some words according to contexts, have a meaning, or its exact opposite. The English language abounds in such. A ready instance is "nervous." When used as an adjective qualifying "energy," for example, it indicates the possession—not the lack of nerve as when one is "nervous."

The space-writer or news-reporter can, by circumlocution, clear up such ambiguities (thus "stretching" his copy), but to the advertising writer no such license is permissible. He must ransack his vocabulary for words of precise meaning and must condense and compress into small compass what he desires to express.

THE ADVERTISERS' CYCLOPEDIA will be an unspeakable boon to him in that regard, for, in an instant, he can there place his finger on the short phrase, or word, that another may have pondered over for an hour.

This book—by a thousand authors—is therefore sure to be of aid to these authors themselves and to many thousands of other "authors." It accentuates talking-points, brings them into high relief and supplies alternate expressions, words synonymous—yet diverse, and assists to the degree of "finish," now necessary to even the least pretentious advertising.

The idea of *whiteness*, for example, is sought to be conveyed in a variety of ways:—there are besides "white" itself, many terms, such as *snowy*, *milky*, *lily*, *ivory*, *silvery*, *alabaster*, and so on; while for *blackness*, there are *inky*, *pitchy*, *jet*, *coal-black*, etc.

This book enables one to select the appropriate word in the twinkling of an eye.

Were but one man, versed in salesmanship, to assort his ideas thereon, it would be of value to himself and others. How immeasurably more so then, the combined classifications of a thousand trained minds! No less does this great compilation offer, to each and every student of the work.

But it also affords a liberal education in *oral salesmanship*. Every salesman should familiarize himself with all it contains, especially in the line of his particular specialties.

If gloves, for example, he will learn all the salient features of a glove, such as the excellence of its material, its smooth, yet "non-binding" fit, etc.

THE ADVERTISERS CYCLOPEDIA contains the essence of a decade of endeavor and millions of dollars of expenditure—mostly economically made—and all of it incurred to good purpose. For only excellent advertising has found entrance between its covers. The credit for its excellence and value belongs, not, indeed to the compilers (whose work has merely been that of selection and classification), but to the talented host of advertising men whose masterpieces enable the work to scintillate with genius, to those in whose employ their talents were developed, and to the publishers, who not only financed its production—(a financial undertaking, in Reference-Work publishing, of no common order) but reinforced its contents by some hundreds of illustrated model advertisements—from which a great deal can be learned—and, furthermore, inserted indexes and the Single-Word Department in which is given substantially every word that is needed for the appropriate advertising of every article.

Those who profit by this Cyclopedia are, therefore, indebted, for its help, to those Captains of Commerce whose judgment and liberality gave birth to the contributions which adorn its pages, to the producers of these for their admirable work, to the publishers, both for their enterprise in becoming pioneers in a new—though obviously meritorious—departure and for placing this most unique and valuable work at a price—(\$15 only) within the reach of every one interested in its contents, and to some extent also to the man behind the IDEA.

WILLIAM BORSODI

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SINGLE-WORD SUGGESTIONS

One essential of good advertising is to make groups of words mutually suggestive. A wide range of words pertinent to the particular subject or article are here classified so as to make the writing easy, and ensure a varied form of expression—another essential feature of modern advertising.

ATHLETIC AND SPORTING GOODS

Outdoor Sports
Health
Exercise
Pleasure
Seasonableness
Recreation
Vacations
Games
Sports
Variety
Prices
Tennis
Racquets
Balls
Nets
Tapes
Posts
Football
Guards
Balls
Shoes
Protectors
Pads
Basketball
Suits
Croquet
Pingpong
Golf
Clubs
Coasting
Bobs
Sleds
Gymnasium
Suits
Sweaters
Shoes
Jerseys
Boxing gloves
Dumbbells
Exercisers
Indian clubs
Rowing Machines
Bars
Wands
Horses
Ladders
Rings
Punching Bags
Baseball
Bats

Mitts
Gloves
Balls
Masks
Protectors
Indicators
Toe-plates
Rule books

AUTOMOBILES

Make
Variety
Style
Horse-power
Convenience
Durability
Wear
Speed
Hill-climbing
Appearance
Weight
Comfort
Control
Operation
Safety
Fuel
Fuel cost
Color
Finish
Trimmings
Engines
Transmission
Lubrication
Brakes
Cylinders
Bearings
Wheels
Hubs
Tires
Radiation
Vibration
Forgings
Bearings
Dust-protection
Valves
Adjustments
Seats
Entrance
Hood
Noiseless
Carbureters
Sparkplugs
Magnettos
Batteries

Spark coils
Gears
Cooling system
Hood
Axles
Upholstering
Material
Leather
Corduroy
Rubber
Lamps
Indicators
Clocks
Speedometer
Gauges
Pumps
Oil
Oil cups
Horns
Tool kits
Leakage
Shock-absorber
Smokeless
Demonstration
Cost
Delivery
Guaranty
Payments

AUTOMOBILE SUPPLIES

Coats
Suits
Goggles
Gloves
Caps
Baskets
Sirens
Variety
Style
Necessity
Novelties
Conveniences
Safety
Elegance
Comfort
Economy

AWNINGS

Seasonableness
Cooling
Comfort
Materials
Colors

Size
Frames
Adjustable
Window
Door
Porch
Specials
Canopies
Screens
Shades
Slip-overs
Measurements
Samples
Prices

BAGS

Styles
Variety
Material
Leather
Cloth
Finish
Color
Frames
Trimmings
Locks
Lining
Pockets
Telescopes
Suitcases

BANKING

Capital
Personnel
Reliability
Safety
Convenience
Economy
Interest
Departments
Specialties
Women
Boys
Trust funds
Bonds
Coupons
Investments
Checks
Drafts
Collections
Savings
Exchange
Letters of credit
Management

Executor
Guardian
Special plan
Vaults
Storage
Security
Courtesy
Facilities
Telephones
Correspondents
Accommodation

BARGAINS

Description
Quantity
Seasonableness
Economy
Quality
Durability
Necessity
Rarity
Freshness
Values
Prices
Comparisons
Delivery
Shipment
Packing
Duration
Time

BATHING SUITS

Seasonableness
Appearance
Fit
Style
Quality
Color
Durability
Attractiveness
Comfort
Sanitary
Necessary
Trimming
Cut
Embellishment
Kind
Accessories
Material
Sleeves
Waist
Bloomers
Neck
Braid
Blouse

BEDDING

Variety
Summer weight
Winter weight
Blankets
Comfortables
Bed-spreads
Hand embroidery
Woolen
Sheets

Pillow cases
For country
For camping
Seasonable
Quality

BEER

Purity
Brewer
Bottler
Invigorating
Healthy
Appetizer
Unadulterated
Age
Imported
Domestic
Ale
Stout
Porter
Delivery
Packages
Cost
Convenience
Specialties

BICYCLES

Make
Size
Style
Brake
Tires
Hubs
Bearings
Spokes
Rims
Saddle
Weight
Wheel-base
Chain
Sprocket
Oil cups
Handle bars
Knee room
Pedals
Tubing
Mud-guards
Bell
Cyclometer
Lantern
Horn
Forks
Dress-guard
Tools
Tool-bag
Handles
Baggage-carrier
Lock
Durability
Convenience
Speed
Beneficial
Pleasure
Touring
Time-saver

BOOKS

Variety
Quantity
Author
Scientific
Religious
Novels
Juveniles
Reference
School
Text
De luxe
Leather
Cloth
Paper
Sets
Popular
Standard
Classics
Dictionaries
Bibles
Cyclopedias
Illustrated
Instructive
Timely
Children's
Toy
Linen
Medical
Agriculture
Horticulture
Gardening
Hand-books
Scrap-books
Albums
Second-hand
Odd lots
Damaged
Christmas gifts
Commencement
gifts
Technical
Legal
Out-door
Of merit
Poetry
Travel
History
Fiction
Biographical
Genealogical
Music
Libraries
Best seller
Calendars
Cards
Novelties
Prayer books
Hymnals
Psalms
Print
Paper
Binding
Mail orders
Delivery

Postage
Installments
Prices

BREAD AND CAKE

Variety
Cleanliness
Freshness
Bakery
Carefulness
Deliciousness
Purity
Crisp
Nicely browned
Bread
Rolls
Biscuit
Cake
Crullers
Pies
Tarts
Brown bread
Rusks
Buns
Crackers
Materials
Sanitary
Special orders
Wrapping
Delivery
Promptness
Mail orders
Catering
Weddings
Parties
Out-of-town
Full weight
Toothsome
Dainty
Home-made
Light
Flaky
Flour
Milk
Cream
Yeast
Graham
Fruits
Flavors
Pure lard
Wafers
Cookies
Wholesome
Nutritious
Lunches
Picnics
Parties
Excursions
Health food
Ovens
Mixers
Kneaders
Conveyors
Bakers
Wagons

Whole wheat
Rye
Indian
German
Fresh eggs
Nothing stale

BRIC-A-BRAC

Variety
Rarity
Elegance
Richness
Decorative
Quaint
Odd
Grotesque
Statuary
Marbles
Pottery
Bronzes
Vases
Jars
Bowls
Wedgwood
Rookwood
Jardinieres
Pedestals
Colors
Glaze
Firing
Oriental
Japanese
Chinese
Artistic
Cut glass
Curios
Fine China
Steins
Mugs
For prizes
Wedding
Tempting
Ceramics
Reproductions
Prices
Packing
Delivery

BUILDING MATERIALS

Stock
Quantity
Facilities
Material
Seasoning
Kiln-dried
Dressed
Selected
Not crack
Not shrink
Hardwoods
Fancy woods
Rough lumber
Boards

Scantling
Shingles
Siding
Clapboards
Mouldings
Trimmings
Mill work
Floorings
Delivery
Prices
Promptness

CANDY

Variety
Purity
Freshness
Flavor
Delicious
Materials
Coloring
Pure food law
Assortment
Neatness
Cleanliness
Boxing
Manufacture
Popularity
Chocolates
Taffy
Mixed
Novelties
Specialties
Fruits
Nuts
Caramels
Adulterants
Bonbons
Fudge
Huyler's,
Lowney's
By pound
By box
Delivery
Prices

CAMERAS

Name
Make
Size
Weight
Simplicity
Operation
Shutter
Lens
Plates
Films
Developing
Printing
Instruction
Viewfinder
Plate-holders
Kodaks
Amateurs
Vacations

Outings
Pleasure
Interesting
Instructive
Convenient
Profitable
Mounting
Mounts
Frames
Trays
Chemicals
Dark-room
Supplies

CARPET SWEEPERS

Make
Finish
Weight
Size
Operation
Simplicity
Protectors
Durability
Sanitary
To empty
Light running
Effective
Price
Guaranty
Demonstration
Mail orders

CARPETS

Assortment
Stock
Variety
Patterns
Selection
Kinds
Material
Designs
Combinations
Weaves
Ply
Dyes
Colors
Wear
Reversible
Non-fade
Imported
Domestic
Velvets
Wilton
Axminster
Brussels
Ingrains
For halls
Churches
Hotels
Schools
Sanitariums
Specials
Short ends

Remnants
Squares
Estimates
Measurements
Cutting
Sewing
Fitting
Laying
Cleaning
Delivery

CATERING

Experience
Facilities
Service
Employee
Taste
Elegance
Neatness
Convenience
Promptness
Menu
Variety
Linen
China
Silver

CHILDREN'S SHOES

Materials
Sizes
Fit
Ease
Comfort
Wear
Durability
Style
No heel
Spring heel
Extra cap
Button
Lace
For the baby
"Fat baby"
Cloth
Kid
Velvet
Colors
Display

CHINA AND CROCKERY

Variety
Styles
Superb
Brilliant
Colorful,
Rich designs
Glaze
Body
Firing
Chinas
Royal Worcester

Sevres	Tobacco jars	CLEANING AND DYEING	Wear
Delft	Trinkets		Goodness
Wedgwood	Jardinieres	Economy	Worth
Coalport	Side rail	Processes	Excellence
Doulton	Plate rail	Dry cleaning	Dressy
Dresden	Chafing dish	Steam cleaning	Individuality
Crown Derby	china	Pressing	Highest type
Haviland	Inspection	Any shade	Correct
Carlsbad	Packing	Men's suits	Quality
Faience	Delivery	Blankets	Material
Minton		Automobile rugs	Rough wove
Limoges	CIGARS, TOBAC- COS, ETC.	Gloves	Smooth
German	Imported	Gowns	Ribbed
Austrian	Domestic	Furs	Serviceable
English	Havana	Laces	Uncommon
American	Make	Evening slippers	Tweeds
Crystalized	Manufacture	Carpets	Cheviots
Copper-glazed	Cleanliness	Curtains	Serges
Porcelain	Sanitary	Upholstery mate- rials	Cassimeres
Semi-porcelain	Union-made	Hats	Worsteds
Decorated	Fragrance	Blocked	Fall suits
Hand-painted	Flavor	Dyed	Summer suits
Dinner sets	Wrapper	Trimmed	Spring suits
Beauty	Filler	Straw goods	Winter suits
Service	Hand-made	Straw hats	Light weight
Pieces	Size	Artificial flowers	Heavy weight
Decorations	Shape	Feathers	For hot weather
Open stock	Color	Silks	Sea-shore
Toilet sets	Free-drawing	Velvets	Travel
Wedding gifts	Boxes	Call for	Yachting
Rare china	Gift boxes	Deliver	Roughing it
Pottery	Cigarettes	Prompt	Leading makes
Italian	Egyptian	Satisfactory	Union made
French	Turkish	Prices	Exclusive models
Chinese	Cuban		Dependable
Japanese	Porto Rican	CLEARANCE SALES	Sack suits
Bishiu	Domestic	Occasion	Frock suits
Hechiyako	Tobaccos	Seasonable	Dress suits
Imari	Smoking mix- tures	Out-of-season	Tuxedos
Iryo	Cigarette	Over-stock	Seasonable
Stasuma	Plugs	Remnant	Guaranty
Daimiuyo	Twists	Retiring	Flannels
Rorom	Fine cuts	Damaged	Linens
Kutoni	Cut plug	Reduce stock	Seersucker
Hanataate	Snuffs	Pre-inventory	Colors
Royal Bayrath ware	Pipes	Quantity	Shoulders
Tece ware	Clay	Quality	Concave-shoulder
Rookwood	Brier	Variety	Snug fitting col- lar
Gift pieces	Meerscham	Display	Linings
Bouillon cups	Mountings	Specials	Cuffs
Chocolate cups	Cases	Opening day	Sleeves
After dinners	Mouthpiece	Closing date	Pockets
Sugars	Turkish	Special evenings	Skirts
Creams	Smoker's articles	Prices	Length
Chop plates	Cigar holders	Inducements	Stiffenings
Celery trays	Cigar cases		Trimmings
Steins	Cigarette cases	CLOTHING, MEN'S	Lapels
Fern dishes	Cigarette holders	Made-to-order	Sewing
Salad bowls	Humidors	Tailor-made	Stitching
Comports	Jars	Style	Buttons
Candlesticks	Match boxes	Fit	Odd sizes
Comb trays	Smoking sets		Broken lots
Bonbon dishes	Snuff boxes		Single garments
Olive dishes			Short
Nut bowls			

Stout
Slim
New fabrics
Fancy waistcoats
Overcoats
Ulsters
Raincoats
Cravenettes
Box coats
Corduroys
Youth's suits
Promptness
Delivery
Mail order
Measurements
Prices
Reliability
Repairs

COAL

Varieties
Specialties
Free-burning
Clean
No slate
Clinkerless
Most heat
Full weight
Coke
Charcoal
Delivery
Prices

COCKTAILS

Convenience
Pleasure
Entertainment
Purity
Taste
Quality
Blends
For clubs
For home
For socials
Economy

COFFEE

Aroma
Fragrance
Flavor
Nutritious
Economy
Cutting
Roasting
Grinding
Packages
Brands
Bean
Ground
Pulverized
Mixtures
Delivery
Premiums

CORSETS

Makes
Design
Cut
Style
Symmetry
Quality
Figure
Curves
Waist line
Taper
Contour
Bust
Hips
Front
Material
Batiste
Satin
Coutil
Brocade
Silk
Broche
Scrims
Net
Bias cut
Boning
Laces
Stitching
Trimming
Embroidery
Girdles
Supporters
Relief straps
Skirt holders
Comfort
Health
Rust-proof
Weight
Imported
Made-to-order
Odd sizes
Extra stout
Alterations
Fitting
Corsetiere
Experts
Designers
Demonstration
Guaranty

CREDIT

Stock
Variety
Quality
Convenience
Buying easy
Popularity
Liberality
Economy
Dress well
Cosy home
Easy payments
Installments

Weekly
Monthly
Little-at-a-time
Stock clothing
Furniture
Carpets
Stoves
Furnishings
Diamonds
Watches
Clocks
Jewelry
Books
Libraries
Inducements
System
Investigate
Confidential
Terms
Prices
Mail orders
Delivery

DENTISTRY

Extraction
Painless
Anesthetics
Applications
Crown work
Bridge work
Inserting
Plate work
Natural
Comfortable
Solid
Never drop
Pivot
Filling
Gold
Silver
Porcelain
Rubber
Cement
Cleaning
Polishing
Straightening
Parlors
Laboratory
Lady attendant
Courtesy
Fair treatment
Skill
Guaranty
Sanitary
Antiseptic
Examination
Consultation

DRAPERIES

Novelty
Beauty
Style
Exclusiveness

Originality
Dainty
Fluffy
Appropriateness
Artistic
Intricate patterns
Fine weaves
Crisp
Durable
Fresh
Texture
Laces
Draperies
Portieres
Hangings
Sash
Glass
Long
Short
Festooned
By yard
By piece
By pair
Odd lots
Imported
Domestic
Brussels point
Point de Paris
Point de Calais
Pointe Arabe
Point de Luzerne
Pointe Duchesse
Irish point
Tambour
Entredeux
Cluny
Dentelle
Renaissance
Battenburg
Madras
Swiss point
Nottingham
Bonnes stores
Dotted Swiss
Fish net
Cable net
Scotch net
Brussels net
Bobbinet
Arabian
Arabian corded
Ruffled
Snowflake
Grenadine
Fleur de lis
Bow knots
Muslin
Cretonnes
Denims
Silks
Damasks
Velvets
China silks
Chuddas
Silklines

Dutch prints
Bagdads
Beads,
Cords
Bamboo
White
Ecrú
Colored-velours
Tapestries
Art-textiles
Jutes
Taffeta linens
Window shades
King's Scotch
Lonsdale Holland
Oil opaque
Fringes
Tassels
Drapery stuffs
Dropped patterns
Suitable lengths

DRESS GOODS

Seasonableness
First display
Spring creations
Fluffy summer
Fall fabrics
Winter wear
Complete stock
Variety
Assortment
Bright
Fresh
New
Styles
Innovations
Importations
French
Parisian
Domestic
Novelties
Conservative
Refined
Fabrics
Standards
Reliable
Just out
Novel
Fashionable
Summery
Sea-shore
Mountains
Travel
Bride's
Street wear
Morning
Evening
Weaves
Finish
Weight
Width
Surface
Sheerness
Rough

Shaggy
Silky
Soft
Colors
Combinations
Shades
Patterns
Texture
Lustre
Quality
Wear
Design
Beauty
Richness
Compare
Examine
Criticise
Admire
Wash goods
Fast colors
Strength
Costumes
Bridal stuff
Waistings
Suitings
Bathing suits
Evening wear
Waist patterns
Gifts
Boxing
Children's wear
Everyday
School
Party
Best
Buttons
Trimming
Plaits
Durability
Bargains
Clean-up
Odd lots
Broken lines
Remnants
Special sales
Economy
Future use
Come early
Courtesy
Returnable
Delivery
Prepaid
C. O. D.
Rest-rooms
Prices

**DRESSMAK-
ING**

Methods
Systems
Cutting
Fit
Style
Originality

Completeness
Finish
Stitching
Lining
Trimming
Seams
Findings
Buttons
Buttonholes
Hooks and eyes
Sewing
Speed
Promptness
Specialties
Customers
Prices

**DRESS TRIM
MINGS**

Variety
Fashions
Novelty
Patterns
Effects
Imported
Colors
Combinations
Grouping
Dainty
Charming
Exquisite
Daring
Embroideries
Laces
Braids
Appliques
Gimp
Silks
Velvets
Spangles
Cabouchons
Prices

**DRUGGISTS'
SUPPLIES**

Variety
Display
Popularity
Necessity
Luxury
Seasonableness
Quality
Necessary
Useful
Sanitary
For toilet
For bath
For dressing
table
For gentlemen
For ladies
For children
Soaps
Perfumes

Cosmetics
Toilet waters
Brushes
Combs
Traveling cases
Novelties
For the sick room
For invalids
Surgical supplies
Crutches
Trusses
Bandages
Physicians' sup-
plies
Prescription de-
partment
Care
Accuracy
Reliable
Prompt
Delivery
Pure drugs
Proprietary rem-
edies
Full line
Pure oils
Pure extracts
Toilet sets
Pure spices
Manicure sets
Soda fountain,
etc.

ELECTRICITY

Convenience
Economy
Cleanliness
Safety
Lighting
Brilliancy
Soft light
Wiring
Fixtures
Lamps
Colors
Arc lights
Candle power
Specialties
Tungsten
Nourse
Electric signs
Patterns
Efficiency
Novelty
Attractive
Catchy
Novelties
Designs
Estimates
Electric power
Economy
Safety
Reliability
Voltage
Plant

Always ready
Motors
Fans
Heaters
Cooking Utensils
Demonstrations
Prices
Meters
Meter Service

ELECTRIC FANS

Seasonableness
Comfort
Necessity
Luxury
Variety
Makes
Sizes
Durability
Simplicity
Safety-guards
Revolving
Cost
Prices

FEATHERS

Natural
Dyed
Genuine
Imitation
Straight
Curled
Full
Rich
Graceful
Exquisite
Repairing
Renovating
Remodelling
Ostrich
Maribou
Osprey
Plumes
Wings
Heads
Breasts
Aigrettes
Boas
Muffs
Toques
Feather flowers
Embroidery
Trimming
Bed pillows
Down cushions
Bedquilts
Warmth
Lightness
Restful
Luxurious

FISH AND SEA FOOD

Fresh
Clean
Variety
Carefully prepared
Prompt service
Reliability
Refrigeration
Deep sea
Fresh water
Pickled
Smoked
Dried
Fry
Sea-food
Oysters
In shell
Count
Standards
Measure
Quantities
Clams
Mussels
Lobsters
Crabs
Soft-shell
Hard
Shrimps
Scallops
Prawns
Delivery
Out-of-town orders
Shipment

FLOWERS

Beautiful
Fresh
Fragrant
Bouquets
Centrepieces
Cut flowers
Vines
Ferns
Ferneries
Palms
Weddings
Funeral designs
Balls
House decorations
Church decorations
Banquets
Bon voyage
Boutonnières
Baskets
Bushes
Trees
Bulbs
Seeds
Gifts

Packing
Delivery
Express
Display
Green houses
Conservatories

FURNITURE

Stock
Variety
Completeness
Style
Bright
Fresh
Attractive
Artistic
Durable
Utility
Reliable
Unique
Rich
Pleasure
Comfort
Satisfaction
Design
Outline
Construction
Make
Quality
Values
Specialties
Colonial
Sheraton
Chippendale
Hepplewhite
Washingtonian
Mayflower
Flemish
Art crafts
Mission
United crafts
Quaint
Unique
Durable
Foot rests
Jardiniere stands
Tabourettes
Bungalows
Camps
Sea-shore
Cottage
Summer
Porch
Lawn
Chairs
Frame
Finish
Plain
Enamelled
Shellaced
Upholstery
Tapestry
Velour
Silk

Brocade
Leather
Springs
Durability
Ease
Comfort
Style
Rockers
Kinds
Willow
Rattan
Wickerware
Boston
Odd
Morris chairs
Restful
Luxurious
Cushions
Low seat
Flat arms
Finish
Solid
Substantial
For gifts
Birthday
Anniversaries
Presentations
Tables
Variety
Dining
Library
Parlor
Boudoir
Kitchen
Sewing
Card
Material
Finish
Carving
Polish
Legs
Castors
Extra leaves
Couches
Lounges
Tete-a-tetes,
Strong
Handsome
Durable
Upholstery
Steel frame
Tempered spring
Back
Davenport
Folding
Adjustable
Automatic
Size
Operation
Cushions
Springs
Space-saving
Parlor suits
Divans
Cabinets

Beauty	Flat	Dye	Exclusive
Oddity	Roll-top	Linings	Seasonable
Richness	Sizes	Hats	Appropriate
Upholstery	Material	Caps	Youthful
Chamber suits	Drawers	Coats	Washable
Pieces	Pigeonholes	Gloves	Durable
Material	Chairs	Muffs	Novelty materials
Oak	Revolving	Collars	Ready-to-wear
Maple	Cushioned	Boots	Faultless style
Weathered oak	Adjustable	Skirts	Plain shades
Mahogany	Tables	Capes	Fast colors
Dressers	Filing cabinets	Buttons	Individual trim- mings
Chiffoniers	Odd pieces	Foot-warmers	Cloaks
Bureaux	Sideboards	Rugs	Coats
Material	Buffets	Raw furs	Reefers
Front	Refrigerators	Paws	Cravenettes
Style	Ice chests	Heads	Mixture cloaking
Mirrors	Kitchen cabinets	Motor Apparel	Gray effects
Kind	Handy	Repairing	Revere front
Size	Convenient	Summer prices	Hoods
Number drawers	Sanitary	Cold storage	French waist
Finish	Space-saving	Insurance	Russian blouse
Trimmings	Hall furniture	Moth	Peter Thompson
Carvings	Hall racks	Damp	Peter Pan
Handles	Hat racks	Fire	Buster Brown
Top	Umbrella stands	Remodeling	Gretchen
Beds	Mirrors		White goods
Brass	Hall seats	GAS RANGES AND HEATERS	Ginghams
Brass-trimmed	China cabinets	Convenience	Percales
Iron	Side tables	Economy	Galateas
Enamelling	Cosy seats	Cool	Lawns
Colors	Bargains	Handy	Organdies
Size	Special sale	Always ready	Linens
Folding	Clearance sale	Quick	Shirt waists
Den Furnishings	Reduction sale	Safety appliances	Collarless
Odd chairs	Red-tag sale	Regulation	Tailored suits
Cigar stands	Examination	No ashes	Wool dresses
Curious pedestals	Comparison	No dirt	Novelty Dresses
Quaint tables	Courtesy	Easy controlled	Imported models
Corner seats	Guaranty	Save labor	Walking skirts
Card tables	Future Delivery	Save worry	Dress skirts
Book cases	Credit	Toasters	
Whatnots	Packing	Broilers	GIRL GRADU- ATES
Porch furniture	Shipping	Grillers	First requisites
Porch shades	Delivery	Bakers	Enduring gifts
Material		Demonstration	Sentiment
Color	FURS		Essentials
Dyes	Seasonableness	GIRLS' COATS AND DRESSES	Remembrances
Twine	Variety	Outdoor	Finishing touches
Settees	Display	Indoor	Graceful
Rush	Styles	Dry	Girlish
Reed	Artistic combina- tions	Warm	Precious
Rattan	Fashionable	Hygienic	Acceptable
Wicker	shapes	School	Accessories
Grass	Comfort	Everyday	Elaborate
Bamboo	Useful	Dressy	Simple
Cane	Durability	Simple	Material
Driftwood	Quality	Dainty	Trimming
No glue	Proper values	Economical	Fabrics
Aesthetic colors	Careful selection	Costly	Jewelry
Summer furniture	Workmanship	Smart	Precious stones
Lawn	Imported		
Office furniture	Domestic		
Desks			
Make			

Books
Flowers
Diploma
Bonbons
Hair ornaments
Photograph frames
Silver articles
Gowns
Fans
Ribbons
Laces
Shoes
Hosiery
Belts
Hats
Gloves

GLASSWARE

Variety
Style
Stock
Pressed glass
Colors
Vases
Odd pieces
Cut glass
Newest styles
Exclusive designs
Finest cutting
Brilliancy
Imported
American
Rock crystal
Rich gifts

GLOVES

Kid
Dogskin
Buckskin
Chamois
Fur
Silk
Lisle
Cotton
Lace
Woolen
Rubber
Silk lined
Fur lined
Leather lined
Mocha
Castor
Knitted
Crocheted
Woven
Paris point
Prix seam
Button
Clasp
Hook
Imported
Domestic

Shoulder length
Elbow length
Walking length
Gauntlets
Mitts
Mittens
Mousquetaire
Biarritz
Suede
Glace
Delicate shades
Fit
Finish
Style
Cut
Quality
Durability
Pliability
Serviceable
Warmth
Absorption
Coolness
Protection
Perfect workmanship
Comfort
Appropriateness
Washable
Modish

HAMMOCKS

Variety
Patterns
Durability
Strength
Comfort
Material
Style
Patterns
Weave
Coloring
Valances
Pillows
Cord
Stretchers
Sizes
Prices

HARNESSES, ETC.

Style
Variety
Make
Material
Finish
Pattern
Trimmings
Wear
Leathers
Tanning
Stitching
Strength
Safety

Straps
Buckles
Mountings
Plating
Saddle
Lines
Traces
Blankets
Variety
Warmth
Robes
Furs
Plush
Color
Plumes
Fly-nets
Dusters
Whips
Boots
Brushes
Combs
Bells
Chimes
Oils
Blackenings
Soaps
Polishes

HOSIERY

Seasonable
Variety
Quantity
Proper sizes
Designs
Weaves
Dependable
Good dyes
Silk
Silk and lace
Merino
Lisle thread
Balbriggan
Silk and lisle
Knitted
Drop stitch
Openwork
Cobweb
Mercerized
Embroidered
Linen knee
Seamless
Ribbed
Garter-top
Spliced heel
Spliced toe
For school
Guaranteed
Hole-proof
Stainless
Imported
Domestic
Modish
Washable
Hygienic

Novelties
Standards
Bicycle hose
Opera lengths
Tights
Samples
Seconds
For children

HOUSE FURNISHINGS

Variety
Completeness
Suggestions
Kitchen utensils
Laundry supplies
For housecleaning
Every need
Display
Experienced salesmen
Economy
Delivery
Prices

ICE

Purity
Where cut
Clean
Bright
Hard
Service
Prompt
Regular
Full weight
Artificial
Distilled water
Health
Sanitary
Buy tickets
Telephone
Post card

ICE CREAM

Delicious
Wholesome
Digestible
Smooth
Purity
Flavors
Natural fruits
Blended
Pure milk
Rich cream
No cornstarch
No gelatine
No coloring
Keeps well
Packages
Bricks
Boxes
Specialties

Combinations
Frappe
Sundaes
Delivery

ICE CREAM FREEZERS

Makes
Quick acting
Easy operation
Easy cleaned
Light
Strong
Simple
Non-rusting
Economical
Durable
No leakage
Guaranty
Demonstration

INFANTS' WEAR

Outer garments
Inner garments
Seasonable attire
Head-wear
Foot-wear
Hand-made
Machine-made
Knitted
Imported
Domestic
Hygenic
Anatomical
Comfortable
Serviceable
Dainty
Elaborate
Moderate
Costly
Fine handiwork
Delicate shades
Textures
Wash dresses
Sleeping suits
Bibs
Wrappers
Slips
Vacation dresses
Piazza frocks
Rompers
Layettes
Creeping rugs
Carriage rugs
Carriage cushions
Carriage parasols
Carriage straps
Bassinettes
Mattress pads
Toilet accessories

LACES

Variety
Display
Designs
Textures
Width
Domestic
Imported
Antique
Rare
Unique
Hand-made
Machine-made
Mesh thread
Crocheted
Net
Colors
Insertions
Bandings
Appliques
Edging
Flouncing
Beading
Galloons
Wear
Durability
Washable
For robes
For gowns
For handkerchiefs

LEATHER GOODS

Convenient
Knick-knacks
Specials
Fashion
Dressy
Smart
Dainty
Practical
Serviceable
Indispensable
Elaborately
filled
Assortment
Finish
Innovation
Wardrobe requi-
sites
High grade
Medium prices
Popular styles
Ornamental
Fresh ideas
Distinction
Sole leather
Buckskin
Alligator
Cowhide
Walrus
Seal
Elephant

Snake
Monkey
Beaver
Morocco
Russia
Brass trimmings
Riveted frame
Strap handle
Braided handle
Stiff handle
Wrist bags
Envelope bags
Automobile bags
Vanity bags
Traveling bags
Suit cases
Motor accesso-
ries
Belts
Leggings
Opera bags
Pocketbooks
Card cases
Book covers
Cigar cases
Saddles
Harness
Music rolls
Drinking cup
cases
Cushions
Picture frames

LAUNDRY

Hand
Steam
Superior
Prompt
Rush work
Special machines
Clean work
Satisfaction
Look better
Last longer
Best soap
Best starch
Best blueing
Best labor
Sew on buttons
Patch
Mend
Darn
Valet service
Collars
Non-gloss
Proper fold
Proper tips
Proper finish
Don't crack
Don't blister
Don't fray
Shirt fronts
Straight
Smooth

Perfect fit
Hand-work
Rough dry
Bundle wash
Lace curtains
Blankets
Colored good
Don't fade
Vests
Ties
Duck suits
Linen suits
Black goods
Flannels
Telephone
Post card
Wagon call
Delivery

LINENS

Seasonable
Serviceable
Luster
Finish
Wear
Bleached
Dew-bleached
Grass-bleached
Irish
Scotch
Imported
Domestic
Hemstitched
Open work
Wheel work
Stitched
Embroidered
Scalloped edge
Table linen
Spreads
Tea cloths
Table cloths
Doilies
Napkins
Towels
Bath
Face
Fringed
Colored
Bordered
Width
Length
Brocaded
Shams
Center-pieces
Scarfs
Seconds
Remnants

LINOLEUMS

Cool
Clean
Durable

Economical
 For halls
 For kitchens
 For offices
 Imported
 Domestic
 Width
 Colors
 Patterns
 Tile pattern
 Inlaid
 Block
 Floral
 Measure
 Cut
 Fit
 Lay
 Specials
 Mill ends
 Remnants

LOANS

Necessity
 Convenience
 Security
 Mortgages
 Notes
 Pledges
 Salaries
 Warehouse receipts
 Furniture
 Pianos
 Organs
 Diamonds
 Jewelry
 Horses
 Wagons
 Farm implements
 Guns
 Typewriters
 Bicycles
 Rents
 Legacies
 Incomes
 Accounts
 Coal leases
 Prompt
 Confidential
 Private
 Oaths
 Interest
 Fires
 Payments
 Weekly
 Monthly

LUMBER

Well-seasoned
 Clear dressed
 Undressed
 Surfaced
 Tongued

Soft
 Exterior
 Interior
 Shingles
 Lath
 Clapboards
 Siding
 Casing
 Flooring
 Posts
 Prompt delivery
 Honest measures
 Correct prices
 Fair dealing
 Rail shipments
 Kiln-dried

MAIL ORDERS

Prompt
 Careful
 Intelligent
 Trained employees
 Large stock
 Full lines
 Assortments
 Economical
 Handy
 Simple
 Cheaper
 Convenient
 C. O. D.
 Examination
 Return privilege
 Samples
 Catalogs
 Packing
 Delivery
 Prepaid
 Express
 Mail
 Freight

MATTRESSES

Sizes
 Variety
 Makes
 Material
 Filling
 Ticking
 Colors
 Comfortable
 Sanitary
 Padded
 Folding
 Sectional

MEAT

Prime stock
 Fresh
 Clean

Juicy
 Tender
 Full weights
 Courteous service
 Punctuality
 City dressed
 Cold storage
 Quality
 Brine pickled
 Potted
 Minced
 Sugar cured
 Smoked
 Choice cuts
 Small dealers
 Meat trusts
 Markets
 Poultry
 Game
 Seasonable delicacies

MEN'S FURNISHINGS

Stylish
 Variety
 Stock
 Display
 Up-to-date
 Dressy
 Snappy
 Neckwear
 Newest
 Fashions
 Mode
 Colors
 Scarfs
 Ties
 Full-dress
 Negligee
 Correctness
 Shirts
 Makes
 Dress
 Negligee
 Colors
 Flannels
 Outing
 Silk
 Collars
 Cuffs
 Mufflers
 Shields
 Pajamas
 Underwear
 Light
 Heavy
 For summer
 Union-suits
 Suspenders
 Hosiery
 Gloves
 Handkerchiefs

MEN'S HATS

Style
 Smart
 Shape
 Crown
 Brim
 Weight
 Makes
 Color
 Character
 Block
 Wearing qualities
 Silk
 Newest
 Fashionable
 Derbies
 Soft derbies
 Crush
 Soft
 Alpine
 For business
 For evening wear
 Outing
 Straws
 Fresh
 Durable
 Mackinaws
 Panamas
 Real
 Description
 Snappy
 Negligee
 Imitation
 Prices
 Splits
 Sennits
 Salesmen
 Experience
 Judgment
 Fit
 Appropriate
 Personality
 Variety
 Display

MUSICAL INSTRUMENTS, PIANOS, ETC.

Beauty
 Style
 Make
 Tone
 Finish
 Shape
 Case
 Action
 Key-board
 Polish
 Resonance
 Embellishment
 Inlaying
 Material
 Size

Weight
 Imported
 Domestic
 Singing quality
 Concert pitch
 True
 Natural
 Melodious
 Grand
 Baby
 Infant
 Upright
 Square
 Clavichord
 Clavier
 Organ
 Harp
 Double-bass
 Oboe
 Clarinet
 Flute
 French horn
 Cornet
 Bugle
 Trombone
 Saxophone
 Tubas
 Xylophone
 Kettle-drum
 Snare drum
 Bass drum
 Fife
 Cymbal
 Triangle
 Piccolo
 Zither
 Mandolin
 Guitar
 Banjo
 Strings
 Wire
 Silver
 Cat gut
 Phonograph
 Music box
 Mechanical Pianos
 Electric Pianos
 Piano players
 Piano insurance
 Piano economy
 Installment

OIL STOVES AND HEATERS

Sizes
 Styles
 Makes
 Blue-flame
 Wickless
 Fuel-saving
 Safe
 Economical
 Fuel cost

No smell
 No smoke
 Quick
 Light
 For camp
 Cottage
 Demonstration

OPTICAL GOODS

Careful fitting
 Attention
 Responsibility
 Eye-testing
 Accurate
 Perfect adjustment
 Proper focus
 Examination
 Corrective glasses
 Clear
 Flawless
 Crystal
 Practical Experience
 Exclusive style
 Modern appointments
 Expert grinding
 Prescription
 Guarantee
 Scientifically made
 Diagnosis
 Specialist
 Specially ground
 Light
 Strong
 Durable
 Skeleton frames
 Right fitting
 Securely fitting
 Comfort
 Pleasure
 Bifocal
 Silex
 Brazillian pebble
 Repairs
 Lenses
 Eyeglasses
 Spectacles
 Monocles
 Lorgnettes
 Opera glasses
 Field glasses
 Marine glasses
 Eyeglass cases
 Eyeglass holders

OUTDOOR CLOTHING

Uniforms
 Outfits
 Sweaters

Jerseys
 Waterproof
 Hats
 Caps
 Coats
 Vests
 Waders
 Folding hats
 Colors
 Shape
 Variety
 Prompt service
 Ladies' shirts

PAINTS

Stock
 Variety
 Materials
 Makes
 Durability
 Colors
 Shades
 Indoor
 Outdoor
 House
 Carriage
 Iron
 Ceilings
 Floors
 Stains
 Varnishes
 Enamels
 Oils
 Dryers
 Reducers
 Putty
 Shallac
 Brushes
 Estimates
 Contracts
 Catalogs

PHONO- GRAPHS

Make
 Styles
 Size
 Tone
 Records
 Description
 Number
 Length
 Durability
 Operation
 Horns
 Compactness
 Variety
 Popular music
 Special music
 Pleasure
 Enjoyment
 Profit
 Concerts

Terms
 Easy payments
 Mail orders
 Demonstration
 Delivery

PICTURES

Oil paintings
 Etchings
 Engravings
 Water colors
 Crayons
 Photogravure
 Pastels
 Chromos
 Photos
 Enlargements
 Copying
 Coloring
 Frames
 Framing
 Easels
 Variety
 Rarity

PLUMBING

Reliable
 Trustworthy
 Experienced
 Economical
 Sanitary
 Tasty
 Durable
 Honest
 Water
 Gas
 Steam
 Heating
 Sewer
 Bath rooms
 Fixtures
 Tubs
 Closets
 Bowls
 Open system
 Specialties
 Contracts
 Estimates
 For hotels
 For schools
 For public buildings
 Plans
 Repairs
 Emergency

PROVISIONS AND GROCERIES

Fresh stock
 Complete variety
 Cleanliness

Prompt service
Quick delivery
Honest weight
Full measure
Courteous clerks
Departments
Vegetable
Fresh daily
Home-grown
Seasonable
Fruits
Tropical
Ripe
Sound
Fancy
For canning
Preserved
Dried
Canned
Evaporated
Canned goods
Sizes
Brands
Quality
Freshness
Reliable
Staples
Bargains
Prices
Telephone orders
Mail orders
Orders called for
Out-of-town delivery

REAL ESTATE

Description
Location
Transportation
For investment
Secure
Profitable
Safe
For homes
Own your own
Don't pay rent
Independence
Comfort
Size
Rooms
Lot
Frontage
Interior
View
Lawn
Walks
Drives
Shade
Porches
Cellar
Heat
Water
Bath
Manufacturing
Power

Floor space
Construction
Facilities
Shipping
Undeveloped
Acreage
Location
Prospects
Farms
Location
Size
Advantages
Railroad
Churches
School
Roads
Fertility
Special Adaptions
Buildings
Water
Wood
Timber
Cultivation
Pasturage
Fruit
Terms
Payments
Yearly
Monthly
Cash
Title
Mortgage
Interest rate

RIFLES, REVOLVERS

Makes
Variety
Convenience
Hunting
Target shooting
Self-protection
Weight
Finish
Stock
Magazine
Calibre
Repeaters
Automatic
Style
Sights
Guaranty
Ammunition
Traps
Shells
Targets
Loading tools
Cleaning tools

RUGS

Imported
Domestic
Persian
Indian

Turkish
Japanese
Chinese
Brussels
Axminster
Wiltons
Velvets
Smyrna silk rugs
Art squares
Carpet rugs
Rag rugs
Ingrains
Doormats
Hall runners
Wall hangings
Matting rugs
Harmonious designs
Wonderful variety
Mellow colors
All wool
Reversible
Authenticated qualities
Antiques
Gifts
Double-faced
Prayer rugs
Hand wrought
Machine made
Odd sizes
Silky pile
Vegetable dye
Spurious
Genuine
Seamless
Fancy centre
Exquisite borders
Lie flat
Cleanly
Easily laid
Easily fitted
Easily moved
More economical

SALES

Seasonable
New Year
Pre-inventory
Stock reducing
Removal
Closing out
Specialties
Bargains
Prices
Mid-summer
Hot weather
Seasonable
Vacation
Outing
Sea-shore
Camping
Mountains
Fourth of July
Fireworks

Bargains
Prices

SHOES

Make
Materials
Shapes
Sizes
Widths
Fit
Ease
Comfort
Durability
Soles
Inner-soles
Heels
Lining
Laces
Buttons
Counters
Colors
Water-proof
Finish
Caps
Fasteners
Looks
Common-sense
Cushion soles
Health
Dressy
Opera
Pumps
Slippers
Tennis
Yachting
Athletic
Bedroom
Bath
Moccasins
Repairs
Guaranty

SILKS

Width
Luster
Strength
Sheerness
Soft
Pliable
Clinging
Colors
Fresh
Dots
Stripes
Figured
Plaids
Checked
Barred
Shades
Exclusive weaves
New designs
Plain effects
Illuminated effects
Changeable

Embroidered
Staples
Black
Brown
White
Voiles
Pongees
Foulard
Summer silks
Waist patterns
Skirt patterns
Linings
Veilings
Special sales
Quantity
Quality
Remnants
Short pieces
Prices
Variety
Display
Samples
Mail orders

**SILVERWARE
AND
JEWELRY**

Glittering trinkets
Glint of gold
Sheen of silver
Magnificent array
Effective
Pleasing souvenirs
Faddish
Modish
Decorative
Novelties
Holiday gifts
Birthday gifts
Graduation gifts
Engagement gifts
Wedding gifts
Anniversary gifts
Fraternal orders
Intrinsic value
Art nouveau
Antiques
Mourning
Gun metal
Imitation
Guaranteed
Warranty
Skilled artisans
Repairing
Reconstruction
Satisfaction
Economy
Remodelled
Modernized
Polishing
Beautified
Mountings

Cutting
Exclusive ideas
Dependable
Sterling
White metal
Quadruple plate
Faultless workmanship
Small pieces
Service pieces
Table appointments
Oddities
Workmanship
Goldsmithing
Engraving
Setting
Watches
Fobs
Scarf pins
Hat pins
Brooches
Belt buckles
Chains
Combs
Barrettes
Rings
Earrings
Collar buttons
Studs
Tie-clips
Waist sets
Lavallieres
Tiaras
Necklaces
Mesh bags
Precious stones
Diamonds
Beryls
Pearls
Clocks
Cuckoo
Grandfather
Traveling
Hall
Alarm
Marine
Regularity
Accuracy
Useful
Unique

SKATES

Make
Sizes
Variety
Roller
Club
Hockey
Dutch
Plating
Finish
Strength
Straps
Fasteners
Sharpening

SOAPS

Delicate
Dainty
Soothing
Healing
Purity
Cleansing quality
Shape
Odor
No free alkali
No free chemicals
No animal fats
For face
For skin
For hands
For complexion
For feet
Cooling
Healing
For laundry
No rubbing
No boiling
Non-destructive
Economical
Premiums
Prices

SOFT DRINKS

Names
Variety
Necessity
Purity
Sodas
Gingers
Grape juice
Root beer
Mineral waters
Fountain
Cleanliness
Flavors
Specialties
Novelties

**SMOKING
JACKETS**

Comfort
Ease
Luxury
Assortment
Display
Style
Cut
Length
Material
Broadcloth
Tricot
Eiderdown
Cassimere
Colors
Trimming
Pockets
Linings
Buttons

House coats
Bath robes
Christmas gifts
Birthday gifts

STATIONERY

Variety
Styles
Elite
Attractive
Dainty
Tints
Texture
Makes
Boxing
Gift boxes
Cabinets
By the pound
Mourning
Calling cards
Size
Style
Engraving
Wedding
Invitations
Artistic
Correct
Form wording
Lettering
Samples
Engraved
Printed
Announcements
At home
Teas
Commencements
Programs
Menus
Perfect workmanship
Quick service
School supplies
Pads
Tablets
Pencils
Pens
Erasers
Ink
Crayons
Blotters
Albums
Post-card books
Desk fittings
Office supplies
Fountain pens
Variety
Makes

**STOVES,
RANGES, ETC.**

Makes
Sizes
Variety
Combination
Heaters

Fuel-economy
 Fuel
 Wood burner
 Coal
 Body trimmings
 Grate
 Firepot
 Legs
 Draft
 Ash pan
 Doors
 Convenience
 Dustless
 Steel
 Size
 Number holes
 Reservoir
 Water front
 Oven
 Fire box
 Grate
 Warming closet
 Warming shelf
 Baking
 Broiling
 Fuel-saving
 Attraction
 Durable
 Ventilation
 Circulation
 Capacity
 Easily controlled
 Good baker
 Demonstration

TEAS

Variety
 Purity
 Strength
 Economy
 Freshness
 Green
 Black
 Japan
 Mixtures
 Blends
 Iced tea
 Healthy
 Delicious
 Packages
 Delivery
 Premiums

TOILET ARTICLES

Cleansing
 Hygienic
 Antiseptic
 Pure
 Finest quality
 Warranted
 Efficacious
 Harmless
 Refreshing
 Durable

Hair brushes
 Bath brushes
 Face brushes
 Nail brushes
 Tooth brushes
 Combs
 Fine tooth
 Coarse
 Comb cleaners
 Sponges
 Wash cloths
 Pumice stone
 Perfumes
 Soaps
 Floating bath
 Imported
 Domestic
 Scented
 Olive oil
 Castile
 Tar
 Medicated
 Tooth powder
 Tooth paste
 Face powder
 Toilet preparations
 Complexion requisites
 Manicure supplies
 Hair tonics
 Hair dyes
 Deodorizers
 Sachets
 Tooth brush protectors
 Powder books
 Soap books
 Whisk brooms
 Soap holders
 Tooth brush holders
 Sponge holders
 Complexion masks

TOYS

Assortment
 Display
 Entertaining
 Amusing
 Instructive
 Durable
 Ingenious
 Scientific
 Dolls
 Wonderful
 Cunning
 Imported
 Dressed
 Eyes close
 Real hair
 Jointed
 Indestructible
 Stand alone

Sit down
 Automatic toys
 Animals
 Automobiles
 Fire engine
 Ships
 Railroad trains
 Musical
 Trunks
 Beds
 Tea sets
 Paint boxes
 Work boxes
 Games
 Puzzles

TRADING STAMPS

Cost nothing
 Profitable
 Economical
 Redeemable
 Changeable
 Premium display
 Catalogs
 Inspection
 Information

TRUNKS

Solid
 Strong
 Reliable
 Sizes
 Variety
 Construction
 Full riveted
 Linings
 Trays
 Hat boxes
 Covering
 Canvas-covered
 Stave top
 Reinforced
 Straps
 Hinges
 Locks
 Catches
 Handles
 Bumpers
 Bottoms
 Trimmings
 Wardrobe
 Steamer
 For storage

UMBRELLAS

Dependable
 Strong
 Durable
 Materials
 Silk
 Sizes
 Silk and linen
 Serge
 Cotton
 Frames

Construction
 Steel ribs
 Steel rods
 Handles
 Natural wood
 Horn
 Plated
 Mounted
 Colors
 Fast colors
 To match costume
 For ladies
 For children
 For gifts
 For service
 For carriage
 For lawn seat
 Engraving
 Repairs
 Recovering
 Prices

UPHOLSTERY

Skillful
 Taste
 Neatness
 Prompt
 Reasonable
 Ingenuity
 Resourceful
 Color schemes
 Economy
 Artistic combinations
 Polishing
 Retouching
 Remodeling
 Renovating
 Varnishing
 Covering
 Stuffing
 Tufting
 Draping
 Fringe
 Guimp
 Mattress work
 Pillow work
 Carpet laying
 Curtain Hanging
 Summer Cottages
 Bungalows
 Camps

VEHICLES

Variety
 Specialties
 Quality
 Construction
 Materials
 Wood
 Iron
 Steel
 Leather
 Cloth
 Carpet

Rubber	Width	Hanging	Perfect hanging
Paint	Mesh	Expert hangers	Materials
Varnish	Length	Mail orders	Mixtures
Style	Weight		Textures
Shape	Borders	WHISKEY	Weaves
Strong	Hemstitched	Kind	Costumes
Durable	Overshot	Distillery	Street
Running gear	Crochet	Purity	House
Wheels	Chiffon	Blend	Carriage
Hubs	Texture	Unadulterated	Walking suits
Spokes	For seashore	Bottling	Reception
Tires	Mountains	Quality	Morning
Steel	Street	Scotch rye	Neglige
Rubber	Driving	Bourbon	Peignoir
Pneumatic	Automobiling	Irish	Lingerie
Body	Yachting	Mellowness	Embroidered
Edge-irons	Rowing	Age	Lingerie waists
Seat risers	Golfing	Medicinal barrels	Flannel silk
Sills	Picnicing	Delivery	Chiffon
Panels	Mourning	Shipment	Lace
Corners	Dotted		Kimonas
Trimmings	Chenille	WINES	Bath gowns
Upholstery	Crepe de chine	Variety	Evening wraps
Finish	Real lace	Kinds	Long coats
Paint	Crape	Quality	Tourist
Striping	Nun's veiling	Claret	Golf capes
Tops		Sherries	Rain coats
Removable	WALL PAPER	Burgundies	Automobile coats
Wind-proof	Beauty	Champagnes	Dressing sacks
Special curtains	Style	Port	Night gowns
Summer vehicles	Hygienic	Maderia	Combinations
Victorias	Effects	Table use	Corset covers
Phaetons	Exclusive design	Bottling	Drawers
Surreys	Unusual	Domestic	Chemises
Station wagons	New stock	Imported	Hose supporters
Spiders	Attractive pat-	Stock	Brassieres
Traps	terns	Delivery	Petticoats
Runabouts	Harmony	Packing	Underskirts
Buggies	Tapestry		Drop skirts
Restful	Stripes	WOMEN'S CLOTHING	Bloomers
Rich	Broken stripes	Imported	Undervests
Graceful	Crown effects	Domestic	Handkerchiefs
Business wagons	Paneling	Oriental	Neckwear
Grocers	Color schemes	Hand made	Scarfs
Milkmen	For den	Machine made	Stocks
Laundrymen	Library	Custom made	Four-in-hands
Carpenters	Dining room	Modish	Jabots
Bakers	Hall	Ready-to-wear	Stoles
Butcher	Parlor	Luxurious	Collars
Florists	Nursery	Lavish	Cuffs
Farm	Sleeping room	Economical	Yokes
Special makes	Kitchen	Artistic	Ruffles
Made-to-Order	Bath room	Original	Ruching
Reliability	Friezes	Dainty	Flouncing
Terms	Dados	Charming	Belts
Guaranty	Borders	Chic	Aprons
	Leathers	Rich combina-	Health waists
VEILINGS	Burlap	tions	Girdles
Stylish	Embossed	Harmonious	Combs
Becoming	Hand made	shades	Hair rolls
Soft	Water proof	Sheer fabrics	Ornaments
Sheer	Washable	Well tailored	Fans
Cool	Varnished	Well cut	Parasols
Dainty	Estimates	Perfect fitting	Umbrellas
Styles	Samples		Veiling
Shades	Contracts		

ATHLETIC AND SPORTING GOODS

Cholly—"Ya'as, I'm going in for cwicket and golf and all that sawt of thing, y' know; they're such manly sport, y' know."

Miss Peppry—"The idea! You're becoming positively mannish, aren't you?"—*Buffalo News*.

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Bulky Matters—"Is dey swell folks up at dat house?"

Woeful Walters—"Is dey swell? Say, dey didn't hit me wit' nutting' but golf clubs."—*Chicago News*.

Go duck-shooting? These are ideal days for the sport. Much depends, however, upon the outfit. Good sportsmen know that and experience has taught them to rely upon Schmelzer's when in need of trusty guns or shells, boats, decoys, calls and hunter's coats or any other article of the hunter's equipment. A purchase at Schmelzer's means: A saving of money and time, invariable satisfaction and the best of quality. A half century of growth and the distinction of being the largest athletic and sporting goods house in the world backs our guarantee. "Whatever we sell or advertise, we stake our reputation on it."—*Schmelzer Arms Co., Kansas City, Mo.*

Football supplies. Sporting goods. This is ideal weather for football. We want you to know of the large supply of footballs and toggery we carry. Our goods are all first quality. We want you to inspect and compare our stock with others. You will be convinced we can do as well, if not a little better, in price and quality. Just try and see. Footballs. Our footballs are not sold at catalogue prices, but marked at their true value.—*The Alling Rubber Co., Waterbury, Conn.*

Outdoor sports. There is no spring tonic known that equals the great out-of-door. Plenty of exercise in the open, deep breathing and right thinking make for health and happiness. Whether you like the moderate exercise that you get by playing croquet or the more active game of tennis, or the still more strenuous game of baseball, you will find here every essential for personal or field equipment—by odds the largest stock of things needed for outdoor sport and

games than will be found in any other store in this section. And if you like to while away your leisure hours in a hammock or a swing, they, too, are here, and in tremendous variety. We also have rowboats, motor boats, and canoes, bicycles, tents, fishing tackle, etc.—*Hahn & Co., Newark, N. J.*

Sleighs for the boys and girls. Snow has fallen, and now for sleigh riding. Every boy and girl should have a sleigh and enjoy this very healthy exercise. We have now on sale a line of four different varieties. Sleighs to suit all, both in price and size. For the younger ones a serviceable sleigh, with flat shoes, finished in bright colors, at 35 cents each. Another of the same style and finish, but longer and higher at 40 cents. Then, in the better grades we sell a round iron spring shod sleigh, strong supports for the top board and in every way a good article, at 60 cents each. The larger size of the same variety, suitable for making "bobs," ordinarily known as a "Pointer," price 75 cents. Come early and make your choice.—*Ashdown's, Sporting Goods, Winnipeg, Can.*

Outdoor sports have begun. Baseball players have already taken the field, and it won't be long before tennis, golf, cycling, boating and all other forms of outdoor amusement will be in full swing. You have your favorite pastime—prepare for it now. There is hardly a sport but necessitates some special form of footwear. You'll find that special form right here. The following are but a few of the many varieties of men's outing shoes which we carry in stock.—*W. G. Simmons Co., Hartford, Conn.*

Gifts for an athletic boy. We've everything for building muscle, from ice

skates to bicycles, together with all the needfuls of a home gymnasium. Punching bags—some that swing free, others attached to both floor and ceiling. Boxing gloves, well padded. Footballs, Rugby shape, to stand plenty of knock-about use. 75c. up. Basket balls, \$1.00 up. Exercisers for boys, at 50c. Heavier sizes for professional athletes up to \$5.00. All weights of dumb bells and Indian clubs. Also rowing machines. Ice skates, 50c. up. Our Christmas catalog suggests hundreds of gifts. Mailed free.—*Shannon Hardware Co., Philadelphia, Pa.*

Squash tennis, racquets and balls here. The opening of the new Crescent Athletic Club with its four fine squash courts will stir interest in this splendid indoor game. It is natural, perhaps, that this store—which has furnished the Crescent Club from top to bottom—should now be prepared to supply the demand for Squash Racquets and Balls. They are of the best grades—at the least prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Bear in mind that we are headquarters for Baseball Goods. We have the largest stock of Gloves and Mitts ever shown in the Naugatuck valley. Over 500 Gloves displayed on our tables for you to choose from.

We guarantee to save you money on your purchases. No fancy prices here. All goods marked at what they are actually worth in plain figures.

We have one lot of Gloves that are soiled from handling. These are just as good for service, but are marked at about half price. Every Glove is warranted and will be replaced is not satisfactory.

Every one knows how hard it is to get a good bat; one evenly balanced and that just suits. We have over 500 Bats in stock to choose from, including six dozen Louisville Sluggers. The best bat made.—*The Alling Rubber Co., Waterbury, Conn.*

Not to-day or to-morrow, but almost before you know it, the snow will be gone, the grass green and you'll hear the umpire's call—"batter up." We have everything with which to equip the ball player, or rather the baseball clubs. Hans Wagner bats, Napoleon Lajoie bats, Louisville Slugger bats. We are exclusive agents for them—and if you like to "line 'em out," you'll appreciate the superiority of these bats. We have everything in Spalding and Victor baseballs, bats, gloves, guards, shields, and

all other articles necessary in the national game. We make special prices to clubs.—*The Anglers' Co., Hartford.*

If tennis is the game, here are the right tools—and as little priced as reliable sorts can anywhere be found.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We want you to regard this Store as most men do, as the best Sporting and Athletic Goods Store in this town, and be it boy, girl, man or woman who has a need in this line, we are ready, not only with the best goods, but also the lowest prices.—*Abraham & Straus, Brooklyn.*

The Best of Athletic Goods for Very Modest Prices.—Complete stocks of the Tools for outdoor sport, and those Tools in every instance reliable. Prices in every case as low as, and in most cases, lower than the same goods will cost elsewhere. Prompt, careful, pleasant service.—*Frederick Loeser & Co., Brooklyn.*

We are showing an extensive line of summer outing and sporting goods and accessories, including lawn tennis goods, base ball goods, lawn springs, tents, hammocks, croquet sets, garden tools, etc., and a full assortment of the small toys and games that are so delightful to the little folks.—*Woodward & Lothrop, Washington, D. C.*

This collection of Tennis Rackets comes from one of the best concerns in the business; and Rackets are all in 1904 models. The quality of material and the workmanship are the best put into these goods. Frames are of specially selected, highly polished, white ash, beveled; polished mahogany throat pieces. Handmade throughout. Perfect balance assured.—*Wanamaker.*

We seem to have a monopoly on low prices on such goods. We haven't noticed any this season that equaled the prices you'll find in this Sporting Goods Store. The goods are of a splendid quality. We make prices low through extensive purchases and taking goods off other people's hands in exchange for our cash.—*Jones Dry Goods Co., Kansas City, Mo.*

"Truscott" on a boat means about the same as "Sterling" stamped upon good silverware. It guarantees to the purchaser the best materials, workmanship and designing that enter into launch-making. On hand and ready for immediate delivery we have half a dozen splendid Truscott Launches, representing the line of Truscotts for which we are New York agents. These boats are built out of seasoned wood, copper

fastened, decks of golden oak. Each one is equipped with a two-cycle motor—Truscott-made—regarded as the most compact motor in the almost-noiseless class. These prices are f. o. b. New York. If desired, boats will be put in commission here.—*Macy's, New York.*

Been out on the links yet? Perhaps you looked over your stock of clubs and found some that needed replacing. Easy to choose from the splendid array here—and the best golf supplies cost the very least in this golf store.—*Frederick Loeser & Co., Brooklyn, N. Y.*

White duck tents for campers.—How about that Summer vacation and the tent you will need if you go camping? Just a word by way of reminder—when you are getting ready for your vacation do not forget that our stock of tents and tent supplies is complete. There is nothing better for real enjoyment than a comfortable tent, picturesquely pitched in the right sort of a place. Prices below the picture.—*Brummer's, Sacramento, Cal.*

Tennis is more popular than ever this year. We can supply tennis enthusiasts with every essential except the court.—*Sibley, Lindsay & Curr Co., Rochester.*

Ping-pong, for 48c. and up. Have you ever played Ping-Pong? It is the one game that proves popular with all classes and all ages. It is the most fascinating of novel pastimes. It is simple, but never twice alike, easy to play but always interesting. If you once try it you will realize that a ping-pong set is necessary in your home. Everybody from grandmother down to baby will play. Costs but little and delights each member of the family.—*Harris, Emery Co., Des Moines, Ia.*

Croquet sets.—For an enjoyable outdoor game that is not too vigorous, croquet is still unequalled.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Golf and Tennis.—Whichever will claim your attention on the holiday, the right tools—that is, the best tools—are here in complete assortment and for prices that mean worth while saving.—*Abraham & Straus, Brooklyn, N. Y.*

"Luck is with the heaviest battalions," said a famous general. Luck is with the sportsman who is best equipped. The sportsman is best equipped who is equipped by us. Equipping sportsmen has been our exclusive business over twelve years.—*Kimball-Upson Co., Sacramento, Cal.*

Tennis is more markedly a favorite this year than for a long time, as the

early indications promised. Players are making heavy demands for large quantities of goods, especially the fine and serviceable sorts; but the stock is still in splendid condition. Besides all the requisites, the knowledge of our expert-in-charge is at the service of our customers—ask all the questions you like, and welcome. For golf players—every good club and ball that players are likely to ask for is here, and the largest quantity in Philadelphia.—*Wanamaker's, Philadelphia, Pa.*

The Strenuous Life.—Footballs, boxing gloves, punching bags, dumbbells, Indian clubs and everything to make a boy like our President.—*The Rookery, Jackson, Miss.*

A cold wave is due and you may expect the red ball up in twenty-four hours. In the Loeser basement sporting goods store you will find a most complete variety of the best ice skates made. There are styles for men, women and children. Prices are lowest; just a hint or two at the range.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Whether you're to be out of town one day—or three days—or more, your pleasure depends on the goodness—the thorough goodness—of your sporting equipment. And goodness doesn't necessarily imply expensiveness. If your supply comes from the Big Store it will be as good as it is possible for human skill to make it. And it will cost less than inferior goods elsewhere.—*Siegel Cooper & Co., Chicago, Ill.*

These are the days that make one think of fishing. There is much to be said in favor of the sport that appeals to all alike. The finny tribe can sometimes be coaxed from his haunts and sometimes he can't. But there is one thing certain, the right sort of tackle will help to catch the wily bass. Come in and let us show you our line—it is complete and we can supply every need that you may have from hooks to poles and everything that goes to make a fisherman happy.—*Smith, Watkins & Co., Lexington, Ky.*

You can't help looking with admiration at our fine line of sporting goods if you are within eyeshot of this emporium for sportsmen. The spell of the woods and the water will prompt you to step inside, where you can see and select to your heart's content everything that the fisherman or hunter needs.—*Rapp & Lloyd, Spokane, Wash.*

Get a camera this season. Get it early in the season and begin enjoying the

delights of picture taking as soon as you can. We have one of the most extensive stocks of Kodaks, cameras and photo supplies on the coast. Our experience enables us to aid in many ways the amateur photographer and to help insure skill and satisfaction in the art.—*Buber & Colson Drug Co., Fresno, Cal.*

“Ramona” portable cottages, stores, offices and bungalows. Ten styles to choose from. One-room “Automobile Cottage” to five-room “Bungalow” with porches. Pantry, closets and bath room. Fitted completely at mill before sold. Delivered in “Knockdown” bundles. Anyone can set them up in a few hours. No nailing or sawing necessary. Need only screw-driver, wrench and hammer. Price only about half the cost of building ordinary frame house. Take your house along with you to the beach, mountain, desert, mines, ranch or foothills. Move it back home in the fall onto your vacant lot and rent it. It’s “as good as new” after a dozen moves.—*Home Building Mill and Improvement Co., Los Angeles, Cal.*

Table tennis and sporting goods. This is a sporting goods store through and through. Fully equipped to supply your wants, and do so most economically. You can fit up a gymnasium of your own in your own room, and there will be very little expense in doing so.—*Loeser’s, Brooklyn, N. Y.*

The winners. So much depends on the equipment of a baseball team that too much stress cannot be laid upon the necessity of purchasing baseball supplies where the goods are of the highest quality. Fine fishing tackle, lawn tennis and golf supplies.—*The Andrus & Naedele Co., Hartford, Conn.*

We have a good line of new tennis rackets. The frames are made from selected materials by experts who thoroughly understand the use of them. The gut used in stringing is the very best that can be procured. Tennis balls, nets, posts and marking tapes. Catalogue on application. Rackets restrung in the best possible manner.—*A. S. Burbank, Plymouth, Mass.*

Footballs and football supplies. The call of the gridiron warriors to practice has been heard. Is your team ready? If not, the Loeser Sporting Goods Store is ready with the most complete line of footballs and other supplies. Everything of the best standard. Below we give hint of the Loeser fair prices.—*F. Loeser & Co., Brooklyn, N. Y.*

Of course you know we are Colorado headquarters for sporting goods—

guns, rifles, ammunition and shooting toggery. We outfit you with the just right outfit for whatever you are going after.—*The Geo. Tritch Hardware Co., Denver, Colo.*

We’re busy selling hunting supplies because our stocks are complete in all lines and we sell high-quality goods. Prices also are a winning feature every time. If you’re going out for one day or a month let us fit you out in proper equipment to ensure a successful trip. Note our prices.—*Ashdown’s, Winnipeg.*

Never will the boys and girls want for better skating, and never will they want for a better store than Kaufman’s in which to buy skates. There’s fine ice on every pond and stream, and if you want to enjoy the skating be sure to have a good pair of skates. Right when skates are wanted most, we reduce our price a full 25 per cent., which makes the buying exceedingly advantageous.—*Kaufman’s, Trenton, N. J.*

Baseball supplies. We have just opened up a large and complete stock of base ball goods and asked the inspection of all intending purchasers of baseball supplies. Our name has long been a guarantee of all that is first-class and up-to-date in the sporting goods line. We have a complete stock of baseballs, gloves, mitts, bats, uniforms, shoes and all other supplies necessary for teams or individuals. Mail inquiries of out-of-town customers are solicited and we are glad to send catalogues and prices. All mail-orders given careful attention.—*Anderson Hardware Company, Atlanta, Ga.*

Football supplies. The Loeser sporting-goods store is local headquarters for the best football supplies. Everything requisite to the great game is here and guaranteed to be the best. Prices moderate.—*F. Loeser & Co., Brooklyn, N. Y.*

A few hints for campers. Everybody will not go camping or touring in June, but everybody who contemplates an outing this summer is doing some planning, and so this list is for them particularly. It would be an easy matter to fill this page with hints, from all over the store, of the goods summer homes and campers will find convenient. But only a few suggestions are given in the hope that you’ll come to the best supply source for everything you’ll need. From the tent and its furnishings we’ll supply everything you’ll need to eat, use and wear.—*T. Eaton Co., Toronto, Can.*

BICYCLES

A good bicycle never happens, it's a steady progress—the net result of the best thought and skill of the best people. An ordinary set of men can do only ordinary things; rare knowledge and ability are necessary to produce such superb knowledge.—*Globe Cycle Co., Buffalo, N. Y.*

Bicycle riding is no longer a fad. People have outgrown paying an exorbitant price for a wheel because it bears the name plate of a record breaker. The prospective buyer nowadays wants his money's worth in materials and workmanship and not in sentiment. When you buy a Lenox bicycle, you don't pay for the enviable reputation it has been winning for years, you get value received in a machine of first quality—finest materials plus expert workmanship.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Don't you feel well? Have you lost your nerve and appetite? If you are working indoors, at office work, did it ever strike you that what you probably needed was exercise of the proper kind, and not patent medicine or physic? Ride a bicycle, use it regularly and properly, put your blood in circulation, and you throw away medicine chest.—*Globe Cycle Co., Buffalo, N. Y.*

Lenox Logic.—Look back and think how many of the popular wheels of a few years ago are being sold to-day. Very few. And why? Because when people ceased to ride a wheel with a certain name plate from the sentiment of the thing and wanted actual bicycle value these self-styled, high-grade, wheels died a natural death. When we embarked on the sea of bicycle selling we took a different tact. We built as good a wheel as mechanical skill could construct from the finest materials, and sold it at a reasonable profit. The drygoods method was more to your liking and the Lenox has lived to see more riders than any other bicycle in this vicinity.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

National and Cleveland wheels have no superiors. They are built by mechanics who understand perfectly every requirement of a bicycle and nothing but the best material and the finest

workmanship enters into their construction. Let us prove by showing them to you that they are as near perfection as it is possible to build.—*W. H. Alexander, Spokane, Wash.*

There's no other store that can do so much in bicycles for you as we can. In fact, this department in a way is a bicycle headquarters. Everything here for a wheelman, from a lamp to a racing wheel. Through a fortunate purchase we secured a small quantity of Fowler bicycles at a special price. These wheels have seamless steel tubing. The hangers are the latest model Fauber. They are equipped with the celebrated Baldwin chain. Adjustable handle bars. Brown padded saddle and finest quality single-tube tires.—*Lit Brothers, Philadelphia, Pa.*

If you desire a bicycle and want the best value for the money, come to the place where there is the largest assortment and make your selection.—*Young's Bicycle Store, York, Pa.*

It's settled. What? The weather and the fact that we can give you more for your money in the bicycle and talking machine line than you get elsewhere.—*Snyder Cycle and Automobile Co., York, Pa.*

The 1903 Ramblers are the wheels for the classes and the masses. Made more durable, lighter and easier running this year than ever before. Call and see them.—*The Fred T. Merrill Cycle Co., Spokane, Wash.*

Reliability is one of the good features of the National wheel. It responds to any demand you make upon it, stands up under hard service in all kinds of weather, is easily cared for—and you can own on simple and easy terms. Ask us about it.—*W. H. Alexander, Spokane, Wash.*

There are 500 riders of the National bicycle in Omaha alone, who will back our assertions that a National rider never changes his mount.—*Omaha Bicycle Co., Omaha, Neb.*

If you desire a bicycle and want the best value for the money, come to the place where there is the largest assortment and make your selection.—*Young's Bicycle Store, York, Pa.*

CAMERAS

Kodakry spells outdoor enjoyment. Now is the time you want to take some good pictures. Our films and plates are fresh, first quality and first hand, direct from Eastman. No old or undesirable goods among them. Kept in a cool place, away from steam pipes and heat. We guarantee our films and plates to take the best pictures, because they are the best. Great the relief to be sure of a thing. We do developing and printing, too—do it fine and with promptness. Bring your films to us if you don't feel like risking them yourself.—*Towne, Seccombe & Allison, San Bernardino, Cal.*

A *Kodak* for a Xmas present to your friend; nothing will give more constant and enduring pleasure. We have an endless variety to select from, at prices to suit all purses.—*Geo. Barrat & Son, Montreal, Que., Can.*

Buy a camera. It's no work to take good pictures; much fun—the best fun in the world, according to many. Now you may not know the working of a camera—and how to develop and print. We'll show you. We'll tell you everything—and if you buy a camera now we will make you an expert before you are ready to go on your vacation trip. We can give you a camera at any price you wish to pay.—*The Sportsman's Shop, Hartford, Conn.*

The story of a summer vacation as told by a *kodak*. It's always an interesting story and it's an easy story to record, for the *kodak* works at the bidding of the merest novice. There is no dark-room for any part of *kodak* work—it's all simple. Press the button—do the rest or leave it to another—just as you please. The *kodak* catalogue tells the details. Get the new 1907 catalogue.—*Kingston, Denison, Texas.*

There's a timely sale of cameras this week, in the section given over to photographic supplies. Last year's models—Blair's, Pocos, Kodaks, Premos—are being sold at considerably less than cost. Just the thing to make the summer vacation complete.—*Jordan Marsh Co., Boston, Mass.*

Whether you want a fine camera for yourself, or an inexpensive one for the

boy or girl, we can meet your wishes exactly in the very best sorts. Here are some suggestions of Cameras, as well as supplies for them.—*Wanamaker, New York, N. Y.*

Yesterday no doubt you used your *kodak* to advantage. To-day you are possibly wondering where to have your films developed and finished. We do the large bulk of this work in Colorado Springs. We are especially equipped for this work and have a first-class expert operator.—*Hemey, Arcularius Drug Co., Colorado Springs, Colo.*

Cameras and supplies.—If you would live over again and again the pleasures of your outing or vacation take a camera with you. Between the showers some stray ray of sunshine will enable you to get some photographic reminders. We supply everything the amateur needs—the popular makes of cameras and the essentials for finishing, or we will finish your pictures for you, if you like.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Going away?—Then your baggage is not complete without a camera or *kodak*. There will be many happy scenes on your vacation that you will want to remember! Nothing will do more to refresh your memory, and bring that time and occasion vividly to your mind, than a picture taken right on the spot, and by your own hand. If you don't know how to operate a camera or *kodak*, we will teach you in a few minutes—easy to learn! You will get lots of pleasure from one.—*The S. Galeski Optical Co., Richmond, Va.*

All kinds of cameras. An outing without a camera is like hunting without a gun, or fishing without a hook. Cameras are better every year—do more things and do the work easier. Every kind is here, with all the supplies and requisites for every part of picture making. The cost need be but little, if you so choose.—*Walbridge & Co., Buffalo, N. Y.*

Cameras and the country.—People who would never bother with keeping a written diary of their summer vacation willingly keep one with a camera. Of course the reason's obvious—a camera

perpetuates, in a second or so, places you've visited, people you've met, events you've seen, in a way that you couldn't come near duplicating with pen, ink and paper. That's why a camera is an indispensable adjunct to your vacation; and here are camera offerings that make buying very easy.—*Wanamaker's, Philadelphia, Pa.*

Want a camera? Why not get it here, you have all the newest models of all the celebrated makes to select from, at much lower prices than is asked at the exclusive stores?—*Kaufman's, Pittsburg,*

Don't forget to take your camera when you go out of town over the 4th of July. If you haven't a Camera, it is easy to choose from this fine stock of Pocos, Premos or Eastman Kodak Cameras, and prices are the smallest.—*Abraham & Straus, Brooklyn, N. Y.*

Take a camera with you—Fourth of July is the first of the season's holidays. If you want to bring your outing home with you take a camera along—80c. will buy a Brownie to make pictures.—*Wanamaker's, Philadelphia.*

A vacation without a kodak is a vacation wasted. We have them in all styles. Come in and see us before going.—*Stewart & Holmes Drug Co., Tacoma, Wash.*

Take a camera with you on your trip. It will add greatly to your pleasure, and the pictures secured will help you to enjoy your trip over and over again.—*The J. Sussman Co., Baltimore, Md.*

Come in and talk camera.—We know that nearly everybody has a general desire to own a camera. We know that many wrong ideas exist as to the cost or difficulty of photography. We suggest that even though you have no immediate intention of buying, you come in and let us tell you all about cameras. If you can't come, write for catalogue.—*Buker & Colson, Fresno, Cal.*

A clear up of cameras—Some are shop-worn—slightly rubbed and scratched; others are not the latest model. But they'll take good pictures—nothing wrong there.—*Wanamaker's, Philadelphia.*

Vacation days.—When you are making arrangements for a summer's outing do not forget a kodak or camera. When you arrive home you can show what a good time you had.—*Fred E. Munsey & Co., Los Angeles, Cal.*

Take vacation photos. Does a camera figure in your Vacation plan? Vacations are decidedly more enjoyable when one has a camera along. You're not obliged to put much money into an outfit unless you desire something elaborate. We can supply you with a practical little film camera for \$1.00, have others all prices up to \$30. Come into one of our stores and let us show you what we have.—*The Gordon-Mitchell Drug Co., Winnipeg, Can.*

A new reflecting camera, the Premograph, \$9. See your picture full size and right side up the instant before you press the button. How much will that add to the pleasure of photography—and to the excellence of the pictures you get. These reflecting cameras have always been considered the best snap shot cameras made—and cost the most. Now here is one that will take pictures 3 1-4 x 4 1-4, that is perfect working and that costs but \$9.—*F. Loeser & Co., Brooklyn, N. Y.*

Remember with a camera and you won't forget. Perhaps you would like to bring back your vacation with pictures—if you knew how. It is the easiest thing in the world now—not only to take snap-shots and simple time exposures, but to develop and print the pictures when you reach home. Somebody in the camera store is ready with suggestions or advice at any time and there is wide choice in practical vacation cameras. If all you care to do is to get the picture, we will finish it up in satisfactory manner and for very little price.—*F. Loeser & Co., Brooklyn,*

You're planning a trip for the summer? Do you own a kodak and a field glass? The pleasure of a vacation is just doubled by the addition of these two articles which have become a part of everyone's traveling outfit. Give us a call—we have them at prices to suit every purse.—*E. E. Bausch & Son, Rochester, N. Y.*

OUTDOOR CLOTHING

MEN'S AND WOMEN'S

"That bathing suit is quite a creation, isn't it?"
"Well it's nearly a creation—made out of almost nothing."—Puck.

‡ ‡ ‡

Deacon Coopah—"But I wondah dem gals wear such bathing suits! Dere's been some pow'ful preaching against it!"

His Wife—"Ya'as; but I reckon dem gals are goneter take dere style from de fashion magazines, and not from the pulpit!"—Puck.

Baseball uniforms made to order. We make a specialty of uniforms and can furnish them quickly and at bottom prices. We have assorted sizes ready made for men and boys at \$1.50 per suit. Shirts, pants and cap. A complete line of Fielder's gloves, Fielder's mitts, baseman's mitts, catcher's mitts, Louisville sluggers and Zimmerman's bats.—*Walter R. Miller & Company, Binghamton, N. Y.*

Not only from a strictly hygienic point of view but as a comfort, no sensible woman can afford to ignore the advantages of the town and country ladies' shirt. The shirt of freedom and the only correct garment for tennis, golf, and for all athletics or outing.—*Guiterman Bros., St. Paul, Minn.*

Camping hats. Nifty, mercerized sateen and linen folding hats, in plain colors and neat polka dots; linen colored tops with plain green and blue facings. Another style with circular drooping flounce and also the straight sailor; can be folded and carried conveniently in the pocket. A perfect sun shade and very popular; on sale thirteen hours Saturday.—*Whitehouse Dry Goods Co., Spokane, Wash.*

Are you going fishing? Get your outfit here now, so you won't be distracted with too many things to do at the last minute. We will clothe you complete,

from head to foot. Waterproof hats, coats, vests and waders—best that are made. Finest wool sweaters. Prices that leave you ahead of the game. We make a specialty of repairing rods and reels, and carry Pueblo's largest stock of general fishing tackle.—*Pueblo Novelty Works, Pueblo, Colo.*

Cretonne trimmed bathing suits and new Princess models. A new era in bathing suits—an era of prettiness hitherto unthought of comes with this year's dainty models. Grace of line and trimness of fit distinguish the new princess styles. Fancy soutache braiding is shown and the band trimmings of French cretonne in the 1908 fashion make dainty touches of color on dark suits. And Loeser suits are meant for wear as well as prettiness. Materials are the sort that will stand wind and sun and wettings, and the good lines are tailored into the material by a maker of bathing suits who puts the stamp of high character on even the least priced garment he makes. Prices start at \$2.98 and range up to \$33.98 for the most elaborate silk styles. Lower priced suits of mohair and brilliantine in black, blue and brown are shown in new Dutch neck effects and in princess and negligee princess or buttoned all the way down models, up to \$12.98.—*F. Loeser & Co., Brooklyn, N. Y.*

CLOTHING (MEN AND WOMEN) FOR OUTDOOR SPORTS

FISHING TACKLE

Black bass are biting, and a good catch is sure if you buy your bass tackle at our store. The quality of our tackle is dependable. No trouble in landing the big ones—when your outfit comes from here. Our prices are the lowest that reliable tackle can be sold for.—*Callahan & Douglas, Binghamton, N. Y.*

The sporting goods we are showing to-day ought to make every one feel like indulging in out of door sports. Tennis and baseball outfits, fishing tackle, kodaks, cameras, and supplies of all kinds are offered you for vacation days at prices which are lower than ever. The time to enjoy them is now, the place to buy them is here.—*Waldron's, Binghamton, N. Y.*

Rainbow trout supplies, that is, supplies with which to land that tricky and elusive specimen of the finny tribe successfully, such as reel, flies and tackle and, in fact, every thing the fisherman desires is found here. We can make the cost of your outfit seem so small and yet can equip you with the best.—*Phillips-Cooke Hardware Co., Pueblo.*

Why not get after the fish before the other fellows catch them? Fishing tackle is of two kinds—good and good for nothing. If you like to go fishing, better get your tackle here. We know exactly what is needed for the fish you are after. And when you hook a fish with our tackle you will not lose him. The hook will not break, the line or leader snap or the reel stick. All our sporting goods are the reliable kind. Come in and look them over. We have several novelties that you ought to see.—*The Salem G. Le Valley Co., Buffalo, N. Y.*

The fishing season is at its height—and here are all the things that delight the heart of the angler. And tennis, too, has received an impetus which ranks it as one of the foremost sports of 1904. This is the headquarters for all sorts of sporting and athletic needs. Prices are the lowest anywhere.—*Abraham & Straus, Brooklyn.*

Getting ready for fishing.—Practically the last barricade has been removed—

it's open season for almost any member of the finny tribes. The true fisherman is busy getting ready for the vacation campaign. At what point can our fishing tackle store serve you?—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

A strong pull on public favor our superb line of fishing tackle has. No man would think of starting out for a day's sport without first equipping himself with one of our fine bamboo or steel rods and expert reels, if he would hook the finny beauty in brook, lake or pond, and bring success to his fly or hook. Our line of fishing tackle, guns, rifles and ammunition is the best made.—*Redving & Ellestad, Grand Forks, N. D.*

Fishing tackle. Everything that's good. They have been catching the big ones lately—2 to 5 pounds. You will need a shotgun soon. Let us show you our line.—*Rapp & Lloyd, Spokane.*

We haven't talked fishing gear, because it's been too cold. We do so now. Fishing gear is cheaper each year.—*A. W. Reddin, Charlottetown, P. E. I.*

Things for everybody who wants to get out of doors and have a good time. Salt-water fishing practically begins on or about June—the first chance people have to go out of town for an outing. If you are after bluefish, sheepshead, flounder or any other kind, we've got the fishing tackle to help you.—*Wanamaker's, Philadelphia.*

The better and more complete the angler's outfit, the greater enjoyment is sure to be. If you, Mr. Fisherman, only knew (as we know full well) the real, dollar saving values in our fishing tackle department, you would all be here when the doors open this morning.—*The 14th St. Store, New York.*

The best bargain in a trout rod you will ever see. It is 9 1-2 ft. long and in 18-inch lengths. Fits easily in suit case or trunk. The supply is limited, so come soon.—*Clapp & Treat, Hartford, Conn.*

Be a successful angler. Our line of fishing tackle is entirely of English manufacture, purchased by us direct, and is the best assortment ever shown here.

It includes rods, lines, leaders, flies, gut, hooks, in all desirable sizes. Our tackle makes a good catch certain—if there are fish to catch. It always pays to keep tackle complete—saves lots of bother when you want to go off in a hurry. Our prices are the lowest you can get good tackle for anywhere.—*J. G. Jamieson, Charlottetown, Can.*

“Throw physic to the dogs.” I’ll have none of it—but rather I’ll away to the inviting brook and business cares a-banish—and there, at peace with the world, I’ll fish and fish till close of day, and then, returning, boast not of catch—though creel be fairly filled—but rather attend the feast that good health and appetite prepares—then, resting, fish the day o’er and vow to go again as soon as possible. Now this is fishing—and sad is the man who doesn’t crave a day or two’s sport following a singing brook! We can tell you what to fish with—and we can equip you for any kind of a fishing trip. We are manufacturing retailers of rods and tackle. When you see our displays you’ll agree that there’s little more to see—go where you will. Rods from 75c. to \$75, and everything else in proportion. You’ll like this store—for it’s more than a store, you’ll like our sportsman’s room—it has an uncommercial air, it’s stocked with good literature—on fishing and sports afield.—*The Sportsman’s Shop, Hartford, Conn.*

Fish early. Look over your tackle and be prepared. April first will soon be here and our new stock of hooks, flies, rods, reels, canvas creels and baskets are here now. They are beauties. We have everything in the world that could be desired for trout fishing.—*Clapp & Treat, Hartford, Conn.*

“Something doing?” Yes, but ’twill be a story of “the fish I didn’t catch,” if your tackle isn’t right. Our 1908 light tackle outfits are up-to-date, of standard quality and made especially to conform to rules of Southern California clubs. A fine line of reels, prices ranging from 50c. to \$60. Our special pompano rod, 17 ft., 4 joint, is very convenient to carry on cars. Surf and wharf fishermen should see our split bamboo surf rods, large agate guide and tip, cord wound grip, extra heavy welt ferrules, and German silver trumpet guides, at \$10.—*Tufts-Lyon Arms Company, Los Angeles, Cal.*

Don’t forget bass season opens June 1st. Prepare for your fishing trip by the purchase of necessary fishing

tackle. We have a complete stock of poles, lines, hooks, artificial flies and other bait, in fact everything for the up-to-date angler. Our values are strong. Make it a point to outfit here. Special on reels. Your wants in reels can be supplied here at a saving in price. We have the small brass reel, also the more elaborate multiplying reels with alarm and drag features. Better get our prices before buying elsewhere. There is a saving to be had here.—*Chambelle Cycle Co., Fresno.*

Your luck depends just as much on the quality of your tackle as it does on your skill. Stop at our store and replenish your tackle box and you won’t be caught telling your friends about “that big one that got away.” New rods, reels, artificial baits, hooks, etc., at the most attractive prices.—*Dollarhide & Harris, Denison, Tex.*

Fishing tackle.—This department makes a man think of deep, cool pools, with the slippery trout flashing, tempting you to fish. We have baited all the goods with very low prices for to-morrow.—*Siegel-Cooper Co., New York.*

“I can snake ’em out ’most every time if I have the right kind of tackle,” said a fisherman friend to us the other day. No use talking, tackle is important; and, just the same as with everything else, there’s a right kind to buy, and a right place to buy it. We believe our kind of tackle is surely the right kind; and if our prices and ways of selling don’t prove that this is the right place to buy, your money is yours again in a minute.—*The Danbury Hardware Co., Danbury, Ct.*

How about your tackle, fishing tackle, we mean, is it all ready, so you won’t be bothered to stop and buy some little thing at the last minute? Overhaul it now; make a list of the things you need and get them here. When you make out your list, put down the prices you think you ought to pay, and see how they compare with the prices you’ll be asked to pay at this store.—*The Danbury Hardware Co., Danbury, Ct.*

Don’t tackle fishing without the right sort of fishing tackle. Don’t go fishing without going to the right place to buy your fishing fixings.—*Central Hardware Co., Frederick, Md.*

Goin’ fishin? Tempting price-bait on our Fishing Tackle. Five-piece split Bamboo Trout Rod, \$1.38. And everything else catchy.—*Linsley & Lightborn, New Haven, Ct.*

HAMMOCKS

The hammocks for 1909 are ready. Better than ever. More fine bargains. In a course of years of study of the hammock business this store has come to be generally regarded as hammock headquarters. People have learned to expect most variety of patterns and prices and the best values anywhere. The new stock of hammocks is ready now and we never before had such variety of fine values. All the hammocks in this immense stock were specially made for us of the best materials. They are of generous size and exceedingly pretty. Even in a city backyard a hammock is a very comfortable place to lounge when the sun has gone by, and it may hardly be called a luxury when the best of \$1.00 hammocks are 49c.—*Abraham & Straus, Brooklyn, N. Y.*

Once you own a hammock you consider it a necessity. You can find so much comfort in it; so many uses for it. Hang it under a tree; on a veranda; use it at the park; hang it in a room, or anywhere else where there's shade, and then learn how much of summer comfort.—*Stoll's, Kenton, O.*

Hammock weather is with us again—and our basement is the home of a very choice line made in various ways of the strongest materials—they are all durable, comfortable and handsome—you can't afford to be without one.—*Freimuth's, Duluth, Minn.*

Comfort in a hammock is at everybody's beck and call. When a hammock can be bought for 90c. a household is losing a mighty big lot of fun if there's no hammock around. Swing it in the bedroom, in basement, on porch or under a tree—it fits anywhere and never fails to suit one's inclination to loll upon a warm day. Airy comfort, with little pay to get it.—*Stoll's, New Haven, Conn.*

Happy hammock happenings.—*Z. L. White & Co., Columbus, O.*

It's not too late to get one yet. There'll be lots of hot days and moonlight nights to enjoy a lawn swing or a hammock.—*Gray & Dudley Hardware Co., Nashville, Tenn.*

There is no surer way of making yourself comfortable than providing

yourself with one of our splendid Palmer hammocks. They combine beauty, luxury and ease. Then, too, they are the nicest that can be made for the money. With one of these you need not fear that your neighbor will have a handsomer hammock than yours. There are no handsomer made.—*John W. Graham & Co., Spokane, Wash.*

Best to have your hammock conveniently at hand so that no chance for its enjoyment is lost.

Restful inaction in a hammock seems about the summit of happiness when it's swung on the shady side of the piazza or under a spreading tree.—*J. N. Adam & Co., Buffalo, N. Y.*

If you want solid comfort get one of our hammocks, and when tired drop into it.—*Ingram & Davey, St. Thomas.*

Most likely you need a hammock. There's no doubt but a good, big, roomy hammock is just now a possession worth many times more than it costs. To help you cool off after active exercise—to give you comfort and rest—to minimize your worries and cares—we prescribe a hammock. Some thirty fine new varieties here in the very best makes, including inviting ones at these prices.—*Burke, FitzSimons, Hone & Co., Rochester, N. Y.*

Droning bee, babbling brook, sweet Mame, and a hammock in a shady nook is what you need to make Sunday a day of rest and bliss. We have hammocks in all grades and at all prices and sell under a guarantee that the goods are as we represent or money refunded.—*Cohn Bros., Spokane.*

Good news of hammocks.—Vacation days may often be spent most delightfully drawing in a hammock somewhere in the shade. And for the people who appreciate keenly such summer luxury, to-day brings news of five hundred summer hammocks—all bargains.—*Abraham & Straus, Brooklyn, N. Y.*

Hammock comfort.—Hammock, book and shady nook picture an ideal way of whiling away hot summer days. If you are economy-wise, you'll procure a hammock in the Basement.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Are hammocks in greater demand or have more people come to the conclusion that hammocks can best be bought at The Store of Satisfaction? A few over three hundred hammocks represent the sales of last year. So far this season we've disposed of between seven and eight hundred and there's a month and a half of brisk selling yet to contemplate. Very good bargains yet await your selection.—*W. H. Scroggie, Montreal, Can.*

Most likely you need a hammock. There's no doubt that a good, big, roomy hammock is just now a possession worth many times more than it costs. To help you cool off after active exercise—to give you comfort and rest—to minimize your worries and cares—we prescribe a hammock. Some thirty fine new varieties here in the very best makes, including inviting ones at these prices.—*Burke, FitzSimons, Hone & Co., Rochester, N. Y.*

Hammock time on the porch, under the trees, in the arbor, in the shady part of the yard back of the house—any place will do to string up these hammocks, and loll off in contentment and peace. The hammocks are well made, strong, fast colorings, and in enough styles to keep one busy quite a while making selections. They are all wool, cotton and cotton and wool, some with valance, others without, and with and without pillows.—*J. G. Myers Co., Albany, N. Y.*

For summer comfort you need a hammock, and you want a good substantial one that will give you a long time of service. That's the kind ours are. Made of the best hammock materials, closely woven and with extra heavy stringing cords to make them better and stronger than most kinds. The designs are new and in many handsome color combinations. Our hammocks are the best and our prices will speak for themselves. Come here before buying a hammock.—*Dorsey-Robinson Co., Fresno, Cal.*

A finely woven hammock at 79c. Some of the most pleasant days' hammock enjoyments are ahead of you, some in late August and in early autumn. These hammocks at 79c. are big, roomy, comfortable ones; have good, strong spreader and nicely made headrest or pillow. Slightly kinds, too, have deep full valance.—*S. P. Dunham & Co., Trenton, N. J.*

Swing a hammock and enjoy yourself. Now when you can buy a Palmer hammock at 85c.—and you know Palmer makes nothing but the best kinds—you

know that you have about reached the limit of good hammock values. This with pillow, spreader and valance, and \$1.50 wouldn't be a penny too much for them, to-day, 85c.—*S. P. Dunham & Co., Trenton, N. J.*

Solid comfort—a hammock. \$3 hammocks at \$2.55 each. Full large sizes; fitted with foot and head spread; comfortable headrest; deep, heavily fringed valance. New patterns in reds, tans, greens, browns and blues. These splendid hammocks are of strong rep and are very attractive in appearance as well as most comfortable in reality.—*Thos. C. Watkins, Hamilton, Ont.*

Hammock time. These summer days and moonlight nights suggest quiet nooks and hammocks. Get a hammock for solid comfort. We have the right kind. A new lot of Palmer brand—the largest and most comfortable hammock made. It will hold two. A wide variety of patterns and colors to satisfy the most exacting taste. Fully guaranteed. Remember, these are new goods, new patterns, new designs.—*Chambille Cycle Company, Fresno, Cal.*

Children enjoy the pleasure which comes from playing in a strong, roomy hammock. There's no danger whatever if the hammock is well made and sold at a price which warrants perfect satisfaction. We have never offered a more tempting line of these favorite swings than you will find in our housefurnishing goods department this season. Made of materials which you will recognize as capable of withstanding hard wear and priced reasonable.—*Mandel's, Chicago.*

Strong, durable hammocks. Those warm breaths of approaching summer suggest a new hammock. Of course, we needn't remind you that the earlier you get it the more warm days you can use it this season. All these have pillow and spreader. Best cotton weaves that endure, and all in bright colorings.—*Eaton's, Toronto, Can.*

Palmer's American hammocks. New styles and new prices. In our opinion a comfortable hammock supplies more enjoyment for the amount expended than any other form of summer entertainment. Not necessary to go farther than the confines of your own veranda or lawn to experience the cool comfort of a hammock in the hottest weather. Of the many kinds of hammocks, "Palmer's" easily takes the lead, and our prices show a distinct saving over what you have to pay elsewhere.—*Robinson & Co., Winnepeg, Can.*

HARNESS, BLANKETS, ETC.

"Jingle, jingle, Bells; jingle all the way; O, what fun to ride and sing in a one-horse open shay." We have the finest line of sleigh bells in all New England. They are awfully jolly, and there is nothing more delightful than speeding over the snow to their rhythmic music. If you go without the bells they are likely to fine you, which isn't agreeable any way you look at it.—*Clapp & Treat, Hartford, Conn.*

B-r-r-r! One who uses horses must have the right things or, better, he must have the things right. The Wanamaker complement of robes, heaters, plumes, chimes and all things needed on the white highway is about full. The lap robes, in prices ranging from \$4.25 to \$75, are splendid to look at and thorough wearing. The finest badger wolf furs—warm as a house and very good looking, \$75. The Siberian dog robes, in rather more noticeable colors, cost from \$30 to \$45. The Galloway cow robe is something short of a radiator—so warm—\$26. The goat skins come at \$12.50. There is an especially large display of plush robes at prices ranging from \$4.25 to \$50.—*Wanamaker, Philadelphia, Pa.*

This \$35 harness is a style that is most popular with drivers for runabout or light buggy use.

Always a good looking harness, all hand stitched, easy to take care of and satisfactory for all light driving.—*Wanamaker, Philadelphia, Pa.*

Carelessness causes many accidents. It is criminal carelessness to drive an old harness until it causes an accident. Throw away that old harness you are driving, and let us sell you a set of fine double or single driving harness. It may save you an accident.—*Black Bros. & Co., Crowley, La.*

Harness that is right in style, quality and prices can be had here. You can secure good values and goods that will give the purchaser mutual satisfaction. All the little odds and ends required by the horse owners can be had here in good

variety.—*Weber Harness and Shoe Finding Co., Walla Walla, Wash.*

People who are particular about the kind of a horse they drive should also be particular and get one of our hand-made harnesses. We will make one to suit the horse and you, too, for little more than a ready-made one will cost.—*W. H. Wise, Colorado Springs, Col.*

Blanket warmth for the horses.—We plan to provide blanket warmth for the equine as well as the human family. For a few days we are making it profitable for you to provide for the horse's comfort. On every number we mention there is a liberal saving.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

A story in four chapters. Chapter I.—We will sell you a bona fide, well made, imported English saddle, at prices that will astonish anyone who knows the value of saddles of English pigskin and English make. Chapter II.—We want you to call and look over a line of light buggy harness that we have just made up. They excel anything in the way of *harness* ever shown in this city. They are hand made, up-to-date, of the very best oak-tanned leather and the price is right. Chapter III.—We have been selling during the past week a suit case at \$3.75. It is a dandy and worth a great deal more, for it is made of good leather and not imitation. All goods sold by us are honest in quality. Chapter IV.—The story of the trunks as told in this chapter should interest everyone. As it is of our own make you can get nothing better. The finest line of Mexican art leather goods in the city.—*W. H. Wise, Colorado Springs, Col.*

A horseman's life depends in a measure upon the sterling goodness of the harness he buys. Our harness is made in our own factory, the work being turned out under the watchful eyes of a celebrated horseman—Mr. Comerford. It is thoroughly dependable harness, combining every good feature that should enter into harness making.—*Macy's, New York.*

PHOTOGRAPHIC SUPPLIES

If you have a rollicking good time with a jolly good crowd you will want to make photographs as souvenirs. We will do developing and printing for you, if you wish—do best work in quickest time and for smallest prices.—*Fred Loeser & Co., New York.*

Photos on cloth. If you would like to print your photographs on a summer pillow or on postal cards or just on any old piece of brown paper, a man will be in the camera store Friday, Saturday and Monday to show how easy it is. The preparations used are: Seuro, for blue prints, 25c. a package; azpiol, for brown prints, 75c. a package. Bring a negative and have a print made.—*Abraham & Straus, Brooklyn, N. Y.*

We Supply Camera Needs.—Old Sol has been very stingy with the opportunities he has given you to practice photography so far this summer. Let us hope for more pleasant days in future, and meanwhile “make hay while the sun shines.” Devotees of the camera will find every want supplied here. Every essential for those who have mastered the mysteries of the dark-room is provided. Or if you like, we will finish your pictures for you. Those who would join the ranks of amateur photographers will find cameras here of every sort and price.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Amateur photography. Nothing so fascinating, always interesting; certainly an innocent amusement. Kodaks at all prices, from little Brownies at \$2 and \$3 to any price you care to go. A

kodak takes your mind off the heat, and makes your summer a continuous holiday. Even a cheap camera will give you lots of pleasure—and they're educative, too. Makes long winter evenings pleasant to both the family and the guest. Have you seen the new Premograph. Takes 3 1-4 x 4 1-4 in. pictures. Films by mail anywhere with 2c. stamp.—*Lee & Sargent, Montreal.*

The kodak; it fits all hobbies. Whatever one's hobby may be—*automobiling*, driving, golfing, yachting, or traveling—he can get more out of it by having pictures of all that pertains to it. And then there are the home pictures, the children, the thousand-and-one little interests of daily life. There are pictures everywhere, pictures worth the keeping, pictures that will be prized more highly every year. And in making them the kodaker is bound by no hard-and-fast rule. You may make the exposures and leave the developing and printing to us, or you may do all the work after purchasing the little *anti-dark room* needs at our photo supply store.—*J. W. Graham & Co., Spokane, Wash.*

“Vanity of vanities,” saith the preacher, “all is vanity.” True it was in Solomon's time, but that was long before the time of photograph making. Had he seen any *photograph* developed and finished here he would have been struck by its beauty. You can get a dozen for a mere trifle. Your friends want them. Have them taken without delay. We're ready whenever you call.—*The Aker's Studio, Hartford, Conn.*

RIFLES, REVOLVERS, ETC.

If you are at all interested in knowing the kinds of double or single barrel shotguns that are safe and reliable, you should call at our store, and examine our stock, and learn the inducements we offer to secure your trade.—*Callahan & Douglas, Binghamton.*

Some facts about guns should prove interesting at this time. The season for gunning is here. The sportsman is overhauling his outfit, if he has one, or figuring on purchasing, if he has not. We carry a very fine line of sporting guns of every style—shotguns and repeating rifles of the latest design and most perfect construction. They are the production of high class makers. Browning automatic repeater (hunting gun) five shot can be fired without re-loading.—*J. P. Bertrand, Quebec.*

Great Guns! Hunting Season!—The season for chicken and duck hunting will soon be here, and you will always find us here with one of the largest lines of first class guns and sporting goods in Stevens County.—*E. J. Jones Lumber Company, Morris, Minn.*

You want to know what you are getting when you buy a gun. A poor one is of no use to anyone. A good one is a source of great pleasure. We don't intend to sell poor guns at all. We carry the very best make and a very large stock of them. It is a part of our business that we take especial interest in and we buy with great care. We guarantee every gun we sell. If you should get one that is not satisfactory, all you have to do is to bring it back. Take a look at our gun department when you are in Sherman.—*Hardwicke & Etter, Sherman, Tex.*

The good shooter's aim—a Hudson's Bay gun. The good shooter always takes to the Hudson's Bay gun, and if you ask him why—he has many good reasons. None but the gun specialist can fully appreciate and enjoy the superior points of the gun that "hits the mark" in every way. We invite you to consult our specialist in the gun section. He will be pleased to meet you—and demonstrate the beautiful points of our different lines.—*Hudson's Bay Co., Winnipeg, Can.*

"You may fire when you're ready" is what Dewey said to his chief gunner when he entered Cavite Bay. What if his ammunition had been of a poor quality and his gunnery not up to the standard? He probably wouldn't have given that important order with such coolness. But Dewey knew that his powder had been kept dry, that it was fresh and effective, and that every gun was properly charged; that every man at the guns was brave and steady and a "dead shot." Just so when you go hunting. If you have confidence in the gun you're shooting and confidence that the ammunition you shoot is loaded right and of the very best quality, you've got half the battle won. We want to talk to you about reliable guns and dependable ammunition.—*McClung, Buffat & Buckwell, Knoxville, Tenn.*

Guns, Revolvers and Hunting Clothing. Revolvers are good things to have in the house. Guns are in use at this season with hundreds of sportsmen who find Long Island waters provide some of the best sport in the East. Proper hunting clothing makes shooting more than ever a pleasure. Supplies of these things that are reliable and at the same time modestly priced may be had here in the Loeser basement.—*F. Loeser & Co., Brooklyn, N. Y.*

Guns. Our guns are the very best make and we sell them at prices lower than ever before. We have guns from \$5.00 to \$80.00. Call and compare them with the other guns that are on the market. Guns sold on easy payments. Gymnasium clothing. We carry a large line of gymnasium clothing of all kinds. Call and we will show you our line.—*The E. H. Towle Co., Waterbury, Conn.*

The gunning season is here and the hunter is making good use of it. You can't help bringing home plenty of game if you have our kind of guns and loaded shells.—*Robinson & Spellman.*

We're busy selling hunting supplies because our stocks are complete in all lines and we sell high-quality goods. Prices also are a winning feature every time. If you're going out for one day or a month let us fit you out in proper equipment to ensure a successful trip. Note our prices.—*Ashdown's, Winnipeg, Can.*

SKATES

At the new skating rink (Noyes Island), hundreds of ladies and gentlemen are enjoying themselves daily. At this, the finest of all outdoor winter sports, nearly all the best skaters are buying the "U. S." club, hockey or racing skates at our store. Our line of skates for ladies is especially attractive—prices 75c. and up, and the men's line of hockey skates is the most complete to be found in the city—prices \$1.00 and up.—*Callahan & Douglas, Binghamton, N. Y.*

Good Skating Now.—We have just received a new stock of skates. Lovers of this sport will find our prices right. We'll be glad to show you goods and name prices at any time.—*Woodruff's, Knoxville, Tenn.*

The cold weather has come early, and the chances are that we'll have lots of skating before Christmas. Every boy and girl who wants skates will want them quick, as soon as our red ball is hung out.—*The John E. Bassett Company, New Haven, Conn.*

Sleds.—Strong, serviceable sleds are wanted by the boys—and girls, too. We can furnish them in all sizes. No weak sleds with soles tacked on. All our sleds are extra braced and have heavy steel soles. Beauty is not sacrificed in making these sleds and coasters durable.—*Allott-Kryder Hardware Company, Alliance, O.*

Ice Skates. Your boys and girls will enjoy a pair of our fine ice skates this bracing weather. We have an unusually attractive line of these goods, suited in style and price to any one's wishes—from 60c. for plain to the best made at \$3.25. Skate sharpeners 25c. each. Skate straps 5c. and 10c. each.—*W. B. Miller & Son, Springfield, Ill.*

Ice skates. This cold weather gives one a chance to enjoy this sport of all sports. We've such a large assortment and the prices are so varied that a visit to our store is the best way to prove to you that our stock is unquestionably the largest in the city. Our prices right, too.—*F. S. Katzenbach & Co., Trenton.*

Ice skating is best because it combines fresh air with healthful exercise and fortifies the body against prevailing epidemics. Klipper Klub skates are made from finest tempered steel, keep their sharpness, and come in all sizes, for men, women, boys and girls. 60c. a pair up.—*Gunster Bros., Scranton, Pa.*

Ladies' Beaver skates. One of the best makes and exceedingly popular—sold a lot of them this season; highly polished heavy nickel plate on good quality steel, well finished, light and strong.—*The T. Eaton Co., Winnipeg.*

Ice skating creates keen enjoyment if only the skater has a first class pair of skates, well sharpened. We have solved the skate problem. By combining high quality and attractively low prices, our Klipper Klub skates are making a name for themselves and more business for us. 60c. pair up.—*Gunster Bros., Scranton.*

Five dollar Starr tube skates for \$3.60. This is one of the neatest and lightest tube skates on the market, and sells regularly for \$5.00—\$3.60 is less than the wholesale price but we are overstocked. All sizes. Also broken lines of Mic-Macs, Dominion Beauty, etc., at actual costs. Indian hand made and Ash-down special hockey sticks, regular 40c. each. Our price, 10c., or 3 for 25c.—*Empire Cycle Co., Winnipeg, Can.*

Skates at a low price. Don't fail to examine our line of skates if in need of a pair. All are high grade and at a price that is extremely low.—*Lafferty's, Springfield, Ohio.*

Winter sports. Things look promising for a carnival season of skating, snowshoeing, tobogganing, etc. Our sporting goods department on the third floor is fully equipped with every essential for the enjoyment of every form of winter sport.—*Scroggie's, Montreal.*

The clink of the steel will be heard on all nearby ponds and lakes for the next few days, if the weather holds. New skates needed? Get them here. Come in this afternoon if you have time, or to-morrow. All the best ice skates are here in the best assortment of styles.—*Frederick Loeser & Co., Brooklyn.*

There are two ways of grinding skates, known as the hard finish and the oil finish. With the hard finish the skates stick a trifle at first. The oil finish leaves the skates smooth and it will glide over the ice easily without the breaking-in process. The next time you have your skates ground state whether hard or oil finish.—*Lyons & Company.*

We are in receipt of a new lot of these famous skates and are in a position to fill all orders. Any size desired may be had, as we carry a complete line.—*A. M. Bell & Co., Halifax, N. S.*

ART NEEDLE WORK

Photographic *pillow* tops. Think of anything nicer to give than a Cushion or Pillow with your own or some other picture on? We can take any single or group picture, not smaller than 3 x 3 inches and enlarge it to 8 x 10, then have it printed directly on the sensitized material in such a manner that all the brilliancy of the original is retained and the pillow can be washed, too. This process lends itself especially well to the reproduction of school and college views, football and baseball teams, musical clubs, fraternity houses and crests, portraits, or any sort of buildings or scenes to which interest is attached.

Good results can be obtained from kodak pictures, half tones, souvenir postals or drawings. These pillow tops are actual photographic reproductions on fine prepared satine and possess all the beautiful tones and qualities seen only in the most expensive work, yet the price is less than it would to have a photograph enlarged to the same size. Come in and see examples of this novelty, which is especially desirable for holiday gifts. Pillow tops with reproduction of one picture, \$1.50 each. Additional pictures on the same top extra.—*Geo. M. Snook Co., Wheeling, W. Va.*

One can never cease to marvel at the delicacy of this Mexican drawn work, to wonder at its inexpensiveness. How is it possible that such deftly trained fingers demand so little for their labor.—*Sibley, Lindsay & Curr Co., Rochester.*

Art embroidery. A houseful of pretty little nothings so delightful to take about, to kill time with and make the room pretty with.—*Wanamaker's, New York.*

A dainty doily and handkerchief nice enough for anybody; price is, actual cost, 48 cents. Only one of each sold at this price to same person.—*Mexican Drawnwork Exchange, El Paso, Texas.*

French hand-made underwear. Heart and hand needlework. Not the stitchings of midnight weariness; but the easy art and beauty of idle hours' pastime or thriftiness. The maiden stitches while thinking of her lover, far away; or while waiting for her father to come from the field. No hurry, no time service—just the French characteristic of thrift.

The gathering of it is slow—it takes a year to bring a stock like this.

A specially attractive lot came our way lately—the pickings that a gatherer saved for show. His stock sold, he gave us the samples at a liberal cut; and they're on sale in the Little French Store today; and prices are down this way, while they're here.—*Wanamaker's, Philadelphia.*

House slippers.—The time for their appreciation is at hand. We have two kinds, the made and the unmade. The ready-to-wear kinds are made of good heavy yarns, closely crocheted, with warm flexible soles.—*Schipper & Block, Peoria, Ill.*

Belt novelties. The season's over-makes of a large belt manufacturer on the "other side"—but we have told that story before. Even at these splendid values quantity was so large as to preclude the possibility of all being sold in a single day. They include Mexican drawn work and the highest efforts of needle artist in their selection which is equally as good as it was on Tuesday.—*The T. Eaton Co., Winnipeg, Can.*

The unique position attained by our January sales as the foremost merchandising events in this country has been gained solely on the ground of value giving. Beginning in a modest way many years ago, these sales have each year become more widely known and more widely patronized. Each year has brought signal progress in our preparations. Last year it seemed that the assortments and values had reached a degree of perfection beyond which it was not commercially possible to go at that time; but another year's experience and another year's careful planning have resulted in still further improvements. Newer and more original styles have been developed in embroidery and art needle craft. These sales afford the best opportunity of the year for making selections from the fullest stocks and in saving money on those selections in the lines represented in these great annual January sales.—*Marshall Field & Co., Chicago, Ill.*

Toilet articles at prices extraordinarily low. Figures like these speak for themselves and especially in our articles requiring high class needle work.—*Hearn, New York.*

AUTOMOBILES

Knox owners don't worry. They are the cheerfulest set of motorists in the world. They know their cars will carry them wherever they point them, and they feel absolutely certain when they go forth that they will return. The men who buy the Knox car are men who want a gentleman's car—a car that is at once reliable and dignified. They do not want a racing car. Not at all. They have as much contempt for the smart aleck on the road as the "Hartford Courant" or any other sensible intelligence. They want a car that is easy to run and easy to ride. Therefore they want the Knox. We are a small dealer, in that we make no fantastic pretensions to supremacy in the automobile field or activity. Still we have some hundred Knox automobile owners in this city. And there will be more before there are less.—*S. A. Miner, Hartford, Conn.*

After you've bought your car is a bad time to look into the facts. You'd better know before hand whether its speed is real speed or a mere interesting ideal; whether it will respond quickly and safely in your own hands and give you genuine comfort all the time at a nominal expense; or whether it needs a skilled chauffeur to guide it; a plumber to mend it and a fortune to keep it going and pay for tires. These are the practical problems solved by *Franklin* engineering. We would like to demonstrate to your own satisfaction that it gives the highest actual all-around ability in proportion to cost yet obtained in motor cars.—*American Automobile Storage Co., New York.*

The Great Chicago Automobile Show opens next Saturday. If you are going, keep in mind that we have the latest in the electric line right here. Before you purchase or commit yourself, be sure that your choice meets your ideal. The best way to be sure of the quality and capability of your car is to test it. All we ask is that you call and let us demonstrate. Remember, that we have a few surprising things to tell you about.—*The Electric Vehicle & Supply Co., Milwaukee, Wis.*

The perfect simplicity and scientific design of Reo cars save expensive complications and give even endurance and most "go" for the least fuel and tire tension. All this makes them economical to run as well as to buy.

The entire mechanism is self-contained; all valves and working parts are encased and run in oil, protected from dust and mud; all bearings are especially large and the mechanism is reinforced by steel drop forgings, the finest tool-steel and the best anti-friction metal. The radiator is vibration-proof; the transmission practically unbreakable, and the lubricating system perfect.—*Reo Motor Car Co., Lansing, Mich.*

The Oldsmobile new improved standard runabout costs practically nothing for repairs with intelligent handling. It is the best 7 h. p. automobile ever built. See one—don't buy until you do—then buy it and get all your money's worth. It beats anything on the market—the climax of automobile building.—*W. S. Dulmage, Spokane, Wash.*

Here are the newest lines, side entrance to tonneau, effective looking hood, in fact, everything that a man or woman admires in an automobile. The car is really a *Wanamaker* production. For a long time we have been working with the *Ford* Company to have them make an up-to-date side-entrance car, fitted with their famous 10 h. p. *Ford* motor, to sell at a popular price. First they declared it impossible, but now the cars are here. Nowhere is there an equal car, either in appearance or efficiency, at anything like the price.—*John Wanamaker, New York, N. Y.*

When you buy a *Studebaker* automobile—either electric or gasoline—you are buying a car backed by a name that you know. You have in that car the final result in power, surety and safety, combined with a thoroughness in construction—symbolized only by the name of *Studebaker*. We believe the thinking purchaser of an automobile will realize that there is something in such a statement backed by the *Studebaker* reputation, well worth a call at the *Studebaker* warerooms.—*Studebaker, New York, N. Y.*

No distance is too long, no road too steep, for one of these splendid courers. Wherever the spot be it will carry you thither, and then, untired and unimpaired, it will bring you safely back. Like an immense ribbon, curling and curving and undulating, the white roadway glides beneath you and disappears, only to open up new fields of beauty, new vistas of delight with which the

senses are never sated. Unequaled for service, safety and satisfaction.—*Smith & Mabley, New York, N. Y.*

Every part of a motor car must work together. Not only the motor, or the transmission or the carbureter, but every part. The car must stand wear and tear of use. Must have plenty of power to climb hills. It must take you along as fast as you want to go. Must be easy to start, stop and control. Dependable under all circumstances it must be. It must leave you nothing to watch. The Cadillac measures up to all these standards. It's the car that expert motorists recommend. It's the car for you. Catalog is yours for the asking. Demonstration for the coming for it.—*O. H. Dietrick & Co., Allentown.*

Don't forget that the same clean-cut practical mechanism and perfect lubrication which helped Reo cars to win the recent great hill-climbing contests, and to make their remarkable economy showing in the Glidden tour, are a constant saving of time, expense and annoyance every hour of every day they are in use. You don't have to be continually tinkering, oiling and adjusting Reo cars. They are easy to repair; but, better still, they are easy not to repair.—*Reo Motor Car Co., New York, N. Y.*

The same old demonstrating car that won the hill-climbing contest to-day had the honor of defeating all local American cars on the Hamline track; another reason why Thomas owners feel proud of their cars, and others continue to join the Thomas army, rather than "take Thomas dust." Only a few more 1905 cars to be had.—*Barclay Auto Co., Minneapolis, Minn.*

More healthful, out-of-doors enjoyment can be had from the new improved Oldsmobile runabout than from the same money spent in any other way. All the annoying automobile uncertainties that may have prevented you from buying a machine have been overcome to the smallest detail in this strong, handsome, reliable car. Its price of \$650.00 (including lamps and horn) f. o. b. factory, puts it in a class by itself—there is no other runabout that compares with its efficiency and satisfaction for at least a half more money. For business purposes it saves time enough to pay for itself in about a year. Even after running it for a year or so it has a cash value so great you cannot afford not to invest in one now.—*Winston & Walker, Minneapolis.*

We have received, sold and delivered two carloads of popular runabouts during the last week; this has proven to

be an A1 seller because it has the style, is strongly built and has all the power you want under any condition. Let us give you a demonstration. Prompt deliveries.—*Northwestern Motor Vehicle Co., Minneapolis, Minn.*

As a business proposition a Waltham-Orient is the safest car to buy because it is a typical Waltham product. It is designed by the highest salaried engineers in America, men with years of experience in the French factories and it is built with the exactness and care that "Waltham" stands for. There is Waltham accuracy in every detail. The result is an almost noiseless car, free from vibration, possessing ample power, and so easily controlled and operated that a chauffeur is superfluous. The engine is the latest upright, four cylinder type. Positive air-cooled by a powerful four-bladed fan. The car is entirely free from the weight and complications of water-cooling.—*Mohawk Valley Motor Car Co., Utica, N. Y.*

Accessibility.—When you raise the bonnet of the Franklin, you can put your hand on every important working part—the engine—every part of it—the transmission, the oil-pump and tank, the dynamo. Every wire and every terminal is right in plain sight. No lifting of the floor in front or back; no getting under the car; no disturbing the passengers; no unnecessary delay or trouble or dirt.—*H. H. Franklin Co., Syracuse, N. Y.*

The Oldsmobile has more than enough power for ordinary use, and always enough for extraordinary conditions. It will go over all kinds of roads—it is the only runabout that has been driven across the American continent. The Oldsmobile develops seven horse-power with its 5x6 cylinder and weighs 1100 lbs. Buy an Oldsmobile and get the most power for each 100 lbs. weight—the only true way to measure an automobile's efficiency. The price is only \$650.00—and it is worth it.—*Olds Motor Works, Detroit.*

Every Cadillac develops 9 1-2 horse-power under the most rigid brake test. That its engine is a wonder for power and endurance has been repeatedly shown by many unusual tests—as when the Cadillac climbed the Capitol steps at Washington (we have the photograph), and at another time, when it ascended the steep stone steps of the County Court House at Detroit (we have the photograph), and then drew five tons of railroad iron up a heavy grade (we have the photograph). A machine that does these things so easily cannot possibly fail to meet the severest requirements of the road. The Cadillac never fails. Come

and look. Let us take you out for a spin. We will enjoy showing you the car and you will know all about it before we return. Call, write, send telephone—any way to let us know when to expect you.—*Cadillac Company, New York, N. Y.*

You've seen big, showy cars—pretentious in body—clattering noisily up a hill on the low gear—like taking a freight elevator to the sixteenth floor. The idea has gone out of date. Henry Ford exploded it. He brought out cars of ample size; but built the bodies, as well as other parts, light in weight; and put in motors of ample power. Now Ford cars are the "greyhounds" of the road. They take hills on the high gear. They are noiseless, vibrationless—easy to run, and inexpensive to operate.—*John Wanamaker, New York, N. Y.*

The speediest and most powerful run-about on the market—has an abundance of power, yet it runs smoothly and quietly as a sewing machine—the only run-about that shows up well on bad roads and hills. Get a demonstration and you will buy the car.—*Northwestern Motor Vehicle Co., Minneapolis, Minn.*

To cool an engine by water instead of air is wrong, unnecessary, and costs a lot of money. It costs you power; a heavy water-cooling system and the water itself use up part of your power. It costs you trouble; leakage, freezing and bursting of pipes, delay, repair-cost, loss of time and pleasure. No such trouble with the Franklin.—*Walter Richards, Trenton, N. J.*

In buying an automobile does reliability count with you? If so, we should be glad to give you a ride of Reliability—"A Haynes-Apperson Ride." We can guarantee good deliveries. "Get all the good out of an automobile by first getting one with all the good in it."—*Brooklyn Automobile Co., Brooklyn, N. Y.*

The Buffalo Electric Stanhope. For business, it is the best vehicle in existence. It easily does the work of three horses at about one-sixth the cost of maintenance. It can be left at your place of business without worry. For pleasure, it so far excels other makes that words are difficult to find for comparison. It will carry you fifty miles with one change of battery, which is about as far as anyone not a "fiend" wishes to travel. For social calls, it is perfection. The daintiest toilette is safe in it—there is no oily, greasy machinery, nor ill-smelling smoke. It will enable you to fulfill more social obligations in a day than three teams, and besides, it's

the correct thing.—*Buffalo Electric Carriage Co., Buffalo, N. Y.*

What do most people know about automobiles? Buy a Remington Automobile and you will know its name is back of your choice.—*Remington Auto and Motor Co., Utica, N. Y.*

Tested reliability and ease of control make it of service to every member of the family. For pure enjoyment and solid comfort, the Oldsmobile meets the requirements of business and pleasure alike.—*Olds Motor Co., Lansing, Mich.*

Ease of Control. No other automobile is so easy to manage as a Cadillac. Simple mechanism, powerful brake, reliable, noiseless speed gear, and accurate steering apparatus make the Cadillac an easily controlled car at all times, and under all conditions.—*Cadillac Company, New York.*

One thing and one thing only, makes possible the manufacture of the Lambert Car at a cost permitting us to sell it at the low price we do.

This one thing is the simple Lambert Friction Drive transmission, of which the *Scientific American* has said: "The simplicity of this device is as great as its antiquity. Its cost of maintenance is extremely low, while its reliability is very great."

The cost of producing this most efficient (proven) transmission is so much lower than the cost of any type of the complicated gear transmission that we can—and do—put more real automobile worth into every Lambert Car than the manufacturer of any gear-transmission car can give for the same money.—*Buckeye Mfg. Co., Anderson, Ind.*

We know that our car will do the work as well and give just as good satisfaction as the extravagantly high-priced one. The men who know what an automobile is built for declare the enduring qualities of this car unsurpassed.—*Auburn Auto Co., Auburn.*

Do not confuse us with the ordinary dealer in second-hand cars, but investigate our methods. All our cars are overhauled by good mechanics in our well-equipped shop. Our work is guaranteed. We have been at this business since 1899 and we know how.—*Nyberg Auto Works, Chicago, Ill.*

A remarkable car for little money. A car which has a lot of good points; so many, in fact, that printer's ink tells only half the story—a story well worth listening to, if you want a run for your money. The Moline Nineteen-Niner.—*Moline Auto Co., E. Moline, Ill.*

AUTO SUPPLIES

Big savings on auto supplies.—There may be a few who insist on squandering money on the horseless vehicle, but they are few. The only frills about our auto department are the stunning effects in the shape of auto supplies, and the charm of it all is you can save dollars even on a small purchase. Suppose you see our supply department!—*A. D. Matthews' Sons, Brooklyn, N. Y.*

In the optical store, on the main floor, you will find, perhaps, the most complete collection of automobile goggles in the whole city—and you will find them at prices which are remarkably little. The lenses are ground crystals in every instance. Pressed glass lenses are sure to focus and may easily do considerable damage to the eyes of the person wearing them. These are fitted with ground crystals which are interchangeable in case of breakage and they are mounted with silk of different colors so that they will collapse into very small space. The lenses are clear white and different tints of London smoke which makes a glaring white road more bearable.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The approaching automobile show heightens interest in everything appertaining thereto. Automobilists will find in our second floor clothing sections a wide range of specialties in serviceable automobile wear, in absolutely correct styles. We desire to draw attention to the superior values we offer in women's leather, rubber and corduroy coats, and in various styles of men's leather coats, and cloth or leather automobile caps.—*Mandel Bros., Chicago, Ill.*

Great care should be exercised in the selection of oil for lubricating automobiles. One of the best brands on the market is the Packard, made by the Havoland Oil Co., which is for sale at the *Lewis Garage, Exchange street, Binghamton, N. Y.*

Baldwin Improved Chains are the best in design and excellent in accuracy and workmanship. The Clip A is easier to remove and replace than a cotta pin. It will not cut off or come off, and can be replaced several times.—*Baldwin Chain Co., Worcester, Mass.*

There are other Tires on the market

that probably look from outside appearance to be as good as the G. & J. But if you will get sections of the different tires on the market and carefully compare the quality of rubber, the friction and general construction, you will find there is a difference, and after this comparison you will not wonder why so many are specifying G. & J. Tires on their cars for 1909.—*G. & J. Tire Co., Indianapolis, Ind.*

Grinnell "Rist-Fit" Ventilated Auto Gloves are the only gloves which have the patented "Rist-Fit." The "V" of soft leather set in the cuff permits the strap or tape to draw the glove snugly about the wrist, keeping up the gauntlet and excluding dust or dirt.—*Morrison-Ricker Co., Grinnell, Iowa.*

No bumps, no jolts, no jars! Just an easy glide—that's all. It makes no difference how many so-called shock absorbers you have used, you don't know one-half the joys of automobiling unless you have tried Thomas Shock Absorbers—they're simply wonderful. Thomas Shock Absorbers positively eliminate upthrow. This means easier riding—more speed—less wear on tires—no broken springs, and fewer repairs.—*Buffalo Specialty Company, Buffalo, N. Y.*

Buy Panhard Oil—"The Oil in the Checkerboard Can."

It's the oil that saves your motor, contains no carbon to carbonize in your cylinders, prevents pounding, saves the expense of the repair shop. Only one quality—the best—three grades.—*Geo. A. Haws, New York.*

Unless your car has perfect lubrication, your gasoline is used for friction instead of miles of speed. The use of Vacuum Mibiloil save the wear of your car, the waste of gasoline, and most of the money that goes for repairs.—*Syracuse Motor Car Co., Syracuse, N. Y.*

Any old plug is good enough for any old plug of a car, but mileage interests the owners of high class Motors. Flash Light Plugs have given 15,000 miles without removing from the cylinders and were then ready for a trip around the world.—*Journey, Steinmetz & Co., Philadelphia, Pa.*

AWNINGS

These awnings are guaranteed to work easily, and can be put up or taken down in two minutes after the eye-screws are in place because of the patent head and slide rods. They are noiseless in the wind, and the coverings are of a high quality striped duck; colors warranted not to run.—*Simpson-Crawford Co., New York, N. Y.*

Awning materials at half price.—We are ready to make and put up your awnings any time you say—in a hurry. Just now is a particularly favorable time, for we have reduced prices by one-half on about a thousand yards of awning materials, in 5 to 30 yards of a pattern—enough for one to four windows.—*Wanamaker, New York, N. Y.*

Give your porch the air of welcome—"cool" welcome, so to speak—have it shaded with awnings and Vudor screens; have it covered with "Crex" or matting rugs; have it comfortable with deep-seated, high-backed, luxurious chairs.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

A summer porch isn't giving full value without an awning. An awning not only shuts out the direct rays of the sun, but the reflected glare from the street as well. It gives a soft light to a room and admits all the breeze there is, while it cuts off the sun. Let our awning man call upon you and talk awnings—no harm done if you don't decide to put one up.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

A good time to buy awnings is right now. You'll never need awnings more than you will through August, and we can get them up for you in a hurry if you'll order right away.—*Wanamaker, New York, N. Y.*

Put Up Your Awnings.—You won't lose much time, even if you haven't ordered them, if you'll let us attend to them to-day. Write or telephone us, and we will send a man at once to take measures and give an estimate. We use only best materials and strongest frames, and put them together in expert manner. We are as well equipped to supply a whole hotel, office building, or apartment house as a single window.—*Wanamaker, New York, N. Y.*

Adjustable Awnings.—Will fit any window from 2 feet 6 inches to 4 feet wide, and only four screw eyes are neces-

sary to secure them. Specially desirable for summer cottages, as they may be put up and taken down without much effort.—*The 14th Street Store, New York, N. Y.*

Need any awnings? We're putting up more awnings this season than ever before. People who are posted say our prices are a bit lower and our workmanship a good deal better than other awning makers.—*Keely Company, Atlanta, Ga.*

Need any awnings? We make all sorts—for residences, stores and office buildings—and make them right. Sun's getting pretty warm these days, and the summer awnings should be in use. If you haven't had yours put up yet, phone for one of our awning experts to come out and take measurements. He'll bring samples of the best line of awning materials in town and quote very low prices. We guarantee workmanship and fittings to be of highest quality.—*Keely Co., Atlanta, Ga.*

It is quite natural to put off the ordering of hot weather comforts till the time when the hot weather comes. But then all is hurry, and delays cannot be avoided. Those who are always thoughtful of these conditions have already made our workrooms busy. If you are in need of awnings, screens, shades, slip covers or the recreating of old furniture drop us a card and we will send an expert to your home with samples, ideas and estimates.—*Abraham & Straus, Brooklyn.*

Awnings always reduce the temperature as well as reduce the glare. Our assortment of materials is unsurpassed anywhere—work the best and prices the lowest.—*Abraham & Straus, Brooklyn.*

Have your awnings put up and your slip covers made—now. The scorching rays of the sun will make you hurry and bustle when real summer weather strikes the town. Better have your awnings made and put up, then when you really need them they're ready. We make more slip covers, better slip covers and more moderately priced than anywhere else in this borough. If you desire, you may select the material, and measurements and style of making will be followed out from your own plan. Shades made to your order, all the best materials, put together in the best manner, and made to fit the windows exactly.—*Abraham & Straus, Brooklyn, N. Y.*

BANKS

KANSAS CITY—*A bank in this city has inaugurated a feature that is making a hit with the women depositors, and is getting considerable business away from other banking houses. A shrewd official noticed that most women carried their money in the bosom of their dress or in another place, harder to reach—their stocking. To get the money after reaching the bank they were forced to watch for an opportunity when no men were around, turn their back and, with a sudden dive, get the bills from their hosiery. To overcome this he opened the “stocking room.”*

The women are enthusiastic. They retire to the room, which is neatly arranged, remain as long as they desire, and emerge with the amount to be deposited in their hands.

Every dollar deposited with us is safeguarded by approved and up-to-date methods. Every patron of this bank is accorded courteous treatment and the most liberal terms consistent with sound banking.—*Exchange National Bank, Spokane, Wash.*

Men strive to acquire property so that when they have passed away their families may enjoy the fruits of their labor. It is, therefore, wise to select for the careful distribution of your fortune, an executor of established experience and responsibility. We act in this capacity.—*Springfield Savings Bank, Springfield.*

Instantly available. Money deposited on a savings account should always be looked upon as put away for the future and the successful saver will not touch his savings except for some really pressing need. However, one of the objects of a savings account is to provide for emergencies and it is practically subject to instant call at any time. To protect itself in times of panic this bank has a provision that it can demand notice for withdrawals, but this is not enforced nor will it be except in the most unusual circumstances. At all ordinary times money can be withdrawn on demand.—*Spokane & Eastern Trust Co., Spokane, Wash.*

There is wonderful strength and great satisfaction of mind in a bank account. When you know absolutely that you have money in the bank against a rainy day—you don't know how good you feel. And it is surprisingly easy to accumulate, once you've started. Bring down all your money and start an account—then add to it, slowly but surely—and watch

it grow.—*The Fourth National Bank, Montgomery, Ala.*

Suppose you save one-quarter of all you make? Just think of what such a system would have done for you had you commenced it five years ago! But cheer up—it isn't too late. Simply make up your mind that you will live on three-quarters of your earnings and that you will put the other fourth in the bank every week. The dollars will pile up surprisingly. Try it. Now is the time to open the bank account. Start to-day with the *Montgomery Bank & Trust Co., Montgomery, Ala.*

Pay all your bills by check. In this way you will be able to know to the penny the exact amount of the cost of your living, and always have the best kind of a receipt in the returned and endorsed check. We will extend to you every facility.—*The People's Savings Bank, Zanesville, Ohio.*

Safety and income are the two primary considerations in choosing a savings bank. An account with this bank is as safe as government bonds, and draws four per cent. interest, compounded semi-annually. Begin saving to-day.—*Equitable Savings Bank, Los Angeles, Cal.*

Permanent solidity. This bank is solid as a rock, because: It puts safety first; it takes no speculative chances; it is conservative in all its investments, putting every dollar of the money of its savings depositors into bonds, warrants and first mortgages on real estate. These are the kind of securities that are safe and solid, to-day, to-morrow, and fifty years from now. Your savings should

be so safeguarded.—*Spokane & Eastern Trust Co., Spokane, Wash.*

Poor Richard said: "'Tis better to spare and have than to spend and crave." Does any one doubt the wisdom of his words? Look around you to-day and you will see on every side examples of men who, during their working years, spent their incomes regardless of the future, and now in their declining years they are in sore need of those comforts which should be the portion of the aged. Likewise in the same communities you will find men surrounded with plenty, and they're the ones who, although starting life under the same conditions as the class above mentioned, regularly saved a portion of their earnings in order that when they could no longer rely on their talents for a steady income they would have a harvest stored up which would insure peace and plenty for their later years. Have you thought this over? Have you taken stock of the future? If not, consider the matter now and start right by getting acquainted with this bank, for here is the safest and surest place to store the results of your saving. Your money here will always be at your command and besides will work for you night and day, as we pay you three per cent. interest on all deposits. Start to-day. The bank for all the people.—*The Lansing State Savings Bank, Lansing, Mich.*

The continued growth of this department is the best evidence of its popularity with those who want fullest measure of economy and convenience in their shopping. They enjoy every benefit of our cash system and our famously low prices and at the same time they have the convenience of having their purchases charged. We send them a detailed statement once a month, and on their balances we allow them four per cent. interest annually, compounded every three months. Money so deposited can be withdrawn at a moment's notice.—*Macy's, New York, N. Y.*

The strength of a financial institution lies in its capital—its assets, its honorable history and ability, character and standing of the men who conduct its affairs. Possessing all these qualities in an eminent degree, this bank invites additions to its list of customers and offers the best service alike to those of large and small means. One dollar will start an account—pays dividends on all deposits.—*Sacramento Bank, Sacramento.*

Savings bank luck. When some man takes a sudden step up in the world, a lot of people say "Luck." Probably he worked and saved a long time to get

ready for that step up. There is more savings, bank luck than any other kind, and the best of it is that you can make it for yourself by opening an account here and depositing regularly. We add four per cent. interest, and assure you of safety by lending only on Cleveland homes.—*The Cleveland Savings & Loan Co., Cleveland, Ohio.*

The secret of success isn't tied up in the sphinx—it's an open way to any wide awake observer. Russell Sage saved his first dollar and ultimately saved upwards of one hundred millions. Deposit your savings here, get the three per cent. interest we allow—that compounded quarterly—and reap the reward of thrift. Four per cent. on \$1000 and over. Deposits received from \$1 up.—*Union Savings Bank, Mobile, Ala.*

Saving. It's easy to save—merely a matter of spending less than you earn. Keeps growing easier, too—becomes surprisingly easy after you've practiced it a while. People fall into the habit of spending money thoughtlessly and imagine they cannot save. Cultivate thoughtfulness and carefulness and you're bound to save. Open an account to-day—there's protection, encouragement and satisfaction in a saving account.—*Montgomery Bank & Trust Co., Montgomery, Ala.*

Valuable, efficient banking service. The First National Bank of Binghamton has rendered valuable and efficient banking service to its many thousand depositors and clients, who have found safety and satisfaction in transacting their banking business with this institution.—*The First National Bank, Binghamton, N. Y.*

The right move is sometimes hard to make, but in the end when you have profited by it you realize the value of overcoming its difficulties. In the practice of thrift and the acquiring of the saving habit the right move, and the first one, is to start a bank account. This may not be easy at first, for with your money in the bank instead of your pocket the many little expenditures will have to cease—if you would make your bank account profitable. But after you have gotten into the habit of coming regularly to the bank, your savings, together with the three per cent. interest they earn, will show results that cannot fail to satisfy you. The bank for all the people.—*Lansing State Savings Bank, Lansing, Mich.*

Do you pay interest or installments on a municipal debt at stated times? If so, why don't you establish a sinking fund by opening an account in our savings department, which will draw three per cent.

interest and help you take care of your payments when due, and thus lighten your burden of debt.—*Lexington Bank & Trust Co., Lexington, Ky.*

A bank account, like everything else, must have a beginning. If you are thinking of opening an account, do not delay the step until you have accumulated a considerable sum. One dollar or more will do as a starter. The rest will come more easily than the first hundred. Do it now.—*The Will County National Bank, Joliet, Ill.*

Money loaned on household furniture and left undisturbed. Now you can avail yourself of this advantage immediately because only the lowest rates charged which enables you to not only help yourself conveniently, as well as confidently, but you can repay us in easy installments to suit your income—either weekly or monthly. Come in and see us anyway, it costs you nothing. Information free. We'll send to you if you like.—*Home Loan Co.*

A prosperous bank. The First National Bank extends courteous and liberal treatment to every depositor, whether the account be large or small. That is why this bank is growing each day in strength and public favor.—*The First National Bank, Binghamton, N. Y.*

One hundred and fourteen years—1792-1906. During all this time the Hartford Bank has stood for the best in financial matters and methods. It has been here a long time, but its outlook was never more brilliant and encouraging than today. Its great strength, its attitude toward the public, and its treatment of patrons, are the controlling factors in its growth. If you do business through the Hartford Bank you are safe.—*The Hartford National Bank, Hartford, Conn.*

We regard the liberal interest we pay you on deposits as a dividend—your just share of the profits derived from the safe, conservative investment of your funds. Yet your capital is available at all times.—*Equitable Savings Bank, Los Angeles, Cal.*

This is your time—take it—to start a bank account. Don't procrastinate—do it now. You can do without luxuries today that will buy necessities twenty years hence. By depositing dollars with us you not only save them but add to them four per cent. interest every twelve months, and to that the compound interest we also allow four times a year. Get your first dollar in to-day.—*The Equitable Bldg. Co., Zanesville, Ohio.*

Have you standing in the community? There is nothing under the sun that will

establish you on a basis of credit so quickly as a bank account. There is nothing that will destroy that credit more surely than to draw checks against money that is not already in the bank. A bank account will not of itself make you rich, famous or virtuous, but it will help on the good work if you handle it right. Come to see us. We will tell you all about it.—*The Hartford National Bank, Hartford, Conn.*

The wage-earner, more than anyone else, should cultivate the Savings Habit and own a bank account. There is no telling when lack of work or sickness may cut off all sources of income and place your family in hard straits.

Hundreds of working people in Newark own their own homes through first starting an account in "The Old Home" and saving regularly. Four per cent. compound interest paid.—*The Newark Home-Building Ass'n Co., Newark, Ohio.*

If you knew that during the next twelve months your expenditures would equal your income, you would want to change things—wouldn't you? A checking account will give you a complete record of each month's receipts and expenditures. You will have up-to-date knowledge of your financial affairs. It's a good plan to pay all bills by check. We furnish you a bank book and checks. We offer exceptional advantages for carrying checking accounts.—*The Citizens' National Bank, Mansfield, Ohio.*

This bank is patronized by the laboring man and the mechanic, it is patronized by the man of business and the man of leisure; in fact, it is patronized by all classes. A dollar a week dropped into our savings bank soon amounts to quite a sum. Try it. Four per cent. interest added half yearly.—*Iowa Savings Bank, Ottumwa, Iowa.*

The man who wins is the man who is ready when opportunity knocks at his door. The best business opportunity may come when you are not prepared to take it. Then you will regret and say, Had I begun early in life to save my earnings, I would have been financially prepared, and this fine business chance would not have gotten away from me, but alas! it is too late now! Take heed, young man, young woman. Be ready when opportunity calls, by opening an account in our savings department at once. We will pay you three per cent. sure interest, and your investment is protected by over \$1,200,000.—*Lexington Banking & Trust Company, Lexington, Ky.*

In the selection of a bank the matter of first importance is safety. There is

little incentive to save if there is the slightest possibility of loss. This company is absolutely safe, all of its operations are under State Inspection, and its depositors are safeguarded in every way known to banking.—*Sangamon Loan & Trust Co., Springfield, Ill.*

Some folks are getting rich, and apparently with great ease. Do you know their plan? In many instances here it is: They commenced by laying aside a fixed portion of their income each week; this they deposited regularly in our savings department, where it was allowed to accumulate and draw interest at the rate of three per cent. Are you working along this line?—*Third National Bank, Lexington, Ky.*

Safety is the password in transferring money—convenience is also of equal importance. You have both safety and convenience in money matters when you pay by check. A checking account is the simplest method for everyone—for you—to employ in financial affairs, because you have a complete record of every transaction. We welcome small accounts. All accounts—large and small—receive the same careful attention.—*The Citizens National Bank, Mansfield, Ohio.*

For the greater convenience and accommodation of our lady customers, we have a department designed especially for their use in transacting business. We will be pleased to receive callers there and furnish any information desired.—*The Detroit Savings Bank, Detroit.*

Thousands of persons in Joliet have become systematic savers who a few weeks ago had not seriously considered this important matter. Our savings department, in which the deposits draw a moderate but safe rate of interest, is an ideal place for the safe-keeping of your accumulations. Interest compounded semi-annually. Saving department three per cent. interest.—*Citizens' National Bank, Joliet, Ill.*

Do your own banking. Your earnings get into the bank whether you put them there or not. If you spend all somebody else deposits your money. Better start a savings account to-day and receive the benefits—three per cent. interest yourself.—*Exchange Savings Bank, Mt. Pleasant, Mich.*

The best plan for the safety and protection of accumulated money is to deposit that money with us. Safety is always our thought and aim. We accept the savings of our depositors as a sacred trust and handle them with all possible care and diligence. Our funds are invested in first mortgages and sound col-

lateral securities and the rate of interest paid is always in accord with the earnings obtained.—*Security Trust Co., Lexington, Ky.*

Ask yourself these questions, then do a little careful thinking. Do you know your financial condition? Are you getting ahead, or just keeping even, or are you running in debt? We are the people who can aid you in getting on a better financial footing. Open a savings account with us, add a little to it every week. Your account will grow fast, and earn you three per cent. interest, and at the end of a year you will see how easy it is to get ahead and keep ahead. Every dollar you deposit at this bank is protected by over \$1,200,000.—*Lexington Banking & Trust Co., Lexington, Ky.*

When to save. Whenever earning begins saving should begin. We have started a lot of people in the right direction. Some had never before saved anything—because they had given the matter no serious thought. Our savings department is an ideal place in which to start an account that may lay the foundation of your fortune. Deposits of one dollar or more will be received, and we will pay you four per cent. interest compounded twice a year. Start to save now.—*Commercial National Bank, Pendleton, Ore.*

This bank's history embraces seasons of panic and pestilence, depression and prosperity, ebb tide and flood tide, of the black years of '73 and '93 and '96, but from the time of its beginning to this day of grace—nearly forty years—save on legal holidays, its doors have never been closed, and it has discharged all trusts and met all obligations with absolute fidelity. It has not heretofore paid, and does not now pay, interest on deposits of any character, and it will not seek to secure business "upon any terms" with the accompanying necessity for taking unwarranted risks in the endeavor to make it profitable. It stands upon this record. Accounts, large or small, solicited.—*The First National Bank, Montgomery, Ala.*

How dollars grow. Seeds never grow until planted. Dollars do not increase unless they are set to work earning interest. If you wish to have a fortune grow you should set your dollars to work by depositing them in the savings department of this company, where interest will be allowed at the rate of four per cent. per annum. Officers, I. H. C. Royse, president; Jas. S. Royse, vice-president; F. C. White, secretary. Capital \$200,000.00.—*The Terre Haute Trust Company, Terre Haute, Ind.*

The vacation question. Have you need of a summer vacation? Do you wish to take one? Have you the money to do it? If not, here's suggestion: Open a "Lay-by" account in the Manufacturers National Bank and add to it weekly. The exhausting hot weather will then find you prepared to take your much-needed and well-earned rest. Many industrious workers have followed this plan in former years to their advantage. If it has never occurred to you before, why not act on this suggestion and start your "Lay-by" account now? Never mind if the amount is small, we fully realize that all are not millionaires.—*Manufacturers National Bank, Troy, N. Y.*

Four million, five hundred thousand dollars is the amount of the reserve fund of the Bank of Toronto, and is an illustration of the strength of this old reliable institution. This fund is composed of profits laid aside, and premiums on new stock issues, and is maintained as an additional guarantee to depositors of the safety of their money. Attention is drawn to the fact that this reserve is \$500,000 larger than the capital.—*The Bank of Toronto, Toronto, Canada.*

If sickness comes, who is going to pay the bill? While a man is in good health he seldom considers this, but sickness may come at any time. So while you are able to work, save out of each week's earnings enough to protect you against the time when you may be sick. Open an account with us to-day.—*Wapello County Savings Bank, Ottumwa, Iowa.*

First step to a successful career is the establishing of a sound, safe bank connection. This bank will welcome you as followers in the footsteps of the many successful men who began their career by opening an account with it. One dollar is sufficient for a start—pays dividends on all deposits.—*Sacramento Bank, Sacramento, Cal.*

Forward or backward, which way are you going? Are you saving or are you running behind? It's to your best interest to consider this matter seriously. You cannot begin to go forward financially until you learn to save your money, and open an account in our savings department, add a little to it each week, and this, coupled with the three per cent. interest that it will earn you, will soon start you forward on the road to success.—*Union Bank and Trust Co., Lexington, Ky.*

Don't wait for your business to grow before opening an account here—become a depositor to-day and grow with us. Many of our small depositors of years ago are large depositors to-day and can

tell you how much an account with this bank has helped them. Safety, courtesy and promptness to every depositor alike is our motto.—*Merchants' National Bank, Fargo, N. D.*

The old saying that constant dripping wears away the hardest stone ought to teach us a lesson regarding our expenditures, for just as surely will the constant leak of needless expense wear away whatever foundation you may have for your future prosperity. Stop the leak—get the habit of going regularly to the bank, and when you spend money, spend it wisely. The saving habit may not always be easy to begin, but once started, it grows on you, and before long you will be interested in watching the growth of the figures in the bank book, helped along by the three per cent. interest you receive at "the bank for all the people."—*Lansing State Savings Bank, Lansing, Mich.*

Conservatism the keystone. Deeds, mortgages, notes, insurance policies, contracts and other valuable papers, are absolutely safe from fire, burglary or mislaying while in a safe deposit box here. The safety of one paper is worth the \$2.00 a year.—*Equitable Savings Bank, Los Angeles, Cal.*

Our distinct aim is to make and keep this bank active, progressive and in the fullest and best sense an up-to-date institution. The present gratifying condition of the bank may easily be traced to the satisfactory service and courteous treatment extended to all depositors. You are invited to do your banking business here.—*First National Bank, Zanesville, Ohio.*

Prompt decisions. The man who can make up his mind quickly and act promptly is the man who succeeds in accomplishing things. Better make a mistake occasionally than never to know your own mind. Prompt decisions characterize the service rendered by this bank to its customers. They are made possible by an intelligent study of the resources, abilities and needs of those who come to us for accommodation or assistance.—*The Hartford National Bank, Hartford, Conn.*

Conservatism is not opposed to progress, contrary to the old view of staid and dignified banking. Through two generations it has been the aim of this bank to be abreast with modern progress, but to hold fast to the belief in honesty; not the mere honesty of dollars and cents, but honesty in its higher sense, which means honor. It has always considered its shareholders, but it has never neglected its patrons and has

never forgotten that the cordial friendliness of every good man in the community is its most valuable asset. It still holds to these tenets, which have so largely contributed to its successful career of nearly forty years. New accounts are invited.—*The First National Bank, Montgomery, Ala.*

No savings in youth has its results in old age. As we grow older we learn to appreciate the comforts that money will buy. The young people that form the habit of thrift and economy, investing their means carefully, either in education or otherwise, will be the characters that will do things later. Build up a little bank account to call upon when needed. If in our vicinity call and see us.—*Union Park Bank, Spokane, Wash.*

Careful management of your banking business. Have you ever considered how the successful men of to-day attained their financial independence? Success in business is due in a large degree to the careful management of your banking business. An account with the American National Bank of El Paso assures absolute safety for your money—also careful and prompt attention to the details of your banking business. Four per cent. interest paid on certificates of deposit.—*American National Bank, El Paso, Texas.*

We offer you our safe deposit vault as a safe and proper place for your will and valuable papers. In the event of your death no one can obtain them except your legal representative. We also solicit your deposit account.—*California State Bank, San Bernardino, Cal.*

The man who patronizes every place of business on the street except the bank is certain always to remain poor. There is no better place to begin your bank account than *The State Bank, Columbia, S. C.*

The growth of this bank has been steady and rapid. Modern methods, superior facilities, courteous treatment, combined with a large capital and surplus have helped this institution to attain its strong position and the good will of the people of this city. We solicit the accounts of individuals, merchants, manufacturers and societies.—*State Bank, Hartford, Conn.*

Looking over the good points in our plan of loaning money you'll find it capable of rendering you excellent service any time quickly, cheaply and privately. We loan any amount, large or small, on the shortest notice, on the most reasonable terms and fairest special plan of repayment ever offered.—*Fidelity Loan Co., Peoria, Ill.*

Three reasons why one should carry an account with a bank. 1. Because your money is safer in a bank than anywhere else. 2. Because paying bills by check is the simplest and most convenient method, as well as the safest, as your check becomes a receipt for the debt it pays. 3. Because it gives a better standing in the community, especially among the business men, to pay by check rather than cash.—*The Fargo National Bank, Fargo, N. D.*

A man's earnings invested in a good savings bank account will buy him a home, or set him up in business, almost before he knows it, because interest at the rate of four per cent. per year—the rate we allow—counts up quickly, especially as we compound even that interest if redeposited or left standing. But ask us all about it or get our free booklet.—*The Equitable Building Co., Zanesville, Ohio.*

It's not what you earn that makes you rich, but what you save. Then why don't you start saving now? A dollar in bank is an obstinate thing—it stays put. Can you say as much if it's in your pocket? Does your pocket pay interest—does it give you the self-respect and confidence in the future that a gradually increasing bank account does? The road to prosperity is before you—start saving with a dollar deposit. You'll be surprised to see how the habit grows. So does the deposit.—*Home Savings Bank, Washington, D. C.*

Protection for securities. Considering the low cost and the perfect security of a box in a modern safe deposit vault, it is unwise to keep securities, insurance policies, savings bank books, deeds and other valuables in your house or office safe. Our safe deposit vault does what no amount of insurance can do—it actually prevents valuables from being burned or stolen. Inspection cordially invited. Access during business hours.—*The Schenectady Trust Co., Schenectady.*

How money flies every one knows when it is placed where you can spend it easily. When you invest what isn't necessary in a savings bank you forego many temptations to spend, and your money accumulates and brings you three per cent. interest. Place your money in this bank now and it will draw interest at once; four per cent. on \$1000 and over. Deposits received from \$1 up.—*Union Savings Bank, Mobile, Ala.*

One of the great advantages of a connection with a bank of strength and experience, is the valuable advice it may give you on financial matters. This bank places freely at the service of its

customers its judgment and knowledge in these affairs, and it heartily encourages such use of its facilities. In its career it has saved many from serious losses, by timely and sound advice about investments.—*First National Bank, Montgomery, Ala.*

Every thinker recognizes how essential the saving habit is to success. A regular sum regularly deposited as you receive your income is the secret of substantial saving. Open an account with this bank. A single dollar is enough to start you. Then add to it regularly. This bank pays four per cent. compound interest on savings deposits. Your money earns substantially here.—*Union Bank of Savings, Los Angeles, Cal.*

Whatever purpose you may be saving money to fulfil—it pays to open a "Central" savings bank account—pays and helps. It provides a system under which you can watch the accumulation grow, while all the time your fund is protected from thoughtless, wasteful spending and held true to your object. Besides, it pays interest—four per cent. per annum, compounded twice yearly—a nice little item of profit to add to your own effort. Yours by mail, too.—*Central Savings Bank, Leadville, Col.*

If you would be rich be thrifty—save your money and bring it to us for safe keeping. You may miss big profits, but just as certainly you will escape the danger of possible losses. We solicit your deposits, no matter how small in amount.—*The Commercial Bank, Youngstown, O.*

When you find your creditors are playing horse with you and show a disposition to crowd you, remember that the Fidelity Loan Company stands ready to loan you any amount you require to settle up your bills and will permit you to repay them in small monthly or weekly payments that you can easily make.—*Fidelity Loan Co., Peoria, Ill.*

Young man! Do you know that saving is not stinginess, but a duty? Do you know that if you don't save before you are married, you won't save after marriage? Do you know that the interest on the money you would save in your youth would make comfortable the days of your old age? Do you know that you owe it to your own self-respect and to those who may be dependent on you in the years to come to save? Do you know that we pay three per cent. interest on your savings and that we accept deposits as low as \$1?—*Planters' National Bank, Richmond, Va.*

Don't waste money. It is wrong to put

all your money down your throat or on your back or in useless luxuries or pleasures. Enough for necessities, enough for pleasure and the balance in your savings bank account is the right way to divide your income.—*The Columbus Savings & Trust Company, Columbus, Ohio.*

Save the pennies. Tuck them away in one of our small savings banks and when you are ready bring them here and we will open an account with you. There are many, both big and little folks, who find this new plan a great advantage. Call and open an account and get one of the small banks.—*East Side Savings Bank, Rochester, N. Y.*

Grandmother's stocking was to her time what that clock bank is to the present generation—a place for accumulating small change. How much more useful the clock bank! You get one for your own use by depositing \$2.00 in a savings account here. Our clock banks are original in design. They are good time-keepers and practical money savers.—*The Western Reserve Trust Co., Cleveland, O.*

Now is the time. In the early years of life is the time to learn to save. It's easier to learn then than after habits of extravagance are formed. The boy who spends his pennies foolishly, will spend his dollars foolishly if he ever has any. Buy the boy a bank and teach him to save something. He'll be glad of it when he is older and wants to go into business for himself. Pennies make dollars and dollars make a man independent.—*City Savings Bank, Omaha, Neb.*

Anybody can make riches fly, but the trick is to make them fly in the proper direction. Persistent saving solves the problem. \$1.00 starts you.—*Cincinnati Trust Co., Cincinnati, O.*

But one sure way to get money—earn it. But one sure way to have money—save it. But one sure way to save money—by systematic saving day by day, week by week—by getting it out of your pocket, where it will surely burn holes—by putting it to work in a reliable banking institution. We offer you our services, one of our home banks may help you. We invite you to call. As to our responsibility—investigate; we are proud of our record.—*Citizens' National Bank, Mansfield, O.*

"Shall I commence to save now by depositing my surplus earnings with a Savings Institution?" is a question you should ask yourself. If you decide in the affirmative, open an account with us.—*The Security Title and Trust Company, York, Pa.*

To be a true helpmate a wife should be thrifty and help save her husband's money. Husbands are delighted when their wives form the saving habit. We offer you the opportunity to please your husband and at the same time increase your worldly stores. One dollar starts an interest-bearing account. Safety deposit boxes for valuable papers for rent.—*The Continental Savings Bank, Memphis, Tenn.*

The best New Year's resolution, and one that will never be regretted, is to sign your name to the list of depositors of the Commercial Bank and thereby take a step towards assured wealth and prosperity. Our bank has an unassailable, firm financial foundation.—*Commercial Bank, Port Huron.*

It's a good thing to be well prepared against the adversities and contingencies of life. Money in bank answers the purpose most times. Let your dimes and dollars lie with us and note the increment three per cent. tri-annual interest will foot up at the end of a year, five years, ten. We will be glad to give you explicit information on request.—*Commercial Bank, Port Huron, Mich.*

Put your shoulder to the wheel.—The big round dollar—and try to roll up a few of them into a savings account next year. Start an account here with one of them—if no more—and whenever you start to spend one foolishly during 1904, stop, put it into your savings account, and let it be earning three per cent. interest, compounded semi-annually, for you.—*Kentucky Title Savings Bank, Louisville, Ky.*

An ordinary safe is possibly good enough protection under "ordinary" circumstances.

But burglars come, fires occur, when least expected, and easily penetrate the best of them.

Not so with our safe deposit boxes—what they have they hold.

You can rent one for a few dollars a year.—*Title Guarantee and Trust Co., Atlanta, Ga.*

Down brakes now! and try to save something next year. Open a savings account at this bank—with \$1 if no more—and put part of your income into it regularly. Take one of the little banks which are furnished free to depositors for home use. You'll find it a great help. Many a "stray nickel" will get into it and help swell your fund. Interest at three per cent., compounded semi-annually.—*Kentucky Title Savings Bank, Louisville, Ky.*

Can you answer yes? when asked if

you are satisfied with the state of your finances—

If not a savings account will, perhaps, help you to answer more satisfactorily.

The best depository for this account is the *First National Bank, Charlotte, Mich.*

Dollars and sense.—Your money is not idle a minute in our hands.

We watch it—keep it working day and night.

It increases rapidly.

Why not start the ball rolling now?

One dollar will do it.

Then what you add from time to time, with the interest, will soon grow to a very handsome amount.

Call to-day and begin your financial prosperity. We pay three per cent. interest.—*Scranton Savings Bank, Scranton, Pa.*

Nature teaches the birds and beasts to make provision for the future. Why don't you follow the example of these good providers and save from present earnings for future needs?—*The Security Title and Trust Company, York, Pa.*

If you have not visited this bank on Saturday night you should come this evening and see the crowds of wage-earners depositing their earnings—it would be a revelation to you and give you some idea of the saving workers of Los Angeles.—*Southern California Savings Bank, Los Angeles, Cal.*

If you wait for your ship to come in you may be without your share of this world's good things for a long while. A better way is to begin saving now.—*The Columbus Savings and Trust Co., Columbus, Ohio.*

How is it that the small wage earner forgets the future? In the majority of cases he does not save and at sixty is still going around his circle of spending his all. Save a certain percentage of your earning. It is the royal road to wealth. Money deposited with us earns four per cent interest, and interest is compounded twice a year.—*Mercantile Trust & Savings Bank, Los Angeles.*

Saving is the easiest way to get rich according to one of Benjamin Franklin's maxims. The easiest way to save is to deposit your surplus earnings in the Home Trust Co. Interest paid from day of deposit to day of withdrawal.—*Home Trust Co., Newark, N. J.*

The road to wealth is the way of saving through the aid of a strong bank for savings like this institution for the betterment of citizens' conditions. With the three per cent. interest we pay, com-

pounded semi-annually, your deposits day by day, week by week—even month by month—accumulate rapidly and constantly, and competence, if not wealth, is yours long before you're sixty, or too feeble to work.—*Commercial Bank, Bay City, Mich.*

The first care. The first care of the depositor should be the safety of the bank. The first care of the bank should be the safety of the depositor. It is our care for the safety of the depositor that has caused our growth, and earned the confidence of those whose first care is safety.—*First National Bank, Montgomery, Ala.*

The rainy day of sickness, adversity or hard times is pretty sure to come to every man at some time in life, generally when advancing age makes it hardest to meet. Ready money in our bank is a good provision for such occasion. Don't postpone starting an account until you have a large sum. Your surplus will grow faster here than in your pocket. Start to-day with one dollar.—*Dennison Trust Co., Dennison, Texas.*

Steady saving—putting away a portion of your income as soon as you receive it—will soon give you a snug sum. Interest on savings deposits at this bank compounds semi-annually. Every dollar you deposit here earns increase for you.—*Union Bank of Savings, Los Angeles.*

Those who desire to place their money where it will be free from every element of chance or speculation, and where it will be immediately available when wanted, should open an account with the *Third National Bank, Scranton, Pa.*

Don't burn the candle at both ends. You will surely come to want if you do. Better cut off your unnecessary expenses and deposit the amount thus saved on a savings account. We pay four per cent. interest on savings accounts and certificates of deposit.—*The Columbus Savings & Trust Co., Columbus, Ohio.*

One dollar will do to open a savings account with us. Wisdom, foresight and economy strongly counsel everyone to have a bank account. Anyone can open an account in our savings department with one dollar, and there are few who cannot save at least a dollar a week. If continued steadily this will soon grow to a respectable sum and may be the means of protection against the uncertainties of the future.—*North Ward National Bank, Newark, N. J.*

Farmers' business. We give particular attention to the business of farmers. We cordially invite them to make this

their banking home.—*The First National Bank, Crookston, Minn.*

When Benjamin Franklin said "It is the easiest thing in the world to deceive one's self," he spoke a great truth. Don't bask in the fancied security of present earnings. Take care of the future with a savings account.—*Merchants' and Mechanics' Bank, Scranton, Pa.*

Ready money is a constant and substantial friend. You can save something. Do not hesitate because the amount is small, but begin at once. Don't buy what you don't need. Save the cost of every unnecessary thing and you will be astonished in a short time to see how many dollars you will have. We invite small deposits. We are as well pleased to open an account of five or ten dollars as of a thousand dollars. Regular saving is the one speculation that always wins.—*The East Side Savings Bank, Rochester, N. Y.*

Only one sure way to have money—save it. Only one sure way to save it—entrust it to the safe keeping of some responsible banking institution, so it can't burn holes in your pockets. This is such an one—it has the capital and surplus fund, those guarantees of security to depositors, and its affairs were never in so prosperous a state as now. It conducts banking in all its legitimate branches and pays interest on savings deposits.—*The Commercial National Bank, Youngstown, O.*

Stop the small leaks. Why not determine to save the small sums that, somehow or other, are spent so heedlessly, but always aggregate a very considerable amount in the course of a year? That is the science of finance and great fortunes have been accumulated by practicing it. Save them and entrust them to us and we will pay you compound interest upon them.—*The Commercial National Bank, Youngstown.*

Time is money, and now is the time to save money. Put your spare cash where it will be industrious and earn more for you. We are glad to receive deposits from the thrifty, and we allow liberal interest on large or small sums. It is distinctly to your advantage to get acquainted with our banking methods, and you will at once see the propriety of beginning a bank account at once. Drop in and let us tell you about it.—*Home Savings and State Bank, Peoria, Ill.*

We solicit your business, whether large or small, and promise you safety, promptness and courtesy.—*The National Bank of High Point, High Point, N. C.*

Safe as a government bond and yielding a much higher rate of income is a deposit account in the savings department of the *Third National Bank, Scranton, Pa.*

A good bank confines its business to the safe-keeping of its depositors and the loaning of its resources in such a manner that they will be perfectly safe and can be collected when due; benefiting, at the same time, the borrower and, through him, benefiting the whole community. We offer you absolute safety in our ample resources and in the experience of our officers. We have no excessive loans, neither have we any investments outside of our banking fixtures. You will be pleased with the service you receive.—*Capital National Bank, Lansing, Mich.*

To have a checking account at the bank is not a hobby. There is reason in it. It is wise and it pays. You can pay your bills with checks, which we return to you. Each check is a receipt in full for every dollar you pay out. Your check book shows just where your money went. This is a good system of bookkeeping. You can have your bank book balanced at any time. It should be balanced at least once a month. Some times your memory fails you—you forget whether you paid a certain bill at the store. If you keep a checking account and paid your bills by check, you could turn to your checks—they will show the bills you paid, the date and the amount.—*Salem State Bank, Salem, Ore.*

Stronger than the average of the strongest. There are 6794 national banks in the United States. Of that number 365 are designated by the National government as reserve banks and upon their strength and solidity depends the safety of the whole National banking system. The strength of a bank is indicated by its capital and undivided profits, and it therefore is of interest to know that the average strength of the 365 reserve banks of the country is \$2,007,000. The capital and undivided profits of this bank are in excess of \$2,100,000, which fact shows that its strength is greater than the average of the strongest banks in the United States.—*The Hartford National Bank, Hartford, Conn.*

Don't spend all you earn. Make it a rule to deposit a portion of your weekly or monthly wages in a savings account where your money will earn interest.—*Home Savings Bank, Washington, D. C.*

Government bonds are good things, but few people can afford them. A savings account at this bank is just as safe—

can be started with \$1.00 and pays four per cent. interest.—*Reserve Trust Co., Cleveland, Ohio.*

There is a feeling of comfort in the knowledge that, no matter what the future may have in store for you, you and your family will be assured against want by your savings account. Open an account to-day. This bank pays four per cent. interest compounded semi-annually.—*The Columbus Savings & Trust Co., Columbus, Ohio.*

Some people dislike to enter the doors of a bank. Why? Because they think their small business is too trifling for the banker to bother about. We invite such people to come in and use this bank. We are in business purposely to be bothered. Every man, woman or child should have a bank account of some size.—*The Citizens' National Bank, Mansfield, Ohio.*

The vital question. How much can I earn? is an important question. How much can I save? is the vital question. The saving habit is best encouraged by opening an account with the banking department of the *Union Trust and Storage Co., Washington, D. C.*

A bank account means much to the level-headed young man or woman who is determined to make a success of life. We have the names of many such entered on our books and are enrolling more every day. If yours is not among the number, come in and open an account. Do it now.—*The Columbus Savings & Trust Co., Columbus, Ohio.*

In talking over your affairs do not forget that the State Bank, with a capital of \$100,000 and a surplus of \$275,000, acts as executor and trustee under wills. Your best friend whom perhaps you would choose as your executor may die to-morrow, but the bank grows stronger every year and any interest entrusted to it will be most carefully guarded.—*State Bank, Hartford, Conn.*

The first start in life towards wealth and riches consist in saving a portion of what you earn. The Commercial Savings Bank not only guarantees absolute security for all money deposited, but pays three per cent. interest. You can open an account with a deposit of \$1.00.—*Commercial Bank, Bay City, Mich.*

Idle money—and idle men are both useless. They should be at work. Money will work if you give it a chance. And you will be the richer if you place it at three per cent. interest in the Scranton Savings Bank.—*Scranton Savings Bank, Scranton, Pa.*

The hardest thing about saving money is getting started. Our way of doing business makes it so easy to begin saving that you really have no excuse for delaying. A deposit of two dollars will open an account in our savings department, and five dollars and upward will draw interest at the rate of three per cent. per annum. The beginning made, regular deposits will soon grow to be a habit, and one of the best you ever formed.—*Fidelity Trust Company, Newark, N. J.*

Rent a box and have your valuables and papers secure against loss. Boxes can only be opened by yourself. Convenient and private rooms for use of patrons. A general banking business transacted. United States bonds and other investment securities bought and sold. Dealers in foreign and domestic exchange. Furnish letters of credit for travelers, available in all parts of the world. Collections promptly made on favorable terms. Accounts solicited. Prompt attention. Liberal terms.—*Rock County National Bank, Janesville, Wis.*

Money goes easily when you carry it about with you. But there is economy, safety and satisfaction in putting it away in a safe and sound savings bank. The large capital and conservative management of this bank is a guarantee that your deposit is always safe.—*The Columbus Savings and Trust Co., Columbus, Ohio.*

Money at interest is a good silent partner—one that will work night and day, unflagging in its zeal for your welfare—one that the longer let alone the better work it will do.—*North Ward National Bank, Newark, N. J.*

Get the habit.—Habit is the strongest impulse in man. Get the habit of saving and your future welfare and prosperity is assured. Maybe your habit now is to spend too freely. You realize that it is a bad thing and would like to overcome it. Big fortunes had small beginnings. Right here is where we desire to interest you. One single dollar constitutes the fund necessary to start an account with us. The saving habit will grow and so will your bank account.

A helping hand in time of need is often an instant cash loan. If you need one, don't bother about your friends, but come to us. We are not brow-beaters nor Shylocks, and it will be to your gain to deal with us and experience uniformly honorable dealing.—*Capital Loan Co., Trenton, N. J.*

The traveler can find no more convenient way to carry money to St. Louis,

abroad or elsewhere, than our "Travelers' Checks."—*The Dollar Savings and Trust Co., Youngstown, Ohio.*

The affairs of this company are managed in a safe and conservative manner by well-known business men. Every banking facility is provided for and every reasonable accommodation given. Accounts taken subject to check or on time. All inquiries answered and courteous treatment given to those who may wish to transact business with the company.—*Union Deposit & Safe Co., Rockland Me.*

Money in bank gives you a feeling of security—enables you to take advantage of opportunities for making more money and lifts you out of the rut—makes you a manly man.—*Reserve Trust Co., Cleveland, O.*

To deposit your money with the Columbus Savings & Trust Company than to loan it out promiscuously or to invest it in securities, the value of which you know little about. You may not get quite as large a rate of interest, but it is sure, and your principal is not only safe beyond question, but you can also get it whenever you want it.—*The Columbus Savings & Trust Co., Columbus, Ohio.*

Idle money—and idle men are both useless. They should be at work. Money will work if you give it a chance. And you will be the richer if you place it at three per cent. interest in the *Scranton Savings Bank, Scranton, Pa.*

Every worker, regardless of his station in life, wins out by honest application. There is no room for drones in the modern hive. It is an age of "hustle." You should make your money "hustle" for you, too. If you haven't any surplus, get some. Money at work is a good silent partner. Begin to save money. Begin with a dollar a week if you can't save more.—*H. C. B. Gill, Fresno, Cal.*

Have a reserve fund for emergencies. Don't depend upon your salary alone—that is only a temporary means of support and is liable to stop any time. Start an account in our savings department today—it will not only be a protection to you, but also will give you a standing in the business community.—*North Ward National Bank, Newark, N. J.*

A single private paper justifies an expenditure of \$2.00 a year for its safety—a safe deposit box at the Union Bank of Savings, 223 South Spring Street.—*Los Angeles, Cal., Bank.*

The bread of charity.—Every man who does not save is in danger of depending on charity in old age. Only those who save are safe.—*The Columbus Saving & Trust Co., Columbus, Ohio.*

You've heard that old, old story about the stone in the middle of the highroad that all the cartmen turned out to avoid. They didn't know that the Duke had placed under the stone a purse of gold "for him who moves the stone." There's a stone in your road. When you come to the bank and open an account you move the stone—you find gold. Begin the "moving" and the "finding" to-day with a deposit in the *Scranton Savings Bank*.

Laid off, laid up, laid away? Mr. Wage Earner: Did you ever think what might happen to you and your family, if any of the above should find you with no money in your purse? Wouldn't it be wise for you to provide against that day and to begin to save now? Our saving department accommodates all who wish to lay aside small or large sums.—*Moline National Bank, Moline, Ill.*

The first hundred dollars is just so many steps gained on the road to wealth and competency.

Deposit your savings in the Holston National Bank. Your dollars, if deposited there, will earn more dollars and before you know it you will have a nice bank account.—*Holston National Bank, Knoxville, Tenn.*

The youth with a bank account becomes a man with a fortune. Open an account at the *Orange Savings Bank, Orange*.

Idle money is money wasted. Why keep it in unsafe places when we will safely care for it and pay four per cent. interest.—*Pittsburg Bank for Savings, Pittsburg, Pa.*

The boy who starts a bank account and saves and deposits the nickels and dimes that other boys would spend, is a boy who will begin active business life qualified to succeed. He will reach manhood with habits and qualities of character essential to thrift cultivated and developed, and will have his savings and accumulated interest as ready capital. A single dollar will open an interest-bearing account at the *Union Bank of Savings, Los Angeles, Cal.*

A boy with a bank account is fairly started on the road to independence. Deposits of any amount from \$1 up are accepted by this bank.—*The Union Savings Bank of Pittsburg, Pittsburg, Pa.*

Money flies from most people—those who need it most, in fact—and the best way to arrest its flight is to put it in a bank—a strong, conservative, well-managed one like this. We not only save your money for you, but make it make money for you by paying you three per cent. interest, compounded every six

months. The deposits in the savings department are, with the exception of the cash reserve, invested in municipal and other bonds and mortgages on real estates.—*The Savings Bank of East Saginaw, Mich.*

It rests with you whether your old age shall be passed in poverty and misery or in independence and comfort. A savings account now decides the matter.—*The Pennsylvania Trust Co., Pittsburg, Pa.*

The management of this bank is composed of men who have achieved for themselves marked success and who now act in harmony for the greater success of the institution.—*The Colonial Trust Co., Pittsburg, Pa.*

In making your will, remember that this bank is an executor, guardian or trustee that you can depend upon. Its life is perpetual. It never takes a vacation. Is always ready to serve you. Your wishes will be carried out to the letter in any business you entrust to the *State Bank of Chicago, Chicago, Ill.*

Neal Loan and Banking Co. A designated State's depository. Quick roads to wealth are few, but there is a chance for every one to obtain a competence. Save your dimes and dollars, deposit them in our savings department, get the benefit of the interest we pay, and in after years thank us for advising you to practice economy. Begin with \$1.00.—*Neal Loan and Banking Co., Atlanta, Ga.*

Your children. Are you teaching them the importance of acquiring the habits of thrift and economy? You can open an account for them with \$1.00 or more. Four per cent. interest computed semi-annually.—*The Ohio Trust Company, Columbus, O.*

Will money help you? If so, call on us. Don't waste any time on the way. We will lend you money on your furniture, piano, team, fixtures, or other personal property of value without removal. You can get it on short notice. You can have from 1 to 12 months to pay it back. You can pay it back weekly, monthly, quarterly, or as you may desire. You will have the use of both the money and the property. You will receive honorable, satisfactory dealings and all business will be strictly confidential. You will get the full amount you ask for. If you owe a balance to any other loan firm or furniture store we will advance you the money to pay them off. You can also get some additional money for other purposes if you wish. Your payments will be so small that you will not feel them. Call and learn our methods.—*Peoria Loan Co., Peoria, Ill.*

A homeless wanderer in his old age is likely to be the fate of the man who is improvident in his youth. Assure yourself of a comfortable old age by cultivating the saving habit. A savings account opened with this company and consistently followed up makes old age a delight and bridges over many a trouble.—*The Home Savings & Loan Co., Youngstown, O.*

Savings accounts in the Memphis Trust Co. have the advantage of: 1st—Safety afforded by our large capital. 2nd—Investment in the highest class of securities under the direction of conservative management. 3rd—A return of the largest rate of interest consistent with prudent banking, namely: 3 per cent. 4th—The attentive handling of every account, large or small. Ladies receive the most courteous consideration. Home savings banks furnished. Accounts opened before the 5th of the month receive interest from the first.—*Memphis Trust Company, Memphis, Tenn.*

If you save now then sometime in the future you will have something to draw on. Perhaps when you need it badly. Why not start a savings account here now—with a dollar, or as much as you can spare? It will earn a fair rate of interest and prove an incentive to save more. Accepts deposits in sums of one dollar and upward.—*Sacramento Bank, Sacramento, Cal.*

Poverty makes cowards of us all. Make up your mind to save part of your earnings every week—the more the better, but even a little is better than none.—*Home Savings Bank, Washington, D. C.*

A suggestion. Unemployed money at home is at risk of theft or fire—is safe when deposited in a sound bank. Small accounts invited.—*Yale National Bank, New Haven.*

Open an account with the Goethe Bank and get a bank book. You will soon find a perusal of its pages more absorbing than the most thrilling work of fiction. It will become a book of great interest—4 per cent. in fact.—*Goethe Bank, Sacramento, Cal.*

Money talks this way to most people, bidding them a fond adieu. Why? Because they won't save it, or don't know how, or don't realize the advantages of saving. Suppose you ask us to explain the profit to you of putting away a few dollars here, the increment of 3 per cent interest and the results.—*Texas Bank and Trust Co., Galveston, Texas.*

The training of a boy in habits of saving, thrift and industry, will insure to his success in after life. Set him a

good example by depositing part of your earnings in this strong and sound bank for savings—better still, open a small account in his name with us now. Three per cent interest compounded semi-annually will make him a nice nest egg when he's 21.—*Texas Bank and Trust Co., Galveston, Texas.*

It is not what you make but what you save that makes you rich. The Depositors' Account Department gives you every economy of our cash system and our famously low prices, and an additional 4% interest, compounded every three months, on unexpended balances. At the same time you enjoy every convenience of a credit system, without being taxed excessively to support it and to make up its bad debts. You can deposit as much or as little as you please, and you can withdraw your money at a moment's notice. We urge you to give it a trial—make one test of the advantages that have appealed to thousands of others.—*Binghamton Trust Co., Binghamton, N. Y.*

Did it ever occur to you that someone is drawing interest on the money you needlessly spend each day? It's time to stop. Think it over. We'll help by furnishing a Home Bank Free and paying 3 per cent. Call today.—*Missouri Savings Bank, Kansas City, Mo.*

A good bank where you may rest assured every transaction will be conducted with that absolute trustworthiness that has always characterized our business for more than half a century. In opening your bank account with the State Bank you will be making no mistake.—*State Bank, Hartford, Conn.*

Manage your income. Don't let your income manage you. If you didn't have the money you wouldn't spend it. Then why spend it simply because you have it? Open an account with the Security Savings Bank and save enough money to be your own master.—*Security Savings Bank, Newark, N. J.*

Is your Will made? Are you willing to allow your estate to be distributed in the manner it will be if you make no Will? Or, are you waiting to make a Will, and incurring the risk of being taken away suddenly, with the possibility of thereby defeating your intentions? Even if you have made a Will, are you sure that no conditions have since arisen that would make such Will defective or void? Why not give this matter the prompt and careful attention it deserves and consult some one of experience in such matters before it is too late? Fidelity Trust Company, the

largest Trust Company in the State, and because of its long and varied experience in such matters, is frequently consulted by those who desire it to draw Wills and act thereunder as Executor, Trustee or Guardian. It will be to the interest of your estate to learn what are the advantages in having a Trust Company instead of an individual administer your estate. Full particulars can be obtained without charge by those who seek such information, upon application to *Fidelity Trust Company, Newark.*

Eh! Haven't seen it for years. Want to sell your property, so a new one is necessary. Result: It costs you more for the new abstract than would pay for a safe-deposit box for several years. And think of the security gained for other papers, valuable jewels, etc., if you had a box in the safe-deposit vaults of the—*Fourth National Bank, Montgomery, Ala.*

You can save something and the amount you save is not so important as to save systematically and persistently. Open an account here with one dollar and take home with you one of the little banks which are furnished to depositors free of charge. Drop into this little bank, every day or every week, whatever you can spare from your income. The habit will soon be formed and your fund will grow steadily—earning compound interest all the time. Don't say this plan won't work with you—try it first. It has worked, and is working with lots of people who could never save any other way. Call, 'phone or write.—*Kentucky Title Savings Bank, Louisville, Ky.*

It is worth something to a depositor to know that his money is being placed in as strong a bank as it is possible to find. The affairs of this bank are governed with conservatism combined with enterprise and up-to-date methods which make for soundness and satisfactory banking service.—*The Fidelity Trust Co., Buffalo, N. Y.*

This company solicits the accounts of banks, firms and individuals of such business men, trust estates, religious and benevolent organizations, and all who desire to transact their banking business with a sound conservative institution.—*Los Angeles Trust Co., Los Angeles.*

The hardest part of anything is the start. It's easy when you get going. Just make up your mind to begin saving money to-day and you'll find it so easy to keep it up that you'll wonder why you never did it before. Put the money with us and get an addition to your

income from it.—*Eagle Savings & Loan Co., Brooklyn, N. Y.*

A bank account is like a snowball—roll it gently along without your noticing it.—*Schenectady, N. Y.*

Gone but not forgotten. The money you might have saved, but didn't. Open a bank account, save your money and become independent. Our Savings Department offers you every inducement to save while you are young. You will never be younger, but always growing older.—*Citizens' National Bank, Mansfield, O.*

Save while the sun shines, then when the "rainy day" comes you'll find your bank book your best umbrella in protecting you from adversity's storms. Open a bank account now with the Mercer Trust Co.; you'll be delighted to see how rapidly your money accumulates in this way. We pay 3 per cent. interest on time deposits.—*The Mercer Trust Company, Trenton, N. J.*

Deposit your savings in our special account and receive 4 per cent. interest. Deposits may be withdrawn at any time. Interest paid on check accounts.—*Pavonia Trust Co., Jersey City, N. J.*

This company has perfect facilities for the transaction of all banking business; and offers distinct advantages to all classes of depositors. Our banking department solicits the accounts of banks, firms and individuals, business men, trust estates—and all who desire to transact their banking business with a sound, conservative institution.—*Los Angeles Trust Co., Los Angeles, Cal.*

Your money on term deposit here will earn for you the highest rate of interest consistent with prudent banking, namely, 4 per cent. Every account is handled with the utmost care and attention. Ladies and children are assured of courteous consideration.—*Goethe Bank, Sacramento, Cal.*

Savings deposits at this bank are exempt from taxation. This point, together with the fact that interest on such deposits compounds each six months, makes a saving account with this institution a profitable and very desirable investment.—*Union Bank of Savings, Los Angeles, Cal.*

Some people's savings are burned up, and some forget the hiding place, and thus they never do their owner any good. Such people are to be commended for having formed the habit of saving, but too much condemnation cannot be given the mind that didn't have foresight enough to use the bank.—*Citizen's National Bank.*

At one side you have the bank—that's where you save; at the other the pawn shop—that's where you don't. Of course we speak for our own interest, but vastly more for yours, when we advise you to deposit your savings with us, where you get 3 per cent. interest a year instead of having to pay considerable more. Think it over.—*Commercial Bank, Bay City, Mich.*

To the business man seeking a bank connection the Dollar Savings and Trust Co., with a capital of one million dollars, offers the advantages of its large resources, the best of service and every facility for the proper handling of his affairs.—*The Dollar Savings and Trust Co., Youngstown, O.*

The improvidence of a large number of people is not due so much to a desire to spend every cent they earn, as to their failure to understand the value of small economies. If a start, no matter how small, would only be made of laying aside a small portion of the income, each week or month, the lesson of economy would soon be learned. Start an account with us to-day, no matter what may be the amount. This strong company will gladly help you to accumulate more.—*The Fidelity Trust Co., Rochester, N. Y.*

Having the right kind of a bank back of you is an important factor in your business. You can't be too careful in making a selection. This bank wants your account and makes every effort to safeguard the business interest of depositors. Borrowers are accorded every accommodation consistent with safety.—*The Union National Bank, Johnstown.*

Making a record for business sagacity is well begun with a bank account. Its possession shows you to be a man of method, caution and thrift. The houses with whom you deal have more respect for you if you pay by check instead of currency. At this Bank you may learn of many advantages accruing to depositors. You will also learn how easy it is to open an account here.—*The U. S. National Bank, Johnstown, Pa.*

Interest on interest soon reaches a snug sum. Spend to spare, spare to speed, bring your dollars where they breed.—*Merchants' National Bank, Allentown.*

The rainy day doesn't worry the man with a substantial bank account. Even in the case of a flood he can ride in safety in the savings account ark. A small amount set apart each week will not inconvenience you—start to-day.—*The People's Bank, Scranton, Pa.*

What is your ambition? We believe it is your ambition to make money. But how about your ambition to save some of it? No matter how little it may be—make a start—begin to live on less than you earn—start to put by the capital which will some day mean independence to you. You make a wise move toward independence by opening an account with this strong institution, where your money is safe and will grow rapidly at compound interest.—*The Mercer Trust Company, Trenton, N. J.*

Our hobby is safe banking. This bank calls attention to the publicity in the conduct of its savings bank business, a list of its resources being examined by a disinterested committee, a copy of which we are always glad to furnish. A high standard of conservatism is maintained, and our methods are modern and satisfactory to our patrons. We most thoroughly appreciate the confidence of the banking community, and we respectfully call attention to our liberal profit sharing plan of paying interest in many ways, our rates being on checking accounts, two per cent.; on saving accounts, four per cent.—*Spokane & Eastern Trust Co., Spokane, Wash.*

To save is to succeed; open an account with the Union Bank of Savings. Interest paid on deposits.—*Union Bank of Savings, Los Angeles, Cal.*

A wise man doesn't live as though his income couldn't stop—he makes provision for sickness, lack of work, accident and old age, by having a savings account with this company, where every dollar he deposits earns 4 per cent. interest.—*Pennsylvania Trust Co., Pittsburg, Pa.*

Riches.—Others have grown rich, why not you.

Others have worked for just as little and even smaller wages than you receive and have been able to deposit a snug sum in the bank, where it earned interest for them night and day and year 'round—why not you? Others—young and old, men and women, right here in Richmond—are regularly bettering financial conditions—are making the cash that they might fritter away earn them 3 per cent. per year, by being regular weekly depositors in the Savings Department of our bank—why not you?—*Planters' National Bank, Richmond, Va.*

Once a week, or once a month, lay aside a portion of your income. Deposit this in our Savings Department. But don't neglect to save. This money will come handy to you some day—indeed it will.—*West Side Trust Co., Newark, N. J.*

There is no dishonor in true economy. Do not hesitate to lay aside a reasonable portion of your income. If you so desire we will help you to save it.—*North Ward National Bank, Newark, N. J.*

We ask for new accounts because we are capable of rendering the best banking service, and because we offer that high measure of security that appeals to the prudent and conservative people of this community. We invite your consideration as a desirable institution in which to have an account.—*First National Bank, Binghamton, N. Y.*

What is your ambition? We believe it's your ambition to make money, but what about your ambition to save some of it? No matter how little it may be, make a start. Begin now to live on less than you make, begin to put by the capital which will one day mean independence to you. You make a wise move if you open an account with this strong institution, where your money is safe, and grows rapidly. Three per cent. interest paid on time deposits.—*The Mercer Trust Company, Trenton, N. J.*

The average householder finds a bank account in a trust company of immense convenience and saving. Her bank book and paid checks show at once her deposits and payments, and the checks are themselves proofs of payments.—*The Investment Company, Philadelphia, Pa.*

The State Bank offers to its depositors every facility which their business, balances and responsibility warrant, and respectfully solicits acceptable accounts of banks, mercantile firms and individuals. The steady and substantial growth of our savings department commends it to those who wish to save money. Interest at 4 per cent. per annum, payable quarterly. You can begin with one dollar.—*The State Bank, Columbia, S. C.*

Fifty years of experience in banking is at your service if your account is in this bank. We offer careful, conscientious service to all depositors—large and small. Your account is invited.—*American National Bank, Hartford.*

Your banking business carefully and promptly transacted. Large resources, a strong Board of Directors and capable management are but a few of the many features that commend this bank to one considering the opening of a bank account.—*First National Bank, Binghamton, N. Y.*

"Take care of your pence and the pounds will take care of themselves," said Ben Franklin, a long time ago. It is still true, as many of our friends and savings depositors are learning every

day. We have paid since organization 4 per cent. interest on term deposits.—*Goethe Bank, Sacramento, Cal.*

All you have to do with a saving account is to start and keep it going—then watch and help it grow—doesn't take long for it to come up to a considerable amount—then you'll see the advantage, the wisdom of saving. One dollar is sufficient to start—pays dividends on all deposits.—*Sacramento Bank, Sacramento, Cal.*

Bank accounts and other personal property of foreign corporations doing business in New York, and of individuals residing outside of New York are taxable when kept within that State. No such law exists in New Jersey. It is therefore evident that it is of great advantage both to individuals and corporations to have safe deposit accommodations and bank accounts in New Jersey.—*Merchants' National Bank, Newark, N. J.*

People having no bank accounts are invited to make use of this company for that purpose. It indicates a certain financial responsibility to speak of "My Bank," and we shall be glad to have you so regard this company. Under safe, efficient and conservative management.—*Home Trust Company, New York.*

Every one should have a checking account. It is convenient as well as practical to pay bills by check, thus avoiding the risk of carrying money, or leaving it at home, where it might be stolen. We solicit your account, be it large or small, and guarantee prompt, efficient and courteous treatment to all.—*People's Trust and Savings Bank, Galesburg, Ill.*

The secret of success is hard work and clear thinking. The industrious person earns more than his necessary expenses, and the thinking person saves this surplus and deposits it in a good strong bank like ours. Do not postpone opening an account with us because your income is small. A single dollar is enough to start with—then the way will be easier. We pay three per cent. interest, compounded semi-annually. Your name would look well on one of our passbooks.—*Home Savings Bank, Washington, D. C.*

Draw a check. A check account is a great convenience, one that saves both time and money. It is convenient when you have out-of-town payments to make, as the check is safe in the ordinary letter; and then a cancelled check is the best receipt. We shall be glad to open an account with you.—*The New Haven Trust Company, New Haven.*

So says the old adage—"Prosperity makes friends and adversity tries them. And it's true, too. A bank account, made and added to in days of prosperity, will prove a most reliable friend in time of adversity. You ought to have the protection of a bank account. Maybe you need it now—to-day. But no man knows what the future may bring forth, and it's the part of wisdom to prepare for possible misfortune. Bring down your money to-day.—*The Fourth National Bank, Montgomery, Ala.*

Your funds will be cared for here in a way which admits of no criticism. We have a line of patrons who have found this bank in every way satisfactory and some of them have been with us over fifty years. We regard our clients' interests as identical with our own, realizing that a satisfied customer is the best advertisement a bank can have.—*State Bank, Hartford, Conn.*

George W. Childs said: "A young man should not yield to any temptation to relax his effort in attending to his business in order to amuse himself." Mr. Childs always took pride in doing his work well and saving his money—his determined efforts brought success, fortune and respect. You, too, can be successful by saving your money and opening an account with the Mercer Trust Company, where your funds are absolutely safe and will yield you a good return.—*The Mercer Trust Co., Trenton.*

It will surprise your wife, as well as yourself to find how rapidly your account will grow when you have once started it, and add to it constantly. Open a saving account with us at once.—*The Columbus Savings & Trust Co., Columbus, O.*

Your best friend cannot always be with you. Also friendships fail, but a bank account is a friend always—doubly so in times of adversity. Start the account now. Add a little every pay day. It doesn't take long for it to grow. One dollar opens a savings account and secures a bank for use in the home.—*Denison Trust Co., Denison.*

A man's wife has much to do with his success or failure. If she be thrifty, his fortune is half made. If she be extravagant, success will come slowly if at all. Thousands of thrifty wives carry savings accounts with this Bank where their money earns 4 per cent. and can be withdrawn when wanted. The savings accounts and checking accounts of women are always welcome here.—*The Columbus Savings & Trust Company, Columbus, O.*

Sound advice to young men. Two good rules, which, if followed, will bring fortune: First—Buying nothing until you can pay for it. Second—Saving a part of your weekly earnings—even if it be no more than a quarter dollar—and put your savings monthly in this bank. We pay interest on savings accounts, and would be pleased to have you open one with us.—*Merchants' National Bank, Allentown, Pa.*

At the seashore one can enter so much more heartily into the enjoyments if no anxiety is felt regarding valuables left home. The absolute cure for this wearing nervous feeling is to rent a box at the Safe Deposit Vaults of the California State Bank.—*Sacramento, Cal.*

Getting rich.—The quickest way to get ahead in the world is to save a part of your earnings regularly. Miss big profits and miss big losses. Accept fair, but sure, returns.—*People's Savings Bank, Pittsburg, Pa.*

Your valuables are never safe outside a safe deposit box. Thieves and fire are not the only danger—there's always a probability of your losing or misplacing jewels, important papers, etc. A safe deposit box at the Union Bank of Savings affords you a definite place of absolute safety for all small articles of value.—*Los Angeles, Cal.*

Advantages of National bank protection. A National bank receives its charter from the United States Government; is directly under Federal supervision, thoroughly examined by Government officials at least twice a year and required by law to make public reports of its condition under oath of its officers and directors. Make the First National Bank of Binghamton the depository for your funds and secure this Government protection.—*First National Bank, Binghamton, N. Y.*

The dollar that is spent is a lost friend—gone forever. The dollar that is saved is a working partner—never sleeps—always adding to your store. A dollar deposited in this bank opens an account and earns dividends. Better deposit that spare dollar now.—*Sacramento Bank, Sacramento, Cal.*

Temptations easily overcome the man who carries his wealth in his pocket. Usually at the end of a year a man is no better off than at the start. The thrifty and careful man deposits his surplus with "The Old Home," where it earns 4 per cent. compounded interest and yet is subject to withdrawal at any time.—*The Home Building Association Co., Newark, N. J.*

When to save. Whenever earning begins, savings should begin. We have started a lot of people in the right direction. Some had never before saved anything—because they had given the matter no serious thought. Our savings department is an ideal place in which to start an account that may lay the foundation of your fortune. Deposits of one dollar or more will be received and we will pay you four per cent. interest compounded twice a year. Start to save now.—*Denison Bank & Trust Co., Denison, Texas.*

You can't do it! You might as well try to carry water in a sieve as to try to find a more liberal plan of loaning money on personal belongings than we provide. Absolute privacy, prompt response to requests and liberal terms. Loans made on furniture, fixtures, pianos, horses, wagons, cattle and other personal property. Remember—We give you the full amount of the loan applied for in cash. No charges of any kind taken out in advance.—*Fidelity Loan Co., Peoria, Ill.*

Provide for future needs. A man with a family to support cannot afford to allow future needs to be wholly unprovided for. Live in the present as though you were a little poorer than you really are, and in the future when misfortune comes, you will be richer than you seem. A small sum deposited with this company to which additions are made from time to time will grow into a significant fund, bearing interest at the rate of 4 per cent. per annum. Capital \$200,000.00.—*The Terre Haute Trust Co., Terre Haute.*

Our plan. For the convenience of investors and others who are desirous of receiving the income on their money more frequently than twice a year, this company has adopted a plan of issuing coupon certificates of deposit bearing a liberal rate of interest and with coupons attached payable four times a year.—*Sangamon Loan and Trust Co., Springfield, Ill.*

A talk with business men. This bank pays interest on deposits subject to check—a feature which is in force in the largest banks throughout the United States. It gives the business man the opportunity to place his money where it will earn a fair rate of interest and at the same time be ready to meet instant demand. The People's Bank & Trust Company is governed by the same rigid laws of the State of Connecticut as are all State Banks and Trust Companies. The same guaranteed protection is given you here. Interest bear-

ing check accounts is not a new idea. It has been in force for years and proven profitable in Hartford, Bridgeport and Waterbury, as well as all other cities in New York and New England. Is there any good reason why a checking balance should not earn interest when interest is paid on other forms of deposit? This feature is worthy of careful consideration. Why not talk it over with us?—*The People's Bank & Trust Company, New Haven, Conn.*

The Ridgely National Bank has operated under the National Bank Act for more than forty years, making five statements of conditions each year, and undergoing semi-annual examinations by Federal examiners. To-day its business is larger than ever in its history. It invites you to establish banking relations with it on the basis of its record. Courteous treatment, progressive methods and a careful consideration of your requirements are assured you.—*The Ridgely National Bank, Springfield, Ill.*

Satisfactory banking. Almost the only compliment, certainly the highest, which the man of business will pay to any service rendered him is that it is "satisfactory." That means everything. This bank renders to all its clients, great and small, a service which is faithful, efficient, obliging, correct and reliable. For this reason it is pronounced by the best judges to be "satisfactory."—*The Northern Bank, Winnipeg, Can.*

The ordinary savings bank that makes loans on lands and bonds is perfectly safe, but the interest is small to the depositors. If you can make twice that interest in a co-operative bank, that loans all your money on lands and buildings, and distributes all the profits to you, is it not common sense to place your savings in a co-operative bank? Think this over without the aid of your banker, and you will get more interest on your money, with the same security.—*The Continental Building & Loan Association, Los Angeles, California.*

Safeguard your estate. Many persons devote the best years of their lives to the accumulation of a competence for themselves and families. It also behooves individuals to consider the question of having this accumulation safeguarded after they have passed away, that they, their families or relatives may secure the full benefits of the estate. Remember that the New Haven Trust Company will faithfully and economically perform the duties of the executor. You are invited to consult with us about this matter.—*The New Haven Trust Company, New Haven, Conn.*

Women interested in banking. Women are becoming more and more interested in banking. The prudent housekeeper realizes that paying her bills by check is the safest and most convenient way of settlement. The accounts of women are especially invited by the South Texas National Bank, where they will find every safeguard, courtesy and facility of modern banking.—*South Texas National Bank, Houston, Tex.*

A strong foundation. Money in the bank is a strong foundation for plans to build on. Not all of us can be rich, but all of us can better our conditions. Saving—steady and persistent—will accomplish wonders. Open an account with us to-day with whatever amount you can spare, then add to it as opportunity permits. The interest we pay will help swell the sum, and presently you will have a foundation for starting some substantial business or a competence for old age.—*Planters & Mechanics National Bank, Houston, Tex.*

Just think of the comfort, the satisfaction you would have if only you a little sum set away for a rainy day—often you must borrow only to pay back. You can save, don't wait until you must regret you didn't. See us to-day in regard to an account. One dollar will start you and we pay you three per cent. interest, too. Deposits received up to the 5th of the month draw interest from the first.—*Merchants & Manufacturers Bank, Milwaukee, Wis.*

The little things that count are pennies. The nickles and the dimes that most people don't count in their expenditures are the ones that waste your dollars. Place your dollars with the Citizen's Bank for safekeeping and the accumulation of interest. Our financial standing is of the highest, and we offer exceptional advantages.—*The Citizen's National Bank, Houghton, Mich.*

Growing old? Probably it has never occurred to you, but don't you think that you really should be saving some money? You are always liable to get sick or hurt, and anyway, if you live, you positively will grow old. What will you do then if you have no money? A savings account with this strong bank makes the "growing old" scare vanish. One dollar starts the account. We pay four per cent. on time deposits.—*Rockland Trust Company, Rockland, Maine.*

Banking points to consider. In all commercial centers, in fact, wherever business is transacted, the services of a good bank are of great value to the people. In making the Commercial Nat-

ional Bank your depository, you secure safety for your funds as well as prompt, courteous and liberal treatment.—*Commercial National Bank, Salt Lake City, Utah.*

The treasure of the home is a bank book given to the depositors of the Union Savings Bank. It is the dependence that the family has to look to when the rainy day comes or when the day comes that you want to buy a home for your little family. Save in time and you can be independent in your old age. Deposits received from \$1.00 up; 3 per cent. interest, payable quarterly up to \$1,000; 4 per cent. on \$1,000 and over.—*Union Savings Bank, Mobile, Ala.*

No risk; no worry; no care. We offer a limited amount of our fully paid stock for sale at \$100 per share. We guarantee semi-annual dividends on this stock at the rate of 6 per cent. per annum. Your investment will be secured by first mortgages on real estate. Your income will not depend upon the sale of the real estate or upon the successful promotion or extension of some business enterprise; financial panics cannot depreciate or dissipate the security.—*The "Savings & Loan," Fargo, N. D.*

This little bank makes saving easy. The ingenious little savings banks we loan to depositors are wonderful little saving helpers. They record the amount you put in, and convert your spare nickels and dimes into dollars almost before you notice it. You should open an account in our savings department and get one. A dollar will do to begin with.—*Central Bank & Trust Corporation, Atlanta, Ga.*

We employ only such methods in business as make banking institutions of positive value. The management of this institution believes that above everything else, stability and faithfulness are demanded on the part of a well-managed bank, and upon this basis we invite your patronage. Four per cent. paid on time deposits.—*Commercial National Bank, Pendleton, Ore.*

Make a note of this. Don't lose sight of the advantages of our steel home safes, for they can help you add many a dollar to your bank account, and the process will not be at all painful. Keep one in a convenient place and drop in a coin whenever possible. The contents will grow rapidly, and when we add 4 per cent. interest at interest periods the result will most assuredly astonish you. These home banks or safes are free. Ask for one, your first deposit.—*The Houston National Bank, Houston, Texas.*

The best way to start the savings habit is by opening an account with us for the child. A child will become as interested in watching this account grow as it would be with a toy. This interest will harden into habit and the habit into character. Open the account to-day, no matter what the amount.—*Citizens Savings Bank, Ottumwa, Ia.*

Ladies' checking and savings accounts are invited at this bank. We have appointed a special room for our lady patrons where every convenience is provided. Every courtesy is extended in providing an efficient, polite and quick service. A bank account induces the saving habit and helps to promote independence, which means that you will have money to meet every emergency and for future needs. Then, too, a canceled check is better than a receipt. The best way to pay bills is by check.—*The Peoples' Bank & Trust Co., New Haven, Conn.*

Worth doing well. The old saying, "What's worth doing at all is worth doing well," is exemplified in the lives of many of our truly successful men. If you have not been saving money in the past, make the start to-day—open an account with the Schenectady Savings Bank, make regular additions to your fund, and you will experience that it is well worth your effort and economy.—*Schenectady Savings Bank, Schenectady.*

Finding money is not to be depended upon. If you spend all your earn, what are you going to do when sickness, accident or lack of employment causes extra expenses or stops the income? You can't pick up money to meet such emergencies. Put part of your earnings in a savings account, where it will be waiting for you and drawing 4 per cent. interest, in the *Wapello County Savings Bank, Ottumwa, Ia.*

Many ways. There are many ways in which a bank like ours can be of service to its friends aside from the strict lines of banking. We are frequently able to give counsel in matters of investment, and can sometimes save money to customers who take us into their confidence. Whether you bank with us or not, we invite you to come in and pass the time of day when in our neighborhood.—*The Will County National Bank, Joliet, Ill.*

Don't lock it up. Don't lock your surplus funds in your bureau drawer or other unsafe place. You're liable to loss. You might better leave the money with this bank. Have it earning something. It will be as much at your call as if you had it at home, and it will

earn interest from the time it is here. One Dollar will start an account—pays dividends on all deposits.—*Sacramento Bank, Sacramento, Cal.*

One sure way. Some men inherit fortunes, some get rich by plunging into a go-lucky business scheme, but the majority get up in the world by the old reliable method, viz: Industry, saving, push. These three methods properly applied to your business and financial interest will land you safely on the top round of the ladder of success. Open an account in our savings department, it will earn you three per cent. and put you in touch with forceful business methods. Keep your valuables in safety vault box department, and your money in our bank. We afford you \$1,200,000 protection.—*Lexington Banking & Trust Co., Lexington, Ky.*

It costs you nothing to learn our methods—get our terms—and full information how we do business. If unable to call, a card or telephone message will bring our confidential agent to you. You can get the immediate use of a temporary loan on your furniture, piano, horses, wagons, etc., at the lowest possible cost and on a liberal installment basis which enables you to repay same as you are able. Our advanced methods eliminate all publicity, humiliating inquiries, and the usual red tape proceedings. You can get the loan upon a few hours' notice, receiving the full amount in cash and without being subjected to unexpected charges or asked to pay for something you never got.—*Fidelity Loan Co., Springfield, Ill.*

Promptness and efficiency are very important factors. We appreciate the importance of promptness and efficiency in the transaction of banking business, and to meet the requirements of business men, firms and individuals, we have installed every modern facility and convenience. Your account is respectfully solicited.—*First National Bank, Binghamton, N. Y.*

Spending too much money. A certain man opened a checking account with us not long ago. He deposited in the bank what cash he had, and paid all bills by check. Before long he discovered that he was not earning enough and spending too much. His checking account gave him a complete record of all receipts and expenditures. To-day this man is saving regularly because he opened a checking account with us. You can have the same experience at no expense. We invite your account.—*The Citizens' National Bank, Mansfield, O.*

BARGAINS! SPECIALS!!

Peter Minuit had bought the island of Manhattan for \$24.

"No," remarked his wife, "I don't think it is a bargain at all. You didn't get any trading stamps with it."

Perceiving he had been buncoed, he relapsed into sulky silence.—New York Sun.

Saturday is *bargain* day in children's shoes. We already have a large trade in children's shoes, but we want to increase it; we want to sell this season twice the quantity that we did last fall. To do this we realize that we have to give better values than ever before. With this purpose in mind, our shoe buyer, when he was last in the eastern shoe market, made arrangements with two of the best manufacturers of children's shoes in the country to supply us with their children's foot reform shoes, the shoes that allow your children's feet to grow naturally. To introduce these shoes quickly and to make you better acquainted with their excellent styles, excellent fit and their perfect wearing qualities, we have arranged for to-morrow this great sale of children's shoes in a number of different qualities, at lower prices than to the best of our knowledge have ever been made before on such high-grade footwear. Those who have previously bought their children's shoes here will need no urging to attend this sale, but to those who have not we would suggest that you buy a sample pair of these shoes; we know you will be delighted with them.—*Geo. B. Peck D. G. Co., Kansas City, Mo.*

Tuesday's incomparable basement bargains. Nothing in the land to compare favorably with any one of the big bargain carnivals which our ever busy basement offers for the rest of the week. No such values as these have ever been offered before anywhere in the country. Buy early if you wish your packages delivered the same day.—*Furst Co., Jersey City, N. J.*

Our women's clothing store offers real bargains. Our handsome cloak and suit store is thronged these days with seekers after genuine bargains. We have concentrated every possible ounce of energy in making this a better store for women's ready tailored clothing, and we are succeeding. Stocks are better, varieties are better, qualities are better and

prices are lower. You may trade here in absolute safety; there is but one price, and that the lowest possible. There are some stores in Fresno that ask two or three prices, but not here. You can't place any dependence upon the fairness of a store that offers to take less than the price originally asked. Confidence is the cornerstone of this immense business of ours, a confidence strengthened by the absolute fairness of this store and its consistent one-price policy.—*Redlick's, Fresno, Cal.*

Attention! Shrewd shoppers and particular dressers. Coats, suits, skirts, etc., at rare savings. We inaugurate a remnant sale of garments—a sale which means much to every woman who reads this. We have gone through the garment department with critical eyes. Wherever we have found odd lots of garments—"slap!"—they have joined the other remnant garments. But not until the blue price-cutting pencil has done some of its best work (or its worst), for prices have been pruned and clipped until not a vestige of the original profit is visible, and in most cases we've cut way into the original cost. The garments are ready. It's a great opportunity to buy splendidly worthy suits, coats, skirts, children's coats, etc.—to buy in abundance and pay so little that you'll hardly miss the trifling sums. Odd garments of all sorts you will find galore. You'd better come early. We say this in earnestness, for the careful customers of this store will take care that these rare *bargains* won't stay here long.—*Waldman Bros., Albany, N. Y.*

Well, here we are with another chapter of chances—chances for you and your family, from the younger to the older members, and if this alteration sale doesn't prove profitable to you it will not be through any lack of bargains—they are here by the thousands, and it is not necessary for us to urge upon you the necessity for quick action.—*Williams-Gerberich Shoe Co., Trenton, N. J.*

BARGAINS! SPECIALS!

A fortunate purchase from a leading manufacturer who has an established reputation for making the best and most fashionable white dresses in New York, enables us to offer these bargain prices while the lot lasts. Dresses of sheer white Persian lawn, some with high neck, some with low neck, still others with Bertha effects; all neatly and effectively trimmed with either Valenciennes lace, fine needlework embroidery, or tiny tucks; skirts are cut very full with flounces or plaits and finished with deep hems; all sizes up to 14 years.—*David Straus Co., Newark, N. J.*

We are going to clear out many lines before we take stock, and this, of course, will be of interest to those men who appreciate a bargain and a chance to save. We do not intend to put on the inventory sheets anything that can find other owners before that time, and we know these will soon be picked up at such tremendous reductions. There is, perhaps, no other time in the year where your dollars will get more for you than just before stock-taking. The idea is to get the quantity of winter merchandise down to the smallest possible volume. The result is—bargains.—*White & Manahan, Winnipeg, Can.*

Promptness is necessary if you'd share in these wonderful bargains. A weeding out in our muslin wear department previous to inventory, Feb. 1st, has brought to light many mussed and rumpled garments which we've classified and marked at the most tempting prices. They're new goods—please bear that fact in mind; they have been handled and crumpled and mussed, but there's not a piece in the lot that was not carefully chosen for its beauty and serviceableness less than six weeks ago. Read the items, then come and take your choice quickly.—*G. Fox & Co., Hartford, Conn.*

The greatest bargains of all are in the carpet and drapery department on the top floor. There was no fire or water on this floor whatever, therefore, anything you pick from this stock is every bit as good as you would pay full price for anywhere. Who can resist such prices as these?—*Du Bois & Davidson, Los Angeles, Cal.*

Profit is thrown to the winds. We must get these out, for the new spring suits are now in stock and express shipments of others are arriving daily. So we say half and even more, if you can find use for a fall or winter suit.—*Kutner-Goldstein Co., Fresno, Cal.*

Will you profit by these profitless bargains in the basement? We want to

clear out all lots of our Christmas stock to-morrow. They're all fresh, new goods, purchased for the holiday trade. We want space for others. Reduction of price ensures quick clearance. The cuts represent a nice revenue to purchasers. Are you interested in such savings? Then you'll be here.—*Scroggie's, Montreal, Can.*

We do not intend to put on the inventory sheets anything that can find other owners before that time, and we know these will soon be picked up at such tremendous reductions. There is no other time in the year when your dollars will get more for you than just before stock-taking. The idea is to get the quantity of winter merchandise down to the smallest possible volume. The result is bargains. We cannot possibly charge any of the goods on sale, nor will they be sent on approval.—*White & Manahan, Winnipeg, Can.*

Underwear and hosiery bargains. The sale grows in popularity. There are two special features about this great sale which stand out prominently above all others: First—stocks are not a jumbled lot, where you have to hunt for your size—but they are complete and fine and so arranged as to make selection a very easy matter. Second—Prices mean savings of a third to half on regular prices.—*Frederick Loeser & Co., Brooklyn.*

Grand revolutionary bargain sale, the like of which Waterbury has never seen, an offering of the very best productions of the entire season at prices which will establish the record of value-giving for many seasons to come. This sale, coming now, before we have had any mild weather, really at the very opening of the spring season, affords the greatest opportunity ever offered to get the very latest and most-sought-after fashion creations at from one-third to one-half less than the usual prices—an opportunity we believe you will not let pass.—*Hamilton & Co., Waterbury, Conn.*

Bargain shoes and shoes at bargain prices are two different propositions. We don't keep a bargain shoe store—but you will find bargains in shoes all through our stock. We do not come in competition with the cheap bargain shoes now flooding the market and represented to be worth double the price they are sold for. Baits of this kind are common nowadays, and to avoid deception and misrepresentations buy our reliable footwear, which we guarantee to be the best to be had at the price we name and sold at just what they are worth. We can fit and suit you when others fail.—*Wm. Taylor & Co., Halifax, N. S., Can.*

BARGAINS! SPECIALS!

Friday is our stock-clearing day. Every well-ordered household has a clearing-up day once a week. A day to set everything in apple-pie order. Many housekeepers call it sweeping day. The same good management prevails in this store. We call it Bargain Day. All the odds and ends—chiefly of our best lines of merchandise, which have been developed by a week's turn-over of business, are swept out of the store by prices which mean most substantial savings for Friday shoppers—particularly Friday's early shoppers.—*The T. Eaton Co., Ltd., Winnipeg, Can.*

You don't have to accommodate yourself to certain conditions to get bargains in this fast expanding store. The specials you see advertised on this page, or on any other page of our store news, are good for all day. Some of the best values we have are never mentioned in the papers because the quantity is too small to withstand the general demand created through advertising. If we haven't enough of any line to last all day, we don't advertise it. We don't mention special values and then circumscribe the advertisement with conditions with which you cannot comply. We don't believe in making it hard for you to get the real specials we put on sale. When we have extra good values to offer, the more we can sell the better pleased we are, for that's the way we make our profit—that's the way we make more friends for this great White Store. This whole page is alive with bargains—better bargains than you will find in any other Kansas City store. We can make prices so extraordinarily low, because we buy the merchandise right, and because we sell for cash. Listen, and you'll be interested enough to come here early today and stay late.—*Jines Dry Goods Co., Kansas City, Mo.*

We give the wage-earner the biggest values—the mightiest bargains—always. We know he must make every dollar count, and our constant effort is to save him all the money we can. We lend every energy to serve his best interests—to give him the greatest bargains and give him the credit that will make it easy to take advantage of the saving opportunities when they are presented. These prices here quoted are wonderfully low, sensationally low, and they should bring you to this store to-morrow.—*Hartman's, Minneapolis, Minn.*

The banner bargain opportunity of the year is fast drawing to a close. Those who would buy must buy quickly. Thousands of bargains await customers—in fact the whole store is now a huge bargain

counter. We guarantee every bargain to be exactly as advertised with the "money back if wanted" principle as always.—*Prowse Bros., Ltd., Charlottetown.*

Great bargains in winter millinery. You can buy here to-morrow a handsome new hat of distinctive style, in any of the many charming effects we show, at half price or less. If you only wish to give your own hat an added style touch, here are trimmings at only a quarter of real value.—*Thos. C. Watkins, Hamilton.*

Huckaback towels, of pure linen and heavy, good wearing, absorbent weaves. These are in generous, large, useful sizes, and are exceptional values.—*Thos. C. Watkins, Hamilton, Can.*

Price marks have been changed on furs and the best bargains you have ever known await you. All the richest and best furs are fully represented—made up in the most fashionable styles and finished in a most superior manner.—*Brown's, Winnipeg, Can.*

Saturday is to be a gala day at Barney's, for we have made a study of bargain giving for this one day, selecting special numbers from each department in the house for the purpose.—*Barney's, Schenectady, N. Y.*

One pair of cuffs with every shirt. You can't buy the material for what we charge for the shirts. It makes no difference to us whether you buy one or a dozen. We know they're bargains such as you don't get anywhere else. And they're not shoddy shirts either. The materials are washable and the patterns are good.—*Rudolph Anker, San Bernardino, Cal.*

We will offer sweeping reductions—bargains that will prove irresistible. Tailored suits, coats, furs, etc., at your own prices. Special attention is called to the extraordinary values in this department. Over 200 garments to be given away at half their price and less.—*McInerney's, San Bernardino, Cal.*

Notable clothing bargains pull thrifty people hereward. Were it otherwise, we should doubt the wisdom of clothing buyers. This is no ordinary stock, but rather a stock of goods which none but the best tailors can equal. Style, chic, quality, fabric, pattern—everything which a well-dressed man wants, is embodied in them.—*F. W. Donnelly's, Trenton.*

One of the most attractive bargain offerings—from a beauty aspect as well as splendid value—are these lovely allover nets and laces. Largely exclusive designs, and Paris has produced none prettier at these original prices.—*T. Eaton Co., Winnipeg, Can.*

BARGAINS! SPECIALS!

A few bargains left for the lucky eleventh hour fellow. After taking inventory, found several short ends of winter woollens that we'll close out minus all profit. Easy picking if you need a suit in between seasons. Buy now for next fall's use if you want to—the saving warrants your doing so. First come—first served.—*Prickett Gerson Co., Montgomery, Ala.*

A regular feast for the bargain shopper—hundreds and hundreds of these little necessities. Notice the low prices attached; that's the secret of our success, the largest store and the largest business in Montgomery has been caused by low prices. We still keep it up.—*Montgomery Fair, Montgomery, Ala.*

We must ask you to be patient with us if we cannot wait on you promptly or cannot deliver your purchases as soon as you wish for we are so busy over this sale that the days are not long enough for us. The bargains are so numerous and so apparent that 'most every body in town wants to get a share. If you come early in the day you can get prompt attention and we will do the very best we can in the way of deliveries. We will open an account with you whenever you wish—a dollar or two a week will do.—*Lansburgh Furniture Co., Washington, D. C.*

Two bargains which every shoe buyer should know about are these which we mention to-day. Men and boys get a chance at these money-savers—but they'll get left if they don't buy soon. Other snaps for women, of course.—*Fischer's, Trenton, N. J.*

Fine Swiss point curtains great bargains. These were secured to exceptional advantage. There are a number of exquisite patterns and beautiful designs to select from, in white and ivory. They are very popular and effective, and great bargains.—*Thos. C. Watkins, Hamilton.*

We are closing out all our last year's center tables. At the prices we ask for them during this sale you can surely find some corner that one of these handsome tables will decorate. Every table is a bargain.—*Cohn Bros., Spokane, Wash.*

Nobody has bargains at any time greater than are in our regular stock, which we have every day in the year.—*John A. Colby & Son, Chicago, Ill.*

Something for nothing is eagerly sought for on all occasions. Still, how often we let such chances slip by when this "something for nothing" lies a bit beneath the surface, as is the case with our Friday bargains. You actually get

"for nothing" the difference between our special Friday markings and the usual price.—*The David Strauss Co., Newark.*

Never before in our long career of business has this store dared to offer such bargains as this ad. contains. In doing so our explanation is this: We have accumulated a number of odds and ends in every department of this big store. We want to get rid of them and have placed the price at almost nothing. In many instances there is only one article of the kind to be sold, but where there are more in stock all go at prices named in this ad. This is positively the best list of bargains ever offered the public and should fill our store Saturday night.—*G. Gevurtz & Sons, Portland.*

We are particularly pleased over this list of Friday Bargains, for they mean greater values and smaller prices than ever. And after all, the true test of an honest Bargain is the greatness of its value and the smallness of its price. You can save yourself a lot of money by this list. You will find the goods seasonable, desirable and beautiful, too.—*J. N. Adam & Co., Buffalo, N. Y.*

Many a bargain story, if truthfully told, would contain a chapter on "The mistake of a buyer." No man is beyond error. The man who spends thousands each year for merchandise is sure to meet with an occasional slip-up.—*Adams Dry Goods Co., New York, N. Y.*

Don't stop to think how we do it. Don't put off until to-morrow or next week; take advantage of the offering now—this very minute. It means buying any child's suit in the store at half; yes it means even more, for are our prices not always fully 20 per cent. lower than equal values elsewhere?—*The Washington Market Clothing Co., Trenton, N. J.*

Our anniversary sale is unquestionably the the leading bargain event of the community. It comes at a time when your whole mind is concentrated on the dress and home needs for winter. And we offer you extraordinary bargain inducements in just those things you need. Every item is of the most seasonable and desirable merchandise—every price is a reduced one.—*Pettis Dry Goods Co., Indianapolis, Ind.*

Since our bargain table sales are becoming so popular with the people, we intend to keep up the interest with a new supply each week. A new lot of goods still more desirable than the last will go on sale for the week of Monday, June 6th, to Saturday, June 11th.—*Benoit, Bangor, Me.*

BARGAINS! SPECIALS!

This is the banner week of this great bargain period in every department. Chicago's careful buying people have become thoroughly awakened to the greatness and importance of these sales, and we have prepared to make the closing days most conspicuous of all. No matter what your purchase may be, a positive and substantial saving is assured. Not only are the assortments good but the values are greater, if such be possible, than any yet offered. Merchandise of sterling reliability at lowest prices ever quoted. Every item mentioned in this advertisement you'll find to be even a greater bargain than represented.—*Rothchild & Co., Chicago, Ill.*

The best attended and most remarkable value-giving event of the year—continues Monday at Famous with a store full of bargains of the highest character. Every offer is of sterling merit. We've sorted out a host of new lots for to-morrow's selling. It's bargains like these that will multiply your confidence in this store and convincingly prove that Famous not only claims to but does undersell competition at every turn. You'll trade to exceptionally good advantage here if you come Monday.—*Famous, Broadway and Morgan Street, St. Louis, Mo.*

This Section A (Main Floor) will be filled with extraordinary bargains all day to-morrow, in such goods as you need, and are buying every day. Friday is inventory time. All the goods we sell between now and Friday helps us that much. We have made it more profitable for you to visit this store to-morrow than we ever did. Read and then you'll agree with us.—*Jones Dry Goods Co., Kansas City, Mo.*

So many bargains for Friday that we couldn't publish all of them in one page. Want you to read this advertisement to the end and then see our page advertisement in this issue.—*The 14th St. Store, New York.*

The prices speak for themselves, and all we ask in support of this splendid group of bargains is your support. More we sell the more we get to sell. Will you read?—*The 14th Street Store, New York.*

The merchandise that we place on this bargain section is special lines that we want to close out. The prices are always lower than you ever knew the same merchandise to be sold regularly. It is a rule that none but exceptional bargains are ever allowed on this "Interesting Bargain Square."—*Jones Dry Goods Co., Topeka, Kan.*

The "Dollar Limit" is in effect. No single article in our stock is now priced more than one dollar and everything that was formerly priced above that is now reduced. This change has created many great bargains that clever buyers are rapidly snapping up. Besides these interesting offerings, we will offer many other special values to-morrow and Saturday.—*McClure Ten Cent Co., Atlanta.*

An opportunity marked by the most conspicuous economies—just such a bargain event as scores of thrifty home-fitters will only too gladly appreciate.—*Siegel-Cooper Co., New York.*

It will be a memorable bargain event—in fact, it is so unusual—so extraordinary that we know when we quote what they are worth it will sound absurd, but then don't look at it in that light, but consider it from the standpoint of legitimate merchandising. We are getting our regular profit, and that's all we are entitled to. Some stores take a manufacturer's misfortune for an excuse to double their profits, but our policy prohibits that—sell as we buy.—*Simpson-Crawford Co., New York.*

As we told you in last evening's paper, our store was crowded yesterday morning with people anxious to obtain some of the great bargains we advertised. The crowd kept coming all day—as fast as one purchaser left another was ready to take her place. Every one was delighted with the extraordinary values offered and many expressions of wonder at the unusual offerings were heard on all sides. The sale will be continued to-morrow and all this week while the stock lasts.—*G. B. Peck Dry Goods Co., Kansas City, Mo.*

Friday has come to be known as bargain day, and nothing suits us better, for it leads you to expect much and centers your attention, and we feel fully able to satisfy the most exacting with style, quality and price.—*Hecht Bros., New York, N. Y.*

There are hosts of matchless values here at prices that double the purchasing power of your money! Our thanks are due and heartily tendered our great public for their appreciation of our efforts to place before them the values of their lives. Your generous patronage, home-folks and visiting friends, during the earlier part of the Autumn season, assures us that we have succeeded beyond our fondest, most sanguine, optimistic expectations, and it has made possible the offering of these surpassing bargains.—*Olds, Wortman & King, Portland, Ore.*

Along the path of the great Friday "Economy Sales" eventful and pre-eminent career. Multitudes of inducements of the most surprising character will be here to tempt the shrewd shopper. Mammoth displays in every aisle—on every floor. Just the sort of sale that thousands of Portland's astute buyers will hail with delight. Bargains for women, bargains for men, bargains for girls, boys and infants—bargains for everybody at this Reliable store to-morrow. Bargains of the most pronounced sort. Not all are advertised—space forbids. Surprising bargains, every counter laden and every aisle lined with thousands of chances to save, and every special value is created on new, desirable, stylish fall merchandise of the wanted, quality sort.—*Olds, Wortman & King, Portland, Ore.*

We're going to hold a lace sale in this "Interesting Bargain Square" to-morrow. We have got entirely too large a stock of lace, and we're going to close out a big part of it. Some of this lace has never been out of the original packages—just as new and clean and bright as you could wish—but when it's lying idle on our shelves it means that we've capital invested that isn't working, and we've got to get our cash out of it.—*Jones Dry Goods Co., Topeka, Kan.*

You can not afford to miss the many matchless bargains offered here to-morrow. Extraordinary values abound throughout the store. We can not enumerate all lines here—can only hint at much of the best, so it will pay you to visit every section. The saving advantages offered have never excelled. Come in and see for yourself; you'll find every item exactly as advertised.—*Kemp & Hebert, Spokane, Wash.*

Festival of bargains all this week.—*The Rines Co., Bangor, Me.*

It has been our good fortune to put our hands on a stock belonging to a party who has been anxious to realize as best as he could and as quick as possible to quit the city. We got these handsome goods at our own prices. They have to be seen to be well appreciated. The finest description would not be sufficient.—*Z. Paquet's, Quebec, Ont.*

To-morrow will be a big day among the store's famous Bargain Fridays for the scores of sale-features, so important every one of them in pertinent economies that nobody with an eye to money-saving in any way can avoid their claim to immediate attention, are bound to make this great store hum with shopping enthusiasm as it has never hummed before.—*Bloom-ingle's, New York, N. Y.*

You will find a harvest of bargains here up to the last hour of the sale to-morrow afternoon, because the conditions are constantly creating new bargains. Department heads are instructed to prevent, from day to day, the accumulation of broken lines in their stocks.—*Carson Pirie Scott & Co., Chicago, Ill.*

Here's a budget of bargain news fresh from the economy store. It's full to the brim with tidings of timely economics—of saving opportunities open to every reader of this brief message. Important that you should heed the invitation and be here Friday—important that you should come particularly on that day, because merchandise will then be on sale that will be gone by nightfall.—*A. F. Hardie & Co., San Antonio, Texas.*

This sale is a bargain event in the broadest sense of the word—comparative prices given here have been rigorously censored and we've underestimated the value in every instance. Everything you buy will be a better bargain than you read about.—*Simpson-Crawford Co., New York, N. Y.*

Such bargains as have never been offered in this or any other store will be given in the sale that starts to-day. These are prices that will quickly reduce our stock of furs—which is just what we want to do this week, before stock-taking. These are bargains out of the ordinary in furs that are in every way dependable, thoroughly new in style.—*Lit Brothers, Philadelphia, Pa.*

A truly great sale is this Exposition Sale—bargains galore—and thrifty women who shopped here yesterday reaped a great harvest—saved many pennies by taking advantage of the special values we offered. Some lots are entirely gone, but new bargains have been added, and these we advertise to-day we have in abundance, but come early, as we cannot promise how long they'll last.—*S. E. Kaufman, Trenton, N. J.*

It is not often you have an opportunity like this, but you can always depend on getting the benefit of every bargain we get. These sample stocks and mill ends were secured by our buyer last week, and will be put on sale to-morrow. Half of the entire first floor will be devoted to this sale exclusively.—*Bon Marche, Washington, D. C.*

Now, gentlemen, we are going to show you what a bargain is, and we give you three days' time in which to act. We reserve nothing, nor do we restrict you in the number of suits you may select.—*Berry Clothing and Shoe Co., Spokane.*

BARGAINS! SPECIALS!

Attractive bargains will be offered this week in every department of this popular shopping place. Bright and sparkling values predominate the entire store.—*Thomas C. Watkins, Hamilton, Canada.*

Don't go on a wild goose chase in this weather. Come to the right spot where everything in boys' wear has been reduced. The great midsummer stock relief unloading sale places before you the finest boys' wear, at prices lower than actual cost of production. Be on time to-morrow for the best selections, as these extra bargains will not last very long.—*Burk & Co., Memphis, Tenn.*

No need to impress upon you that this is an extraordinary bargain event to-day. Prices tell the story strongly, but then there's one thing the price does not tell—something in reality which only an inspection can adequately tell. It's the handsome style-character of every garment—the very fine workmanship, excellence of material and exclusiveness.—*Simpson-Crawford Co., New York, N. Y.*

Through some very fortunate purchases—from makers who supply our regular lines—we have some unusual bargains to offer to-morrow and this week in both trunks and bags. Part of the story follows.—*Adams Dry Goods Co., New York.*

It would take a page to tell you all the bargains. We think you'd rather read this concise statement and come convinced that at no other time or place could you fill your needs so advantageously.—*Simpson-Crawford Co., New York.*

It takes more than printer's ink and low prices to make a bargain. The merchandise must be right—the intrinsic value must be there, and above all each article must have a recognized standard of quality. The great buying public of to-day is educated—and, no matter how much noise a store is able to make, they'll take it with a grain of salt after they are fooled once.—*Simpson-Crawford Co., New York.*

Remarkable buying opportunities are offered from every section of the store to-morrow. Every section of this immense establishment is overflowing with summer goods of the right sort—at the right prices for to-morrow's bargain day. The items are not to be judged by the prices affixed. If we are fortunate enough to buy at favorable prices and sell to you at equally favorable prices it's your profit. The qualities will not disappoint you, so read every item carefully, not one should be missed.—*Lansburgh & Bros., Washington, D. C.*

Whatever the mistakes we have made in buying, in having too large a stock on hand, you are to benefit by them. Wherever we have bought too many goods for the season's output, there is just the place where the prices will be lowered the most. And, in addition, there are thousands of dollars worth of odds and ends throughout the store which will be sold for less than the regular price.—*Emery, Bird, Thayer & Co., Kansas City.*

Our regular stocks are most interesting at this time. But to-day's special word is about the unusual opportunities of the day.—*Wanamaker, New York.*

It is safe to say that there's not a department in the whole store that hasn't daily from a dozen to a score of bargain surprises brought about by the typical Bloomingdale way of merchandising. There's hardly a maker or an importer who isn't planning for a big fall business, and the more these men plan the less use they have for lagging summer stock, both large and small.—*Bloomingdale's, New York.*

"A Bargain's a Bargain."—That's what used to be said in old-time storekeeping when you changed your mind and wanted to change the goods. When WE say "a bargain's a bargain" we mean to emphasize the quality of the goods—the amount of the saving—the reality of the advantage you get. We see they are so good you'll not change your mind, but if you do you can promptly get your money back.—*Simpson, Toronto, Ont.*

After the Rain Comes a Bright Sunburst of Bargains.—The rain has its gloomy side for us—but not for you. Why? Well, you never would have been offered bargains of such an extraordinary character as those noted below were it not for the miserable weather we've been having right along. Notwithstanding the fact that this store is always the busiest in Greater Pittsburg, there is no getting away from the fact that business was retarded to a considerable extent by the unfavorable weather. But those gloomy days will be forgotten by the enthusiasm aroused by the powerful reductions we are making. No department has been overlooked. The price-pruning knife has cut deeply. PROFITS ARE SWEEPED AWAY AND IN MOST INSTANCES YOU ARE OFFERED GOODS AT LESS THAN COST.

It is a remarkable sale, caused by remarkable conditions. In all frankness and sincerity we must say that no woman can afford to miss this sale. Dollars never had such glorious purchasing power as right now and here.—*Rosenbaum Company, Pittsburg, Pa.*

BARGAINS! SPECIALS!

Tremendous Bargains in Things Everybody Wants.—Every corner, every section of every floor in this store join in presenting to you true economy in merchandise of extraordinary merit. Trade and weather conditions are responsible for these unusually low prices. Never before have we been able to offer you all that is newest and best at prices so much below the regular. It will be a month of great values. So much so that no one can afford to miss it.—*C. R. Hawley & Co., Bay City, Mich.*

We know the best bargains of the year are likely to turn up any morning, and we want all of the good ones.—*Wanamaker, New York.*

We were certain before the doors opened yesterday that this great merchandise event would be one of the most powerful trade attractions that this store has ever offered to its following—and the results simply justified this expectation. We are selling good merchandise cheap—much cheaper than our friends anticipated. The values tell the whole story. We don't believe they have ever been duplicated, either at this store or any other in many miles around. We provided liberal quantities of every special lot that was included in this sale. There's plenty for all—even a great day's business could take away only a part of the great supply. Come to-morrow, and in the morning, if you can. There are some extra good values, many of which were reserved for second day selling, that those who could not come yesterday would not be disappointed.—*The G. M. McKelvey & Co., Youngstown, Ohio.*

It will pay you to read and heed every-one of these bargains.—*Gable Co., Altoona, Pa.*

We will pitch some big bargains your way. Don't dodge them. Come and see. Let your own good judgment be the umpire.—*The Berlin, Rochester, N. Y.*

Glorious bargains that are record breakers of all past offerings in beautiful new goods. Let every patron of our store be assured that these immense reductions are genuine, true, straightforward and reliable, and that we stand behind each and every article, guaranteeing their excellence and the splendid money saving possibilities to you.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

What a glorious bargain day to-morrow will be! What a spectacular sight is this store full of useful and necessary merchandise at such stirring bargain prices! One might truthfully call to-morrow's sale a "personally conducted" sale, for we have gone from attic to

cellar throughout this 350-ft store; from roof to basement of our great warehouse; from the top shelf to the bottom in each of our extensive stock rooms and piled out the big bargains where you can see and buy them.—*Jones Dry Goods Co., Kansas City, Mo.*

Are you a judge of bargains? Even should you possess but a mild interest in values a single glance at these prices will open your eyes in amazement. Stop and think a moment. Here are object lessons in economy on strictly trustworthy, seasonable and dependable merchandise—trade temptations so strong as to be simply irresistible and proof positive as to the extraordinary power of your money.—*Kennedy Bros., Oklahoma.*

If you want bargains, now is your chance. Every department has felt the effect of the tremendous price cutting. Never were high grade goods sold like we'll sacrifice them this month. We must clear the shelves of all summer goods. We know in order to make a clean sweep the inducements will have to be rare, but you'll find them exactly as advertised. We never do things by halves. It really means a loss to us—all we want now is to get rid of all summer merchandise before August 1st.—*P. B. Kearney, Schenectady, N. Y.*

Five great floors teeming with bargains. History making events crowd one upon another in this annual special sale. Values of magnitude and importance are on every floor, on every counter, turn where you will. Twenty-four department managers, full of enthusiasm, are exerting themselves to present the best values in dependable merchandise this good old store ever offered, and they are succeeding beyond the fondest dreams of the money saver. The sun is shining—make hay.—*W. V. Snyder & Co., Newark, N. J.*

Resolute leadership demands that all the goods of a season be sold during that season. Mercantile success depends on selling so nearly out while profit is possible that the business isn't hurt by the loss in the wind-up. The values stated are the fair prices—our prices—in the earlier season.—*Gimbel Bros., Philadelphia, Pa.*

These special prices will prevail for the one day only, and it means a splendid money-saving opportunity for you. The prices are exceptional, the assortments are satisfactory, and you can buy with the full assurance that you're getting much more than usual value for your money.—*Lantz, Mansfield, Ohio.*

BARGAINS! SPECIALS!

Probably every reader of this list of Friday bargains can select at least a score of items whose regular price and true worth the reader knows definitely. We are glad. It means that our patrons know for themselves the genuineness of our offers, the merit of our goods and the honest reductions in prices—making our Friday bargains the very best to be found anywhere.—*J. N. Adams & Co., Buffalo, N. Y.*

When you think of this wonderful opportunity—a chance to choose at cost almost anything you want in the way of desirable merchandise from our immense stock—do you wonder enthusiastic buyers are crowding our big store, reaping this great sale's benefits? It's not in any one department that specials are offered. It is your once-a-year chance to select.—*Brown, Thomson & Co., Hartford, Conn.*

The first bargain day sale after inventory presents a series of unusual money-saving chances, as stock-taking shows up the odds and ends of goods that should have been cleared out before, but were not—broken assortments and oddments left over from our great January sale. To-morrow we intend making a thorough and complete clean up in all departments. Hence this extraordinary sale. Prices in most instances are halved and quartered. As some of the quantities in the under-mentioned lines are limited, we would advise you coming early. Eight o'clock is the best time to come.—*The S. Carsley Co., Ltd., Montreal, Can.*

THINGS WE NEVER SEE

A sheet from the *bed of a river,*
 A tongue from the *mouth of a stream,*
 A toe from the *foot of a mountain*
 And a page from a *volume of steam;*
 A wink from the *eye of a needle,*
 A nail from the *finger of fate,*
 A plume from the *wing of an army,*
 And a drink at the *bar of a grate.*

A hair from the *head of a hammer,*
 A bite from the *teeth of a saw,*
 A race on a *course of study,*
 And a joint from a *limb of the law,*
 A check that is *drawn on a sand-bank,*
 Some fruit from the *jam of a door,*
 And people who get better bargains
 Than at *Chas. H. Loomis' Store.*
 —*Chas. H. Loomis, New Haven, Conn.*

Genuine bargain offerings will greet Friday patrons. The lots placed on special clearance sale to-day, many of them will have been greatly depleted by such vigorous buying as was witnessed this forenoon, but more and other odds and

ends and broken lines will be ushered forward for the second day's selling. Careful shopping will be rewarded to-morrow by appreciable savings.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

The once-a-year surpassing bargain event that deluges the town with its mighty underselling, and a sale that simply overwhelms all competition with its volcanic outburst of bargains, for this year it's better, greater, bigger than ever, and all Denver is invited to share in this merciless wreckage of prices and values. For weeks—yes months—we've been preparing for this event. Stock after stock has been scooped up at 25c to 33c on the dollar for spot cash, and the result is this, the most stupendous feast of bargains the West has ever witnessed—not only cheap goods but good goods and finest goods were all included in this mighty half a million dollar purchase, and if cheap selling counts for anything the crowds should be so great to-morrow and for the next ten days that this store will be the busiest beehive of activity ever seen in all the West. So bring \$1 cash and get back \$3, \$4 or \$5 in merchandise values—goods at prices that sell themselves is the watchword—for the whole world is challenged to match these prices—and we mean it too.—*L. H. Guldman, Denver, Colo.*

There's a general clearing movement throughout the store of all surplus goods and odds and ends. The price reductions on these are great and are such as to be had at no other time. A few days before stock taking will be made busy ones, as winter goods and broken assortments will be disposed of.—*Sisson Brothers-Welden Co., Binghamton, N. Y.*

The items below are just a few of those that call for your prompt and careful attention to the week-end's offerings in the various departments of this big store. Seasonable goods—always of strictly dependable quality—are offered you for less than you could get the same for at other times. It would pay you to investigate not only these but the hundreds of other offerings that mean such real economy for the wise shopper.—*Lit Bros., Philadelphia, Pa.*

No need to impress upon you that this is an extraordinary bargain event. Prices tell the story strongly, but then here's one thing the prices do not tell—something in reality which only an inspection can adequately tell. It's the handsome style character of every garment—the very fine workmanship, excellence of material and exclusiveness.—*White House D. G. Co., Spokane, Wash.*

Wise buyers will be here bright and early to-morrow. Splendid lots of seasonable and fashionable goods go on sale at prices that are in a great many cases but small fractions of their real value. We give below particulars of some of them; there are other just as great bargains that cannot find mention in this advertisement.—*Thomas C. Watkins, Hamilton, Can.*

Cold weather is no hindrance when good bargains beckon. Dear knows, yesterday was wintry and cold and all that, but we believe the petticoat selling passed all records, though we can't be sure of a day's sales record to the dollar till next morning. Why the throng? Why the buying? Read on, then come see these lovely petticoats, the styles, the qualities and the values for yourself.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

The cleanup in the annex continues this evening at the phenomenally low prices which have been in force all day. There are plenty of good bargains left for this evening. It will pay you to come.—*The Crescent, Spokane, Wash.*

We are trying to make Friday one of the busiest days of the week; how well we have succeeded, you may judge from the great crowds that throng this store from morning until late in the evening. This Friday will find us with an unusual amount of great snaps and bargains, and furthermore, this being our first week after inventory, we have found great quantities of remnants of fine table linens, crashes, odd napkins, odd towels and broken lots, in fact we have found too many odds and ends of all kinds, including remnants of white goods, muslins and sheetings.—*Martin's, Peoria.*

This department will have unusually forceful bargains on sale to-morrow. Good materials in short lengths and small lots at prices to close out. If these materials were in full lines or full bolts, you would be paying considerably more for them. Read over this list—see whether or not any materials are advertised you want, then come to this store to-morrow just as early as you possibly can.—*Jones Dry Goods Co., Topeka, Kans.*

Bargain Friday at Bloomingdales' means much to the shopper in search of meritable merchandise pleasingly priced. Roam where you will throughout our spacious establishment, you'll find everything marked lower than the same quality goods sell for in other stores. And the better judge of values you are the quicker you'll recognize the superiority of ours.—*Bloomingdale's, New York.*

Our crowded store can safely be taken as a criterion of the great values we are giving. The offering of desirable merchandise at the extreme low prices that we have put on all samples and odd lots from both our wholesale and retail departments has had a magnetic influence upon the purchasing public. Such opportunities are not neglected, and for this reason we have had busy days all week and they will continue, for every day has its special quota of great bargains.—*Armbruster's, Columbus, Ohio.*

These reductions are genuine; the make, mode and material exceptional; the bargains matchless.—*Hillman's, Chicago, Ill.*

The unprecedented nature of the bargains offered at the clearance sales would throng the store with parents and children at any time. Coming as they do in vacation season we confidently expect an overwhelming response. The bargains are so unequalled in their money saving possibilities that every reader will be impressed with our determination to clear out stocks regardless of the loss entailed.—*Siegel Cooper Co., Chicago, Ill.*

To give you an idea as to how we are sacrificing this stock, we give you these prices. The goods are displayed on tables in the store. Come and be your own salesman. Come early, as first pick means much. Bargains like these can't last always and won't.—*The Fitwell Shoe Co., Topeka, Kans.*

You will not wonder at it when you clap your eyes on the offerings that pervade every department. If you've a home of your own, in fact, or in prospect, and have a mite of love for it; and enjoy the securing of much for little, you'll surely be here on Saturday. The list that follows gives you but a slight idea of the wonderful bargain chances that await you.—*The Fair Store, Binghamton, N. Y.*

It is worth while dodging showers for these bargains.—*S. Kann, Sons & Co., Washington, D. C.*

There's even goodness throughout the entire list, so we've made no howling feature. Suffice to say—it's to be the greatest Thursday bargain sale we ever held.—*King's Palace, Washington, D. C.*

You have no idea what big bargains people got at our store this week! Some of them came back several times, buying every time. They cannot resist, for the prices are ridiculously low on such a staple line of goods. Everything is marked in perfectly plain figures. Come early and have your choice.—*Margolis & Metzgu, Kansas City, Mo.*

BARGAINS! SPECIALS!

A rare saving opportunity—the greatest of the year here, the greatest offered anywhere at any time. A price-making event awaited by thousands who have been entirely convinced of the unsurpassed merit of the merchandise and of the unequalled lowness of the prices.—*Marshall Field & Co., Chicago, Ill.*

Our surplus in this department will entail a gigantic loss and this loss will be taken at once. Only the fact of being overstocked could afford a reason for such ruthless sacrifice.—*The Lewis Store, Denver, Colo.*

Somewhere on the broad Atlantic a giant ocean steamer is plowing its way westward. In its hold are bales and bales of the finest goods manufactured abroad—picked up by our own buyers in the great marts of Europe—all personally selected with a view to meeting the favor of our discriminating trade. To make room for this grand display we will sacrifice much of our present stock of dry goods and the bulky, room-taking stocks at prices which will challenge comparison. This will not be a clearance of left-overs and odds and ends, but our final farewell to stocks the like of which you cannot duplicate elsewhere at our full regular prices; perfect goods, that you will never find offered cheaper than they are to-day.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

In order to be successful a properly conducted business should show a fair margin of profit at the close of each season, but there are times in the life of every successful business when it is found expedient not only to face but to welcome loss.—*The May Co., Denver.*

Today will be a notable day in this store. We'll be frank with you. We intend to break our highest selling records, and to this end we've arranged to offer in every section throughout the house values that will insure a new mark for high record sales. The price reductions we have made would not be considered for one moment in the regular course of business.—*Simpson Crawford Co., New York, N. Y.*

Glance over this list, pick out what you need and act on the impulse the prices give you. At some little pains we have gone through our furniture sale stock and attempted to give a comprehensive list of examples in the savings it affords. That we have only given you a suggestion of the variety opportunity it affords goes without saying.—*Simpson, Toronto, Can.*

To the woman whose spending money is limited and who is seldom able to take

advantage of bargains owing to the smallness of her purse, this great chance is truly a benefactor. Really, a little money will go a long way here.—*Dancer Brogan & Co., Lansing, Mich.*

Have you ever been fooled by paper bargains? A bargain means real quality combined with a low price. Come here to-morrow and you'll find that Wallblom's bargains are real. The goods are just as represented. Every item listed is a bargain. Prices in every department of our store have been cut to the quick for Monday's selling.—*The Wallblom Furniture & Carpet Co., St. Paul.*

Timely bargains.—*Witherville, Syracuse, N. Y.*

Bargains that can't be matched.—*Young's, Atlanta, Ga.*

Grand bargain round-up.—*Murphy Bros. Co., Pittsburg, Pa.*

A half page of explanation couldn't make these Friday bargains any better than they are.—*Rosenbaum Company, Pittsburg, Pa.*

The spot where thousands wend their way.

For every day is bargain day.—*The Globe Furniture & Carpet Co., Cincinnati, Ohio.*

Think of Bargain News that Remains Untold. One page is insufficient to hold the news of this great progressive city of stores. Here's a page as crowded as it should be to make comfortable reading. Yet the story of the Strauss millinery stock which we are selling cheaper than we have ever heard of millinery being sold has been omitted—the tale of how we are selling four carloads of 80c screen doors for 43c remains untold—the news of the greatest fireworks sale in Kansas City has been crowded out—the facts regarding grocery and drug prices and a most eventful housefurnishing sale are not mentioned. And so it is. Every section of these six great floors has news worthy of much space—a newspaper page cannot be made to hold it. Think over this; come and look into the unadvertised bargains which are to be found in every nook and cranny of this hustling young store.—*Jones Dry Goods Co., Kansas City, Mo.*

Business making bargains.—*C. F. Doll, Buffalo, N. Y.*

A bargain lot that has no need of the apologies that many times must be made for lots styled "bargain" because of undesirable styles.—*Ruggles & Ellison, Boston, Mass.*

BARGAINS! SPECIALS!

Magnetic bargain list.—*J. Mickleborough, St. Thomas, Ont.*

The high tide of bargain giving is at hand.—*Kelley, Stiger & Co., Omaha.*

Another illustration of our idea of a bargain—"To sell something that you need, just when you need it, and to save you money on the price."—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

Bargains you're not likely to miss. You're far from likely to miss bargains like these. When faultlessly made suits and skirts sell at prices running from a third to a half their regular retail value, knowing women are early on the ground.—*Siegel, Cooper & Co., Chicago, Ill.*

A bargain picnic!—*Bryce & Co., Columbus, O.*

Snappy snaps.—*M. Russell, Binghamton, N. Y.*

Astounding bargains.—*Boston Store, Milwaukee, Wis.*

A monster sale.—*Kaufman, Straus & Co., Lexington, Ky.*

Warm weather wearables at cold weather prices.—*Jones, Kenton, O.*

A harvest of bargains in Summer goods.—*Parisian Cloak House, Rochester, N. Y.*

Odd change bargains.—*McConnell & Co., Scranton, Pa.*

A bargain-giving climax.—*Wm. Hengerer Co., Buffalo, N. Y.*

Pre-eminence in bargain giving.—*Denholm & McKay Co., Rochester, N. Y.*

To-day we plant bargain seeds at the Globe Store.—*Globe Store, Youngstown.*

The real thing in the bargain way.—*F. Auerbach & Bro., Salt Lake City.*

A few hot shots from our red tag bargain guns.—*R. D. Beirne Dry Goods Co., Denison, Tex.*

Good morning, what is it to-day? Bargains? Very good, then, they're here in full sway.—*Keller, Bryce & Co., Muncie, Ind.*

Hurry—don't be out-bargained. Come to-morrow if possible. First choice is always best. There's wide choice for early comers, but few of a kind, and, as present prices end with present lots, you'll be out-bargained by early buyers if you permit anything to interfere.—*W. H. Keech Co., Pittsburg, Pa.*

You have perhaps noticed that we seldom use the word "Bargain" in our advertisements. In fact, this is the first time for several years that we have used the word. Why? Because it is used so indiscriminately and on such slight provocation that it has lost its

real meaning. But when we made up the lots of fine cotton dress goods to hold this special sale there was only one word that would adequately describe the collection—that word was "Bargain," so we dubbed the table "The Bargain Counter," and here is what it contains this week.—*Strouss & Hirshberg, Youngstown, O.*

Don't let all the bargains get away from you!—*Chas. E. Black, Bangor, Me.*

Every line is a bargain, every department replete with surprises.—*Scoggie's, Montreal, Can.*

Bargain Tabloids for Morning Shoppers.—*The Broadway Department Store, Los Angeles, Cal.*

It's with bigger bargains we will make the last days of this sale the busiest.—*The Crandall, Los Angeles, Cal.*

All reliable and useful goods, no trash in the lot. The Nonpariel would not buy trash if it were cheap as air. Extra provisions have been made to handle a tremendous crowd, and the crowd will be with us to a certainty. If you're wise you'll be in that crowd—it will pay you. In addition to the plunder, we are adding thousands of dollars' worth of regular goods at plunder prices.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

A Special Feature of This Sale will be a Bargain Table, on which will go all of the orphans. By orphans we mean odd suits, odd trousers, odd vests and all of the odds and ends that we find loafing around. Don't miss this bargain table. You'll be sure to find there something that you can use, and we shan't quarrel about the price.—*Coolley Bros., Westfield, Mass.*

A shower of bargains.—*D. Sommers & Co., Indianapolis, Ind.*

Bargains that will make you smile.—*Kelle, Bryce & Co., Muncie, Ind.*

We couldn't resist these bargains. Can you?—*The Johnson & Wilbur Mercantile Co., Colorado Springs, Col.*

Our Idea of a Bargain: "To sell something that you need, just when you need it, and to save you money on the price." — *Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

Bargains—Bountiful and Almost Boundless. Bountiful—Generous are the reductions and full in measure the quality and seasonableness. Boundless—For every department contributes everything that must be cleaned up with the close of the half-year's business. Saturday this store will teem with bargains.—*Dayton's, Minneapolis, Minn.*

BARGAINS! SPECIALS!

These prices have a bargain ring to them that will attract the crowds from all over central and eastern Indiana.—*The Fair, Muncie, Ind.*

An overstocked maker offered them to us as a bargain and we took them because they were a big bargain.—*Fourquereau, Temple & Co., Richmond.*

Each of the following items merits the careful consideration of every economically inclined man and woman in Syracuse. The offerings are exceptional, unusual and have the true ring of merit in every "Special." These weekly bargain Thursdays are important, interesting and profitable to all from the standpoints of buying and selling and you will serve your best interests by visiting this store Thursday.—*E. W. Edwards & Son, Syracuse, N. Y.*

Mothers who each Monday take advantage of our liberal Children's Day bargains are not the only ones who are profited by this special day; we profit also—by clearing out the broken lines and odds lots left from the previous week's business—it's our unique way of keeping the children's stocks fresh.—*The Union, Columbus, Ohio.*

Truly wonderful in every sense of the word, and there are hundreds of other equally attractive specials which we cannot begin to mention in this limited space. Come here to-morrow by all means and get your share of the bargains in this great reduction sale. They are breaking all previous May sale records. Never before were such values offered so early in the season.—*Rothenberg & Co., New York.*

Bargain is a word that is generally understood to mean more than ordinary value, and nowhere in the realms of retail merchandising is this so well exemplified as here, especially on Friday, when extraordinary efforts are put forward by every manager in the house to make his or her particular department show up best in the matter of sales at the end of the day, thus insuring to shoppers the worth of their money many times over, and sending them away happy in the thought that it always pays best to buy at *Bloomington, New York, N. Y.*

We are sacrificing all kinds of merchandise at positively half value and many goods at less than half value. Our reasons. Firstly, the very backward and cold spring has curtailed the sale of spring and summer goods to such an extent that we now have nearly three times as many goods as we should have. We realize that in about a month the sale of these goods is nearly at an end; we

cannot afford to carry them over to next season, because next season they will be out of style, shopworn, and last but not least, we need the money that would be tied up in them for nearly a year—for our next season's purchases.—*Henry Stein, St. Paul, Minn.*

To-day's news tells of the great piece goods offerings for Thursday. Every piece goods department has some remarkable opportunities, offerings that would have been impossible but for this Cleveland purchase. Lots are growing less, daily, so you had better "make hay while the sun shines."—*The Bowland, Morehouse & Martens Co., Columbus, O.*

Thirty wonderful bargains. An occasion of bona fide reductions throughout the store for one day only—the most important bargain event in recent years. We intend making to-morrow a day that will be remembered in the retail shopping world—a day that will over-reach any former attempt at bargaining by this or any other concern. We could dwell at great length upon the tremendous price cuts we have made, but it is unnecessary—every item speaks for itself. The great rush that this whirl of bargains will bring here may sweep some lots out in a very short time, so we cannot assure late comers of finding all they may have decided to buy. But don't let this warning deter you from coming, for there will be enough of some things left to more than make it worth your while attending. As always we will refund your money if your purchase is unsatisfactory.—*The David Straus Co., Newark.*

A bargain cyclone has struck the town—One man's loss is another's gain. We have made many a good deal, but never such a deal as this. We may have bought goods cheaper before, but we have never bought such seasonable goods, so much underpriced. That the store is crowded from morning until night—that everyone is pleased—that all are buying two and three and four times as much as they anticipated purchasing, is the best evidence that the public appreciates our efforts to furnish the world's best bargains. The sale is in full blast; each day new articles are thrown out on the counters, lots of which we have not time to mention in the papers. "If you don't see what you want, ask for it," is as old as the nursery rhymes; yet it fits in here; for the big stock purchased cannot all be placed on exhibition at one time. Large as the store is, it is not large enough to accommodate this large scoop, in addition to our own regular stocks.—*N. Y. Bargain Clothing Store, Denver, Col.*

BARGAINS! SPECIALS!

Biggest bargain of the season—We worked hard with a famous maker to get up for you the greatest shirt waist dress surprise you ever had—the description reads even more like that of a \$25.00 value—the model is pretty beyond price; silk is of superior quality—the tailoring is perfection.—*L. S. Plaut & Co., Newark, N. J.*

An honest, useful word that through wide abuse has come to be considered with suspicion by many people. Yet there are very real bargains—opportunities which no other word so well describes. A certain percentage of the world's goods, perhaps as much as ten per cent., get into wrong hands and have to be sold at a loss to set the balance straight. The real bargains come most frequently, of course, to the best and biggest stores—the stores that have the greatest outlet. In Brooklyn, for instance, the greatest number of these special values are presented through the Loeser store, and from day to day we print the news of them. Know your store—be sure that it is dependable, and by watching for these opportunities it is possible to save a great deal of money in the course of a year on the goods that have to be purchased. To-day we tell the news of numerous special offerings that are in the bargain class—that present exceptional economies to Brooklyn people.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Better bargains every week at *Roberts Bros., Portland, Ore.*

Big bargains without argument.—*People's Merc. & D. G. Co., Richmond.*

Two rousing days brimful of bargains.—*Brown, Thompson & Co., Hartford.*

This is the store for bargains, no matter where you go, from one end of the city to the other. Can't find a place to suit you as well as this good old reliable grocery, where every article, big or little, is priced so low that defies all competition. Come down to-morrow and try us; bring a few dollars and leave an order. We save you money.—*New York Grocery, Pittsburg, Pa.*

Here's a mine of wonderful values—a bargain mine that will yield up its treasures this week, according as you dig more or less deeply. A wave of underpricing has swept over the entire store. Every department is affected. We've gone through the entire house and made up a list of specials that will stand without precedent or parallel.—*Hartman Furniture and Carpet Company, Louisville.*

Bulging bargains.—*M. B. Young, Atlanta, Ga.*

A bargain feast.—*The Fair Store, Binghamton, N. Y.*

Sparkling with gems of bargains.—*M. B. Young, Atlanta, Ga.*

Sensational Friday bargains.—*David Straus Company, Newark, N. J.*

A cloudburst of bargains.—*Lansburg & Brother, Washington, D. C.*

We'll satisfy your bargain longings to-day with choice offerings not usually found on the bargain list.—*Globe Warehouse, Scranton, Pa.*

On the bargain square. A sweeping remnant sale of laces, embroideries and trimmings at half price. A remnant sale containing some of the greatest bargains we've ever given. Stock taking shows that in some lines odd lengths have accumulated so we have gathered these all together for one day's mighty selling and at exactly half price. The assortment contains Persian appliques, bands and braids, in many beautiful colorings and designs. Venice and Baby Irish lace, bands and appliques in many exquisite patterns; also a splendid variety of embroideries, some are long enough for waists; then there are thousands of yards of laces and the designs are so varied that everyone can be more than pleased. Friday, choice, half price.—*Rhodes Bros., Tacoma, Wash.*

Big bargains without argument.—*People's Merc. & D. G. Co., Richmond, Utah.*

Some Bargain Plums.—We are shaking some rich offerings from the Hummel bargain tree—and hundreds of wise people are daily on hand to pick them up.—*Hummel Credit Clothing Co., Pittsburg.*

A fortune's worth of bargains.—*Hale's, Los Angeles, Cal.*

Great Bargains.—If everybody knew just as well as we do ourselves what immense great bargains we hereby offer, we wouldn't be able to wait on all the customers that would be the result.—*Home Trade Shoe Store, Minneapolis.*

Wonderful bargains.—*Rothert, Altoona, Pa.*

That abused word—"Bargains"—never had a stronger, better, truer meaning than now—than right here. If determination to sacrifice was ever written on the face of a price-ticket, you will readily recognize it during this eventful sale.—*The May Co., St. Louis, Mo.*

End-of-the-week bargains.—*Crawford's, St. Louis, Mo.*

Nothing but Bargains at the Big Credit Store.—Read what we offer you, then come and see for yourself.—*Gate-ly's, Peoria, Ill.*

Unmatchable bargains for Friday's selling.—*Chas. S. Kingsbery & Co., Atlanta, Ga.*

What you pay is not by any means all there is in the game of bargains, but what you get; that's what really counts. It's that "what you get" feature that keeps this store busy.—*J. B. Hill & Co., St. Thomas, Ont.*

Stock Taking Bargains.—*Denholm & McKay Company, Worcester, Mass.*

Special Bargains.—To keep the crowds a-coming—to keep the busy wheels of commerce whirring—to increase the busy hum of trade! Always busy—always striving to be busier—always studying how to increase value and lessen price! And with it all, you get your money back if you want it.—*Boston Store, Peoria, Ill.*

True bargains.—*Losey & Alpaugh, Somerville, N. J.*

Here's a tempting list—every one worthy the name of bargain, surely.—*G. W. Kennedy, Vancouver, B. C., Canada.*

Friday Our Great Bargain Day. Set apart by us as the greatest bargain day in the week. It promises, from its rapid growth, to be the busiest day, and we intend to make it so.—*R. B. Maxwell & Co., Mansfield, O.*

Friday bargains. To do a fine thing one day and sit down idly for the rest of the week is impossible. We do our best every day, but Friday is the regular time for clearing out odd lots and assortments.—*Scroggie's, Montreal, Can.*

Another Big Friday. Our constant endeavor is to offer on Friday such things as are absolutely needful; to give bargains that are bargains in every sense of the word, and those well worth your time and attention. This policy has transformed Friday, a day looked upon and accepted by many stores as one of inevitable dullness, into a day of extraordinary activity.—*L. S. Plaut & Co., Newark, N. J.*

It is certainly a fact that the folks in this town like prosperity—they surely came and prospered in the last few days. But we are ready for you—there are hundreds of money savers waiting till some clever person sees them—then out they go.—*Weil & Arnold, Youngstown.*

We cannot emphasize too strongly the opportunity here presented for the *saving of money*. In every department the most extraordinary price cutting is very much in evidence, while on many items mentioned below the prices are the lowest ever heard of.—*Bergermans, Pueblo, Col.*

A boon to the frugal housewife. You profit by the misfortune of others. Immense crowds of people all eager to avail themselves of the sacrifice.—*The People's Store, Schenectady, N. Y.*

Some snappy bargains.—*Hern's, Detroit, Mich.*

Four hours of bargain wonders.—*Barnard, Sumner & Putnam Co., Worcester.*

Bargains that no economical shopper can afford to miss.—*The Boston Store, Worcester, Mass.*

Not many bargains, but some good ones.—*The Dousereaux Dry Goods Co., Lansing, Mich.*

The bargain gates are open wide at this busy store this month.—*Krauter, Youngstown, O.*

Hearken unto the music—a bargain chorus to drown all other songs!—*Kaufman-Straus Co., Louisville, Ky.*

Bargains that are the accidents of a great business—the philopenas of trade. The store grows on its regular lines, the bargains are its pleasantries, and true bargains only come to stores of great outlet.—*Geo. L. Fordyce & Co., Youngstown, O.*

A furious flurry of bargains.—*Jones D. G. Co., Kansas City, Mo.*

Values that overtop them all.—*Perlmutter's, Jersey City, N. J.*

A Friday fusilade from our rapid firing sale of house furnishing.—*Campbell's, Pittsburg, Pa.*

Special offerings for Thanksgiving Day. Never before in all the years we've been anticipating your Thanksgiving needs have we had such expression of dazzling beauty and extreme novelty in such assortment as you'll see nowhere else. Our preparations for Thanksgiving are notable in several ways, including the largeness of stocks, the extent of varieties, the richness of styles and the closeness of prices.—*Carstley's, Montreal.*

Bargains for thrifty shoppers.—*The David Straus Co., Newark, N. J.*

Introductory price-marks in keeping with the bargain sentiment prevalent throughout the store.—*Schlesinger & Mayer, Chicago, Ill.*

Some real bargains. These money-saving items define the word bargain in the best and truest sense. They are cheap because worth is linked with little price. True economy—every one of them.—*W. H. Keech Co., Pittsburg, Pa.*

There's bargain meaning in every line of this advertisement. Best news in the paper to-day. Don't have to hunt for it either.—*Perkins, Charlottetown.*

BARGAINS! SPECIALS!

Bargains like these are not to be found every day. Things that have hitherto been thought to be out of your reach are now placed before you for little or nothing. Dimes and dollars—yes, even pennies—will do mighty work here this week. Just how mighty can be easily found out by spending but a few minutes reading the important news.—*Wolff & Marx, San Antonio, Tex.*

It is good house-cleaning to go through this department every Spring. In doing so recently we came across a lot of pure silk Jersey ribbed vests, hand crocheted and lace trimmed necks and sleeves, that are slightly soiled. They are in white, cream, pink and light blue. We want to realize cost out of them—this will suit us better than placing them with our regular lines. We make the clearing out price so attractive that they will leave us without delay.—*Titche-Goettinger Co., Dallas, Tex.*

For over thirty years we have proved that our *easy payment* plan is perfection, and shrewd, sensible people soon realized this fact, and have made every business day mutually pleasant and profitable. We guarantee to send you away in a more than pleased frame of mind—you'll go home really jubilant, for you never saw such bargains before.—*John Mulins & Sons, Jersey City, N. J.*

This store is brim full of bargains—real genuine bargains—not inflated ones.—*Barnum, Topeka, Kan.*

Our Bargain Guns are going to fire to-morrow fast and furious. The Bee Hive will be the hotbed for real genuine bargains. Saturday night our store will remain open for these red-hot ones till 9:30 o'clock.—*The Bee Hive, Kansas City, Mo.*

Crowd-bringing bargains in our bargain basement.—*The Beall Livingston Dry Goods Co., Columbus, O.*

Wonderful bargains for to-morrow and Friday.—*The Hub, Milwaukee, Wis.*

Notable bargains that warrant great savings.—*Hudson's Bay Stores, Vancouver, B. C.*

Banquet of bargains.—*C. Cohn, San Bernardino, Cal.*

Bargains of never equaled magnitude.—*Bamberger's, Newark, N. J.*

Welcome news, indeed, to bargain lovers—and who doesn't love bargains?—*Whitehouse Dry Goods Co., Spokane.*

Without preliminary talk here are bargains in men's wear that will make today a busy day for us.—*Merrick Clothing Company, Tacoma, Wash.*

Bargains.—How many times this word has been abused—yea, thousands of times. Here when we say bargains 'tis so. That somebody loses money is certain. Sometimes it's the manufacturer, again the importer, and we sacrifice our entire profits at times. You reap the harvest, no matter who loses.—*Boston Store, South Norwalk, Conn.*

Below cost bargains.—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

Skirt bargains for muddy weather.—*The Robert E. Farrell Company, Peoria.*

A whole store full of bargains.—*Engelke's Crockery and House Furnishing Store, Galveston, Texas.*

An acre of Bargains.—*A. D. Matthews' Sons, Brooklyn, N. Y., Feb. 8, 1902.*

Stupendous Bargain Giving.—*J. P. Gardner, Salt Lake City, Utah.*

At bargain and clearance prices.—*The Higbee Co., Cleveland, O.*

Great list of superb bargains!—*Rosenbaum Company, Pittsburg, Pa.*

Crowd-attracting chances.—*Hechts' Greater Stores, Washington, D. C.*

A harvest of bargains for thrifty folks.—*L. S. Plaut & Co., Newark, N. J.*

Bargains in plenty await you here.—*Brown, Thompson & Co., Hartford.*

Hurricane bargains for Monday only!—*Brager's, Baltimore, Md.*

Real rousing bargains.—*The Boston Department Store Company, Boston.*

The most extraordinary bargains in seasonable goods.—*O'Neill's, Washington, D. C.*

Bargains of unmatched value are within your easy reach.—*Pasner's, Baltimore, Md.*

Nothing but real bargains—emphatic money saving—can stir up buying enthusiasm at this season.—*Rothenberg Co., New York.*

Never was there a greater bargain—never a bargain that fitted every taste, every purse, every whim. But you've only one day left to benefit by it.—*The Saks Stores, Washington, D. C.*

Talk about bargains, well, this is the carpet sale.—*Spear & Co., Pittsburg, Pa.*

Twelve nifty bargains for Tuesday, showing how to make money by spending it.—*Newman, Brooklyn, N. Y.*

Make a purchase to-morrow and you will secure bargains in reliable merchandise that you will long remember.—*Kahn & Back, Memphis, Tenn.*

Clean cut bargains.—*Lehman's, Newark, N. J.*

BARGAINS! SPECIALS!

Bargain notion prices.—*Boston Store, Chicago, Ill.*

These aren't "luck" bargains — we planned them for you.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

The bargain of the season.—*The H. B. Clafin Co., New York.*

Notable bargains.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

More bargain wonders.—*Bamberger's, Newark, N. J.*

There's a harvest of bargains for those who shop here to-morrow.—*Goldenberg's, Washington, D. C.*

Bargains in every department! Bargains unusual!! Bargains galore!!!—*Bragers, Baltimore, Md.—Jan. 11, 1903.*

Drop in any time and we'll show you bargains that could not be much more so if we were to give them away. If you can find anything that is equaled at less price elsewhere we'll make you a present of it.—*W. C. Peffers, Danbury.*

There Are Still Some Left.—We have had a tremendous success with our January sale of stock taking bargains, and although the selling has been heavy, we have still lots of good bargains left.—*House & Herrmann, Washington, D. C.—Jan. 18, 1903.*

The Basement Has Rare News.—We've a preference for telling even rarest news quietly—the man whose course of action brings the engines to a fire isn't the one who runs up and down the street and yells, but he who unostentatiously goes to a box and turns in an alarm. There are bargains "in the Basement"—Dinner Sets at a third off, Tea Sets nearly as cheap, and hosts of other things at a good deal less than you usually pay.—*Hochschild, Kohn & Co., Baltimore, Md.—Feb. 8, 1903.*

Bargains to wind up our winter stock before we take our inventory.—The climax of our before stock-taking clearance.—*Moses & Krieger, Bridgeport, Conn.—Jan. 30, 1903.*

Opportune bargains.—Just on the edge of needtime.—*F. G. & A. Howald, Columbus, O.*

The crowning triumph of bargain giving.—*Clarke Brothers, Scranton, Pa.*

We start bargains here at 8 o'clock every morning that are ripe to pick in an hour, and they are picked.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Bargains! Aristocratic bargains, if you please, but bargains in the purest, widest sense of the word. The kind of a bargain that you'd crave at the full price and eagerly pounce upon at the reduced price.—*Field, Schlick & Co., St. Paul, Minn.*

What is a bargain? A bargain is something you need at less money than you've been accustomed to pay. It's no use advertising goods as bargains when they are not—we don't. Take a good look at the lines mentioned here and you'll be convinced. Don't wait until too late to get the best values. We're ready at 8 o'clock to serve you.—*Scroggie's, Montreal, Can.*

We throw out the bait. Our bait is bargains.—*E. Schoenberger & Sons, New Haven, Conn.*

Choice pickings from a harvest of bargains.—*Israel's, San Bernardino, Cal.*

If bargains don't come to us we go out and find them and never put them in cold storage. They knock at our doors every hour, from everywhere on the round globe. The "open door" sustained by the government of the United States means bargains at Matthews', and you will find them here tagged with our small profit system on every floor. We are alive to the "main chance," and so is our public.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

"It's a long lane that has no turning." From time immemorial, Fridays have been considered mile-posts along the lane of ill-luck. But when we opened up the trail through dividend days, what a bountiful country of good fortune they led you to, for bargain buyers, and to-morrow—the thirteenth, one of them—outshines all its predecessors with the splendor of its values. No tempting fate if you buy to-morrow.—*P. A. Bergner & Co., Peoria, Ill.*

"This paper says," observed the husband, who was reading the morning paper, "that Lipton will cut down his sail area."

"I suppose he would," answered the wife, pouring the coffee.

"You suppose he would?"

"Why, yes; I read on the woman's page of the paper last night that he thought the American bargain sales were wonderful."

BARGAINS! SPECIALS!

BATHING SUITS

From extreme to extreme our collection of bathing suits is complete, from an unpretentious suit at one ninety-five to an elaborate costume of silk at nineteen-fifty; our stock includes fifty-one distinctive models.—*Saks & Co., New York, N. Y.*

Stylish, durable and exceptionally low priced for this time of the year are three points that will hasten your selection here to-day. They are stunning beach costumes, newest models. Note one thing in getting a suit for the low price quoted, it is your suit, never worn by anyone else—that you can't say of a rented suit, hundreds have worn it; enough to make anyone repel at the idea. Your own suit is a sensible sanitary precaution.—*Simpson-Crawford Co., New York, N. Y.*

The sun is high and the water is warm. The waited-for occasion is at hand, prepare your bathing suit, get ready for these healthful, invigorating plunges, these pleasurable little battles with the warm, splashy waves. You will take a new suit to the shore? See ours, and you will surely pack one of them in your trunk. For we have a superb assemblage, both in misses' and ladies' sizes, plenty of dash and prettiness about them, lots of style, and, with all, fabrics especially made for bathing suit use. Also, we are showing wide assortments of bathing caps and slippers, things that every bather needs. Our prices in these, as in the suits, are matchless for their moderateness.—*Wolfson Bros., Jersey City, N. J.*

The styles for women this year are even more dressy than last season; the shape of the waist, the fine plaiting and even the trimming make them look much like pretty shirtwaists; the chief difference being that the necks are lower, finished in round and square styles, though some have sailor collars. The materials are brilliant mohairs, surf cloths, taffeta silks, and shepherd's checks fabrics. The skirts are in pretty gored and plaited styles; the waists are in full blouse, taf-

feta silks, and shepherd's check fabrics, simple tailor-stitching, others are elaborately trimmed with braid.—*John Wanamaker, New York, N. Y.*

Nothing so quickly stamps a woman or a girl as smart or careless about style as her bathing suit. And little wonder, for nothing in the entire range of femininity's requirements is quite so exacting. A bathing suit must be elegant in the most modest of ways and it must be on the very tilt of fashion or make its wearer look and feel the part of the back number. It will not be our fault this season if each and every woman and girl in Brooklyn who delights in surf bathing and swimming is not a charming picture in her bathing costume. The suits that have been made for us are the prettiest thus far and that surely is saying much.—*Abraham & Straus, Brooklyn, N. Y.*

Women's bathing suits! Snug and trim; and ever so many pretty effects seen in the season's dresses are carried out on them. Many are in simple but smart shirtwaist style. Blouse models with pretty collars are also plentiful. A number of graceful yoke effects are seen. Skirts on some are plaited and tucked. But, no matter which of the score of pretty styles you choose, you'll find the material excellent in quality, the making thorough and durable, bloomers extra wide—everything that promises comfort and good wear has been carefully looked after. The bathing suit you get here will not only look pretty and stylish, but will give you good return in wear for what you pay for it.—*Strawbridge & Clothier, Philadelphia.*

We have a trustworthy variety for ladies and children; all trustworthy sorts.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

Bought your new bathing suit yet? The daintiest, most individual suits we ever had are here now. "With longer skirts and sleeves they would make smart dresses," said one woman.—*Abraham & Straus, Brooklyn, N. Y.*

Women's bathing suits in charming new styles.—It's so easy to fall into a rut in making bathing suits, and turn out the same styles by the dozen—styles that look like nine out of every ten suits you'll see on the beach.

A bathing suit should be selected with at least the same care as to its style, material and practicability as any summer suit a woman wears. Our suits have been made for us under the strictest specifications to cover those points. They are stylish and prettily becoming—but they are bathing suits that are made to give ease in swimming, comfort in every way. Bathing suits of brilliantine, made with square neck—elbow sleeves—full plaited waist—some trimmed with black and white braid—others with all black—3.98.—*Abraham & Straus, Brooklyn.*

It's no small temptation (if one is a woman) to pick out a bathing suit by the looks of it rather than by the probable wear of it. Down in every woman's heart is the determination to look her very best in her bathing suit. So, in addition to seeing that Loeser bathing suits shall make pretty women as pretty as they want to look on the beach, we take special care ourselves, that material and workmanship shall be all that practical women ought to insist on in a bathing suit.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Bathing suits made in the most becoming styles in the light, non-clinging materials.—*Chas. A. Stevens, Chicago.*

For a dip in the deep, bathing suits in black and blue, plain and varicolored edges, and some in color combinations, \$1 to \$3.75.—*Meigs & Co., New Haven.*

Don't borrow. Don't rent. Own your own. 'Tis cheaper in the end and better all the while. Lots of pretty ones await you here.—*Campbell's, Pittsburg.*

Ayres styles are absolutely correct. Such suits as are here come direct from a New York maker who is authority for most of the new ideas brought out among the bathers of fashionable seaside resorts. In material, cut and embellishment you will find them satisfactory in every regard.—*L. S. Ayres, Indianapolis, Ind.*

But it takes a lot more study and thought to evolve suits that have distinctive character. And it is just the care we bestow on these Wanamaker bathing suits for women that differentiates them from the common run, and makes them clever, and original, and stylish. We instil our ideas and enthusiasm into the maker, and keep after him until he produces the ideas and absorbs the en-

thusiasm.—*The Wanamaker Store, New York, N. Y.*

Woman's bathing suits. Everybody who cares anything about hygiene—or saving money—will own her own bathing suit. It is merely a matter of choice this year whether you want one from France or America. All of the new suits are as carefully cut and made as a shirtwaist dress. The skirts are gored; some of them are made with clusters of tucks running up and down the front breadth, and the blouses are cut long-waisted and trimmed with tucks or small box-pleats. Nothing over elaborate—nothing bulky in the way of trimming—but plenty of style. For those who object to sun-burned necks and arms, there are bathing suits with high-necked blouses and long sleeves. Many of them are to be worn with white turn-over collars and cuffs.—*Wanamaker's, Philadelphia, Pa.*

In the swim bathing suits.—*M. Rich Bros. Co., Atlanta, Ga.*

Bathing season begins Saturday at Seneca Park swimming pool. All who want to learn to swim will be instructed. Our contribution to your enjoyment of this privilege—and of similar ones for all who journey to lakeside and seashore—is to be found in an unusually fine array of bathing suits from which first pick of the season may now be had. Many novelties are among the new lines. For example, there's a young woman's style finished all over with vertical tucks, and another with low round neck and large button ornaments and white stitching. No better material than mohair has yet appeared, and this is largely used. Thanks to pretty and abundant trimmings, the suits are more beautiful than ever.—*Burke, FitzSimons, Hone & Co., Rochester, N. Y.*

It's time to think about your bathing suit. Soon you'll be hieing away to ocean beach or lakeside resort—welcoming the opportunity of a plunge into the waves. When you pack your trunk don't forget bathing suits.—*Mandel Bros., Chicago, Ill.*

These suits are made of pure wool mohair chemically treated so that it does not absorb water to make you uncomfortable while bathing. Every movement is free and easy. That's a characteristic about all our bathing suits that makes them preferable to any other.

Buy a bathing suit and go to the lake. You'll be more comfortable and do better work next week. The necessary outlay is reduced to a minimum.—*The Crescent, Spokane, Wash.*

Thinking of taking a plunge in cooling waters pretty soon? A visit to our store will put you in touch with a fine array of prettiest bathing costumes.—*Beadle & Sherburne Co., Rochester.*

One man does not care to wear another man's clothes—the same applies or should apply to bathing suits. Owning one means that you can dress at your hotel or cottage—you will have a suit that fits, as well.—*Lazarus, Columbus.*

Visit the beaches and see the numbers enjoying the "sea dip." It is quite the proper thing now, and to learn to swim is of the greatest importance. A becoming bathing suit, one that is distinctive in style, well made and of good material is equally important.—*The Charles Monson Co., New Haven, Conn.*

Bathers' becoming belongings.—Better own your own suit, one that is reliably made and that won't rip or tear. Women's brilliantine suits, black or navy blue; collar, skirt and sleeves tastefully trimmed with four rows of white braid, full cut and all sizes; usually \$2.50, at \$1.89. Men's two-piece suits, made of navy blue cotton, at 39c. Men's two-piece all worsted suits, navy with stripes, two grades, all sizes, at \$2.75.—*Newman, Brooklyn, N. Y.*

Ten chances to one Sunday is going to be a very warm day. That's why you cannot afford to miss this great Saturday sale and go out along the beach for an exhilarating plunge on the following day.—*Simpson-Crawford Co., New York.*

Fancy? Yes, but without transgressing good taste. They are two-garment suits of fine worsted in blue, oxford or black, with red or white stripes on both trunks and shirt, which is without sleeves.—*Saks & Co., New York, N. Y.*

Bargains for surf bathers.—Exclusive Excellence at reckless prices. Samples and odd lots from the Ocean Bathing Suit Co., New York. Some of the richest bathing suits used on American beaches are the product of the Ocean Bathing Suit Co., of New York. We procured from this company the entire accumulation of odd lots and samples of this season's product, comprising men's, women's, boys' and girl's bathing suits; the collection is too varied for detailed description.—*Newman, Brooklyn.*

We have bathing suits of many styles and prices—of the ever-popular mohair; of surf cloth, which is first cousin to mohair; of flannel, for those who want the warmth and don't mind the extra heaviness; and suits of silk, the most fashionable of all.—*Strawbridge & Clothier, Philadelphia, Pa.*

For women.—Brilliantine bathing suits. The ocean is calling these days and, they do say, that the bathing was never so good. It is seldom you can obtain bathing suits so good for so little money.—*Abraham & Straus, Brooklyn.*

Of course you want your own bathing suit. When else do you wear other people's clothes?

Bathing suits for men and boys. The particular man takes his own bathing suit to the shore—just as he takes his own shirts and underwear. He would not alternate the service of a suit of underwear with his best friend. No more would he, a bathing suit. The man who does not take his own suit has to harden his sensibilities every time he takes a dip. But many particular men forget. This is your reminder. Here are suits as inexpensive as a man could wish; and here are others as handsome as they are made. But the cheapest as well as the finest, is well made, and will hold its color.—*Wanamaker, New York.*

New bathing suits for women.—Learn it direct by inspecting our showing of bathing suits that women want—from the best makers that we know of—the models selected on merit of beauty and service. Stylishly cut and designed, tastefully trimmed but nothing garish. All sorts of different surf materials.—*Joseph Horne Co., Pittsburg, Pa.*

It is only a plain statement of fact to say that we have more kinds of bathing suits that women want, at prices they want to pay, and better styles than at any other store in town.—*Connolly & Wallace, Scranton, Pa.*

Nothing is more serviceable than serge for bathing suits. No other fabric will give more wear about the beach. Made up in the becoming manner these are, certainly nothing could look neater.—*Siegel, Cooper Co., New York, N. Y.*

Without question, this season has brought out the handsomest bathing suits ever made for women and our stock is representative of all the smartest and best styles that have been produced. The variety is particularly broad.—*Wanamaker, New York, N. Y.*

Bathing suits. Never understood why they called them bathing suits, or why the act of going in the water is called bathing. Swimming suits and frolicing in the water are more sensible terms. But we are not going to set up as dictators of correct terms. What we want to say is that it is much better, more satisfactory to be the owner of your bathing suit.—*Joseph Horne Co., Pittsburg, Pa.*

Women's surf and beach suits are ready. The best models have been chosen from the leading makers in this line; and to further make the Gimbel stocks the most desirable, we have had styles designed especially for us, adding hint and suggestion prompted by our experience of your preferences. Particular attention has been given to the fit of the skirt; and we have all numbers sized to fit large and small women, as well as the regular sizes. And special sizes will be delivered on short notice. One fact is a noticeable rule: Fancy bathing suits are in very slight showing, indicating the prevalence of a quiet, good taste in this respect. Probably more tights will be worn than heretofore, as they allow a greater freedom of movement when swimming.—*Gimbel Bros., Philadelphia, Pa.*

Bathing suits for men. A most complete stock—prices without equal. The time is here when the eager bathers will want to take their first dip in the briny waters. And the question arises, Is my suit all right? If not, here is the place to right your wants. Last year our stock of men's bathing suits was the largest hereabouts, this year it is larger still. Last year our prices were most economical, this year they are more so.—*Abraham & Straus, Brooklyn, N. Y.*

Men's bathing suits.—Own a suit; don't rent one. The unhygienic conditions of most rented suits causes skin disorders which are hard to cure. If you go to the beach often, the service you get in the course of a season from a suit you buy, makes it an economical proposition to you to have your own.—*Hamburger's, Los Angeles, Cal.*

Think of renting bathing suits.—Here are some reminders to our men friends of the advisability of owning one's own bathing suit instead of wearing one that is worn by a different person every hour in the day at a vacation resort.—

Bathing suits wanted.—Of course, by every man and boy who will be near the water on the "Glorious Fourth." Get them here if money is any object.—*Snellenburg, Philadelphia, Pa.*

To better your swim, wear better bathing suits. The production of "Better bathing suits" is our highest aim. Long before you began to think about where you were going to spend your vacation we were busy planning and making bath-

ing suits for you to take along.—*J. J. Pfister, San Francisco, Cal.*

Negligee garments for men.—Leave your stiff shirts at home and enjoy perfect freedom of the body while on your outing at the beach. Also provide yourself with a bathing suit and a nice bath robe to be worn when coming from the surf to prevent catching cold. A little protection now saves doctor's bill later.—*Hamburger's, Los Angeles, Cal.*

Bathing suits of wool.—Men who are near the water will want to take a plunge if the day is favorable. When you start on the summer outing put a bathing suit in your grip.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

You'll be hurrying away soon to the seashore, the bathing suit must not be forgotten, and it is not merely looks that are sacrificed when you depend on a suit that is hired and worn by you know not whom.

Women's bathing suits.—Every day is their day now. Somebody is always starting off for the shore and wanting a bathing suit to pack in her grip at the last moment. They are here from \$2 to \$26.50—starting at surf cloth and running up through the whole range of flannel, mohair and serge, to silk.—*Wanamaker's, Philadelphia, Pa.*

It is only a plain statement of fact to say that we have more kinds of bathing suits that women want, at more prices that they want to pay, and better styles than any other store in the country. A look around the part of the store where seashore people are getting fitted out will soon convince you.—*Wanamaker's, Philadelphia, Pa.*

Ladies' and children's bathing suits.—June and July afforded few opportunities for delightful dips into Neptune's waters. August promises to do better. Throw in a bathing suit when you pack up for an outing.—*Sibley, Lindsay & Curr, Rochester, N. Y.*

Women's bathing suits.—August at last, and with it the usual exodus. People can stand June and July in town, but the dog days frighten most of us off—generally to the sea. Every man and woman ought to make it his duty to gain as much strength as possible. And the way to do it is to live outdoors—not in a rolling chair, but on the sand, in the sea, sailing, fishing, gunning.—*Wanamaker's, New York.*

BEDDING

One of the unexplained mysteries of life is how difficult it is sometimes to get into a comfortable position when you go to bed, and how unusual to find one that isn't comfortable when you have to get up.—Puck.

A great lot of underpriced bedding, particularly blankets and comforts. Don't flatter yourself that you will be offered bedding later on for smaller prices. Impossible to get prices down lower.—*Joseph Home Co., Pittsburg, Pa.*

Snow-drifts of fresh, new, white bedspreads. New arrivals, crisp and dainty, are just here—to go with the beds and mattresses which the February furniture sale is sending out every day.—*Wanamaker, Philadelphia, Pa.*

A lot of bed clothing as light in price as it is light in weight for summer use.—*Frederick Loeser, Brooklyn, N. Y.*

Bedding lightly priced.—There is no need to sleep on the floor either this week end or next—be the house ever so full—when you can get bedding for so little as we are offering it to-day.—*Alfred Edmondson's, Morecambe, Eng.*

Your thought to summer slumbers for a moment. This is the week in which it will particularly pay you to give attention to light weight comfortables and the pillows. We plan for the city home and the summer cottage in our provisions. Digest fully the list below. A comfortable subject all around—comfortables—comfortable pillows—most comfortable prices for you.—*Sibley, Lindsay & Curr, Rochester, N. Y.*

Thorough-going economies in bedding.—*The Anderson Co., Buffalo, N. Y.*

Over in the linen store are being shown some beautiful embroidered linen bedspreads, such as the artistic summer home will require. The hand-embroidery on these pieces was done by Irish peasants. Prices range from \$10 up to \$110 each.—*The Wanamaker Store, New York, N. Y.*

Bed coverings for country homes.—We'll grant that, in New York City, you may not need many blankets of a summer night. But you don't have to go far out of town to find the mere sheet and the open window a chilly combination. Here are the proper sorts of bed clothing, if your summer cottage lacks a sufficient supply for yourself and your guests.—*Wanamaker, New York, N. Y.*

Nothing quite like the satisfied feeling that comes when you open the closet door and see the big piles of snowy sheets and pillow cases, is there, Mrs. Good Housekeeper? Improve this opportunity!—*Strawbridge & Clothier, Philadelphia, Pa.*

We have yet to hear of a display of these splendid bed coverings that will compare with the collection we have gathered this season. It is unequalled—its completeness in keeping with the high character of the woolens and ribbons that enter into the making of every blanket.—*Macy's New York, N. Y.*

Here, also—the Annual opportunity. The most particular housekeeper knows that the beds and bedding sold at Koch's are precisely right—that we look to the inside as well as the outside. You who buy during this week will save money away beyond expectations.—*Koch & Co., New York City.*

Housewives are keen judges of bedding values. Glance through these little odd lots. To clear the way for stock-taking we'll make short work of such goods that have revealed out to broken lots. A good time to think of future needs. The list proves the savings.—*Gimbel Bros., Philadelphia, Pa.*

Bed and bedding prices going up. We have been notified that on December 1st the price on beds, springs, mattresses, etc., advanced in price owing to the increase in the cost of labor and materials. Hence, this sale should be of keen interest to all contemplating the purchase of such articles in the near future, for they are lower in price for Tuesday and Wednesday than we can probably ever offer them again. How about brass beds as Xmas gifts?—*W. V. Snyder & Co., Newark, N. J.*

Now is the time to buy bedding. No news more timely than this. Exceptional good buying opportunities in blankets, comforters and pillows. Values claiming the attention of housewives who have "gone through" home stocks and find a shortage.—*Robinson & Co., Winnipeg.*

BEDS

Neptune—"What in thunder is that mermaid trying to turn those rocks over for?"

The Sea Serpent—"She's going to take a nap, and she's afraid there's a merman under the bed of the ocean."
—*Cincinnati Commercial Tribune*.

New brass beds—new iron beds. In anticipating spring house cleaning, this week is a splendid time to discuss the matter of the brass beds and the iron beds you intend to use either in your own sleeping room or the spare rooms of your home. We don't know that we have anything special to say of our new lines of brass beds other than that they are represented by the very best beds that it is possible for brass workers to make. In selecting our brass beds we got away from garishness as far as possible. We believe most people like simplicity, and where richness is desired simplicity is its best aid. This is true of anything—in a greater degree, however, with brass beds.—*Joseph Horne Co., Pittsburg, Pa.*

\$1.95—that's all. Less than the freight alone would be if shipped to you. And the cheapest iron bed—not in Spokane alone, but in the whole Northwest, by at least one-third. Your choice of blue, white or green enamel, full or three-quarter size. We've more elaborate patterns in many colors and brass trimmings.—*Robbins, Pratt & Robbins, Spokane, Wash.*

Buy that iron bed now. Never will you have the opportunity to buy iron beds of the same quality at anywhere near the prices we are asking for the special line of bedsteads we are closing out this week. It has been a great week of iron bed selling for us, still there are many to choose from yet. Come in and look the line over if you are at all interested; we are confident of the result—you will buy.—*Davis, Smith & Co., Tacoma, Wash.*

Iron beds. Our salesroom presents a bewildering scene as you look down the long lines of beautiful beds. This year more than ever are the fancy colored enamels used. The designs are entirely new and more elaborate than usual.—*The Hannah & Lay Mercantile Co., Traverse City, Mich.*

The story of this week begins with a chapter on couches and beds. The peo-

ple who live longest are the people who keep regular hours and sleep enough and comfortably. The American rests less than any other man—some of you should share in the comfort of a couch.—*Coven-try-Evans Furniture Co., Utica, N. Y.*

Values extra good in bedsteads. Good fortune has certainly treated us with her sunniest smiles in a recent purchase of bedsteads—though we had to fight for it. We have been "dickering" with the manufacturer for months to close a deal for bedsteads at last July's prices—and landed him. Bedsteads you know have taken a big jump upward since then.—*The T. Eaton Co., Winnipeg, Can.*

These artistic white enameled steel beds have heavy posts and artistically bent head and foot board design; are strongly made with well brazed joints; they are the easily cleanable kind, cool and comfortable.—*Whalen Bros., Brooklyn, N. Y.*

These are practically double beds or couches; one section is made to slide underneath the other, though when placed alongside, for a double bed, mattresses are of equal height; they can be used as two single beds, two single couches, one single couch or a double bed; built of bronze iron frames, fitted with National wire and helical spring ends.—*Adams Dry Goods Co., New York, N. Y.*

Recently a man wanted to know if a bed sold at a very little price was strong enough to hold him. He was very heavy. He was informed that we never sold any bed that would not hold any man short of a monstrosity. Indeed, the wonder in our brass and enameled bed sale as well as in all other big events is not so much that the prices are small as that the goods they mark are so unusually worthy in every way.—*Abraham & Straus, Brooklyn, N. Y.*

There's a wide difference in brass beds. There is one that is cheap, in the "cheap" sense, and the purchaser gets cheap return for his money. We have brass beds that are cheap at the prices.—*Hahne & Co., Newark, N. J.*

Brass and iron bedsteads.—Our stock of brass and enameled bedsteads for spring and summer represents values that are very unusual. All-brass bedsteads, in rich and handsome effects. All-white enameled bedsteads, in neat and dainty designs. White enameled bedsteads, with brass trimmings, in pleasing effects. Also a complete line of colored enameled bedsteads in the latest and most desirable tints, to match or harmonize with room decorations.—*Woodward & Lothrop, Washington, D. C.*

You can spend your nights in comfort if you buy your bed and its fixings from us. One look at any of the beds in our large stock will make you think of the Roman's hard couch—with a glad—"you didn't live then."—*Wheeler's, Lexington, Ky.*

We're rushing in shipments of brass beds as fast as possible now. Wonderful demand for them and wonderful values to cause that demand. It's worth a visit to the brass bed room to see what's new in this line—new patterns—new ways of finishing—and to study values.—*W. B. Moses & Sons, Washington.*

Sleep well last night? If not—consult me. I make a specialty of perfect sleeping outfits. Metal beds, springs, mattresses, etc. The moneyback kind.—*C. V. Medau, Buffalo, N. Y.*

\$1.82 would be price enough to pay for some so-called iron beds, but \$1.82 is not enough to buy a good iron bed—this iron bed. While \$15.00 is nearer its value, \$9.50 will secure its delivery at your home—and the springs and mattress to suit are but waiting your selection.—*Colorado Springs Furniture Co., Colorado Springs, Colo.*

Were you here Monday? Did you go to see the sale of brass and metal beds on the fourth floor? Too bad you missed it—the crowd was worth seeing as well as the bargains. How the beds sold! Everyone who bought got a bouncing big value. No, you are not too late—it was a largish lot to begin with, windup of the season's output of four leading makers, discontinued designs that, to our way of thinking, are as handsome as the new. Good substantial beds, standard makes. There is not likely to be another such opportunity in a long while, a very long while. We will hold them to the fall and deliver them, if you say so.—*Snellenburg's, Philadelphia, Pa.*

Brass beds for an even half. It's not often one has the opportunity of buying fine brass beds for half off. If you are thinking of purchasing a brass bed in the near future, are not these prices

an inducement to anticipate matters?—*Joseph Horne Co., Pittsburg, Pa.*

Two in one.—That's just what one of our folding steel bed couches is. A comfortable couch for the daytime, and just as comfortable as a bed for the night. Adjusted in a moment. Equipped with the National springs. We sell a special mattress for this couch, which serves as a cushion as well. Sanitary, strong and cheap.—*Tull & Gibbs, Spokane, Wash.*

We were fortunate enough to buy these beds at a very unusual discount, and propose, as an advertisement and as an evidence of liberal dealing, to sell them on the same low basis—in other words, to share the advantage and good fortune with our patrons. The beds are strictly first-class, up to the standard of high quality we always maintain, and each and every one is backed by our guarantee. If you need a bed, justice to yourself will not permit you to overlook this opportunity.—*McAllister, Mohler & Co., Columbus, Ohio.*

Children should sleep alone. Not only because it is more healthy, but because it is more comfortable for the child. The expense is very little, and if you consider the little ones' welfare one of our well built child's beds with good springs will appeal to you at our price of only \$2.25.—*Union Furniture and Carpet Co., Pueblo, Colo.*

Brass bedsteads at \$48 from \$65—Here is a direct saving of seventeen dollars on bedsteads that in pattern, construction and finish, are the best we know of. The design is particularly handsome; the finish is the best possible, and they will last a lifetime. This word of description: Forty-three full-sized brass bedsteads, 4 feet 6 inches wide, 6 feet 4 inches long inside; headpiece 68 inches high, footpiece 48 inches high; 2-inch pillars, 3-4-inch filling tubes, 7-8-inch top rail; three top cross rails and two lower ones in footpiece; footpiece is extended pattern, and has cast brass gooseneck connections top and bottom; fillers and cross rails have brass "T" ball connections; 3 1-2-inch vases; large husks; highly polished and finely lacquered. Seven in 3 feet size, and seven in 4 feet size to sell, in addition to the forty-three bedsteads in full size.—*Wanamaker, New York, N. Y.*

Easy, comfortable beds, the kind that invite pleasant, refreshing dreams, good health and prosperity. We furnish them with mattresses complete, in all ranges of price and quality.—*G. L. Vance, Joliet, Ill.*

BLANKETS—COMFORTABLES

The Comforts are filled with sterilized cotton and covered with silkoline in art designs and colors. The Blankets are not all wool, but look like expensive California Blankets. The Spreads are in Marseilles effects and full size and weight. Best of \$1 to \$1.50 Comforts, Blankets and Spreads are here to-morrow at only 88c. Hotel proprietors are profiting by these bargains. They know they cannot be duplicated with market conditions as now prevailing.—*The Palais Royal, Washington.*

If you do not care to take them now we will, on a small part payment, reserve them until December 1, thus making economy easy. But how do we get brand new, perfect blankets under price? The mills make them for us in their "slack" season—they depend on our yearly sale; we take the blankets off their hands at once and anticipate payment—three ways in which we make the saving that we turn right over to you. White blankets, gray blankets, scarlet blankets and fancy blankets—immense stocks ready. Will you take advantage of the convenient terms and save an average of a fourth? These items represent fifty different kinds.—*L. S. Plaut & Co., Newark, N. J.*

Coal shoveled into a furnace at \$6.25 per ton ends in ashes and some clinkers—a pair of these big, deep through, wide, ample, snuggle, all wool Blankets for \$5.00 will go right on down the years, keeping generation after generation comfortable.—*H. D. Matthews' Sons, Brooklyn, N. Y.*

It's mighty fortunate for housekeepers that we decided to round up our Blanket stock now. For, just when cooler nights demand warmer bed-coverings come such offerings as these, of fine blankets at materially reduced prices. Small lots, in many cases, but at prices to match.—*Wanamaker, New York, N. Y.*

Does the cooling off of the weather bring anything up in your mind like Bed Comforts and Blankets? Isn't it high time that you were laying in the fall and winter supply—now that assortments are complete and prices and qualities unquestionably right at the Big Store? Mostly all the good people are back from the seashore, mountain and lake, houses are being opened up

and put in order for the cool six months ahead. It would be an unpardonable mistake to pass this store when you go linen picking.—*The Z. L. White Co., Columbus, Ohio.*

When it comes to a question of shivering or snuggling in the cold winter nights, every wise person prefers to snuggle in comfort and warmth beneath a fine, soft Blanket or Comforter or Quilt. That is why everybody is taking a keen interest in our sale of Blankets, Comforters and Quilts. The high quality and the low prices delight our patrons.—*L. N. Adams & Co., Buffalo, N. Y.*

Amazing figures on blankets and comforts. You'd hardly believe your own eyes when you see the prices that accompany these good blankets and comforts. Right in midwinter, when they're needed most, are supreme saving chances here for you, the like of which you'll never see outside of our store. Don't delay, act—act now.—*L. Hammel Dry Goods Co., Mobile, Ala.*

Once upon a time—but not long ago—a kindergarten teacher suggested to a manufacturer of quilts that he ought to put out a picture quilt—a regular kindergarten story book quilt—specially for children. He acted upon the suggestion, and we endorsed it by buying a line of them with just the cutest pictures imaginable on them—yes, done in embroidery—Jack and Jill, Little Red Riding Hood, the Cow that Jumped over the Moon, and all of the other members of the juvenile family are on them. Bring the children to see them Monday. And these catchy kindergarten story studies in satin—comfort giving and instructive.—*Jno. L. Cobbs & Co., Montgomery, Ala.*

Comfortables for zero weather. When the thermometer begins to hover around the zero mark then comfortables are the order of the day, or the night rather. Here's a most complete stock and all modestly priced.—*Abraham & Straus, Brooklyn, N. Y.*

We offer five numbers of quilts at special prices. Every one of these quilts is of good size; covered with best qualities of silkoline; tacked with wool yarn, and best of all, filled with the very best white sanitary cotton; no shoddy or dirty cotton.—*The Palace Department Store, Spokane, Wash.*

Silk *blankets*—the Italian slumber robes. Made of silk in colors to match dainty bedrooms—satiny white ground baby blue, pink or pale green striped border. These dainty blankets are made in Milan, Italy, and nothing of this character is so light, soft and pretty. A gift for an invalid—or for anybody who takes forty winks during the day.—*Frederick Loeser & Co., Brooklyn.*

The new Beacon *blankets* and Jacquard robes. These *bed coverings* are at once warm, sanitary and elegant. We are exclusive selling agents for Springfield, and when you see these wonderful blankets and robes, you'll at once be surprised, as they will appeal to you at once as just the thing. The blankets come in gray and white, with dainty borders of pink and blue, also in children's crib size. The prices come within reach of every one, \$1.98, \$2.98 and \$3.98 a pair; and the robes or lounge covers come in beautiful Persian, Oriental and floral designs. The new Beacon blankets and robes are undoubtedly coming to the front as a cozy, warm and elegant blanket, and at half the cost of wool, and quite as warm. Come and see these, and especially with the special prices that now prevail.—*Kinnane's, Springfield, Ohio.*

Blankets. A blanket is a simple thing to tell the value of; just a question of wool and weight. There is no cut or pattern to tangle you up, it's not like dress goods or linen. You open it out and the whole thing lies before you. The most casual observer can calculate by the feel and appearance just how much warmth each grade will give.—*Wanamaker's, Philadelphia, Pa.*

The railroad loses on blankets. So-called "baggage smashers" are gentle as babes at play in comparison with certain railway freight handlers. In a shipment just received, two cases were broken open and 150 pairs of bed blankets were dumped out. Not much hurt, but hurt enough to prohibit us from saying that they are up to the usual "Burke" standard of freshness and absolute purity. The railroad company has allowed our claim for damages and that amount we have taken off from the price of the blankets.—*Burke's, Rochester, N. Y.*

Don't bother with coal, buy blankets! Come wind, come snow, let Boreas blow, with blankets like these your body will glow. Sixteen of the best blanket mills in the country stand back of this great sale. Every blanket as good as gold. Ask to see these numbers. Weigh them,

measure them, poke your thumbs into their heat holding depths.—*A. D. Matt-hew's Sons, Brooklyn, N. Y.*

Never before equaled at retail.—A tremendous purchase of bed coverings for spot cash, consummated many months ago before the sharp advance in prices took effect, makes these remarkable values possible. Incoming fall purchases make it absolutely necessary to remove these towering mountains of blankets, comforts, etc., from our salesroom and in order to stimulate early buying we have marked them at special sale prices.—*Cohn's, Salt Lake City, Utah.*

A colossal purchase and sale of blankets, the entire stock from a woolen mill at almost half price. We are now holding the greatest blanket sale ever held in this city. Never before have we been able to offer you such extraordinary values—the result of our tremendous purchase of high grade blankets, which we secured at a great sacrifice from a well known manufacturer of woolen blankets.—*The Palace, Spokane, Wash.*

A great line of bed blankets.—Experienced housewives know what is demanded of blankets and appreciate honestly made ones of durable, dependable materials. We have an immense business among such customers and find that it does not pay to carry blankets that may by any chance prove disappointing. Our great stock of 87 different lines includes the best goods of the mills that are recognized as the best in the blanket making industry. Some of these are of California and Ohio lambs' wool of almost silken softness and furnished with very beautiful border and deep silk bindings.—*Burke's Buffalo, N. Y.*

We have a wonderful business in bedding this fall. Our blankets are all fine, the comforters as nice as you'll find elsewhere, and spreads are as good as the other bedding. The prices way below others.—*Szold's, Peoria, Ill.*

"How can you sell such beautiful blankets and comfortables so low?" our customers ask. We could not, did we buy in small lots and ask large profits; and then again, we have opportunities that others never hear of.—*F. Auerback & Co., Salt Lake City, Utah.*

Blanket weather is here—good, warm, woolen blanket weather, too. We probably carry the largest stock of blankets and bedding in town, among them the celebrated Pendleton, Oregon, fleece wool blankets. Nothing better made anywhere. That may seem rather broad—it's true, just the same.—*Tull & Gibbs, Spokane, Wash.*

A very poor housewife indeed who'll not get enthusiastic over the blankets we have to show her. There are plenty here at less than a dollar a pair, at two, three and four dollars also, now—those at \$5 a pair and more—up as high as \$22.50 a pair. There's a mill out in one of the Western States that makes just the sort of blankets we like to sell—that you like to buy. They are clean—wool thoroughly scoured—woven with the greatest care and finished as carefully as a piece of velvet.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Of all false economy there's none more pronounced than in the purchase of cheap bedding—blankets and comfortables. A selection made from these special values to-day carries with it a positive guarantee of serviceableness as good as though we should deposit the actual amount in gold in some bank subject to your request on showing that you were deceived in your purchases.—*Simpson Crawford Co., New York, N. Y.*

Our showing of wool blankets and comfortables is indeed comprehensive. It is safe saying that anything you need in these can be had here, and at prices to fit all allowances. You cannot afford to miss this store when in pursuit of apparel for your beds.—*Fowler, Dick & Walker, Binghamton, N. Y.*

If you have not already discovered that your Fall bed-coverings are too light, you will shortly; and wise people will have heavier bed-coverings ready before the sharp weather begins. We have a splendid stock of blankets, made up by the best manufacturers in this country, and careful comparisons show that we can save you money.—*Wanamaker, New York, N. Y.*

Why not peep out from under warm blankets these frosty mornings, instead of shivering with the cold? We make it an inducement for you to buy your winter needs this week.—*Adams Dry Goods Co., New York, N. Y.*

Great days in the Blanket Store. All over town there is a buzz of preparation for coming winter weather, and in bed clothing we have long been Brooklyn's chief suppliers. But not even here has it often been possible to sell.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Our blanket buying is done months before the blankets are placed on sale; our blanket sales are not made in the middle of summer when no housewife is thinking of heavier bed clothing. This blanket and comfortable sale which starts to-morrow morning comes in the right time, when heavier bed clothing

is necessary, when the linen closet is to be replenished.—*S. P. Dunham & Co., Trenton, N. J.*

A little brisk weather has freshened your thoughts and blankets are undoubtedly in the front row. Now while you may have heard or read elaborate accounts of advance sales and half prices and the like, this modest saving may not appeal very forcibly to you, but all is not gold that glitters.—*R. B. Maxwell & Co., Mansfield, Ohio.*

You know we are very particular about blankets, "fussy" you might perhaps call us, but we are positively opposed to carrying over even one pair of blankets from one season to another, not one. We sold the last of them in the August sale.

A stirring event in blanketdom.—*Z. L. White & Co., Columbus, Ohio.*

For cold, nippy nights!—Blankets. No finer fleece ever grew on a sheep's back, and that same sheep would hang its head in shame could it know of the profitless prices of its own product.—*Newman, Brooklyn, N. Y.*

Blanket bargains. The position we assume toward the blanket business has always been a strong one—just now a rich boon awaits housekeepers, for we pile up testimony of economy that is at once surprising and interesting. Altogether the offering involves nearly two thousand pairs and the saving on each is a full third over the lowest prices of the town. A curious business—not by a long shot. The curious thing would be to see blankets like other stores, when we sell everything else differently—our buying was done way back in June when prices had reached the lowest notch.—*The Boston Store, Milwaukee, Wis.*

Soft, flaky, white wool blankets with gay, beautifully colored borders, that are as cheap as they are honest and good to look at.—*The Gamble-Desmond Co., New Haven, Conn.*

A blanket selling of great merit, for the qualities are highest and the prices are the lowest that they have been this season.—*McConnell & Co., Scranton, Pa.*

The unpleasant sensation of cold is not equal to the genial sensation of warmth these superior blankets and fluffy comforters hold. There's another sensation, of agreeable kind, that comes with the knowledge of prices reduced. Surprises are thick in our bedding section. There's one for each blanket or comfort you look at. You can tell by the touch that each one is of highly desirable kind.—*Harned & Von Maur, Peoria, Ill.*

August sale of blankets.—In a city like New York, who make extra effort, will find them appreciated if inducements are right. Our August sales of blankets, regularly maintained for years, are always successful, inducements to purchase are great.—*Hearn's, New York.*

When the cool nights come
You will want to know
Where to get the blankets that are so
good and warm;
Our counters are piled high
With the kinds you are to buy,
The woolly kind, the fleecy kind to
wrap around your form.
—*The Hannah & Lay Merc. Co., Traverse
City, Mich.*

Last night hinted very decidedly whether you need them or not. And today everybody is after blankets. Double good fortune, then, to get first rate sorts at prices that would be exceptional even in summer time.—*Abraham & Straus, New York, N. Y.*

Blankets.—The first nip of approaching winter has visited us and caused an immediate demand for warm, seasonable goods. Our advice is to buy now while the stocks are complete. Prices were never so low.—*Denholm & McKay Company, Worcester, Mass.*

Blanket Fliers — Two Cases — We bought samples—We'll sell samples, starting to-morrow. See them in a window. The meaning is clear. 10-4 blankets 65c; 11-4 blankets \$1; 12-4 blankets \$1.25. If we did the way we felt we would "throw our hats up in the air and shout." It's hard work to keep "to earth" with values like these. We've put them where you can see them, in a window. We know you'll feel as we do when you see how good they are and how little priced. They are white with colored borders. Cotton in tan and gray, fancy twilled. They're those blankets so many women have made pretty house gowns out of at full price. See how many more will make them now.—*Hale's Sacramento.*

Don't shiver in bed; buy blankets, comforts now. Having done a remarkable business in our bed-furnishing department thus far this season, we naturally have accumulated a great many small, odd lots of both blankets and comforters; and now, right in the middle of winter, with the weather man predicting more coming blizzards, this special sale will be glad tidings to many a shrewd housewife. Although the prices are not slashed in two, every quotation represents the best values you ever bought at this season of the year at an equal price.—*Miller & Barley, Marion, Ind.*

The new ones for this winter have come in spic-span fresh and sweet and clean from the mills not two weeks ago, ordered by us last summer, and made up according to our order. All sizes from crib to largest bed, and from the lowest price to the highest. Some all wool, some part cotton, just as you prefer.—*Chamberlin-Johnson-DuBose Company, Atlanta, Ga.*

You can always buy Schipper & Block blankets with absolute assurance that you know what you're getting as to material, weight, dimensions. If there's cotton in them, we say so; and we prefer to give exact size in inches rather than misleading "quarters."

And the prices are beyond question the lowest you will find anywhere.—*Schipper & Block, Peoria, Ill.*

Think it over.—Along in the latter part of October, when the nights get chilly and the frost begins to sparkle on the grass o' mornings, about 5000 women will discover all at once that they need more blankets in the house. Most of them will come here to get them. They will be well treated and they will get the benefit of the best we can do, but the prices will average a third more than we can sell the same goods for, NOW. The only earthly reason for the August sale of blankets now in progress here, is the prices.—*Maloy's, New Haven.*

Quilts of down; blankets of wool.—In the old-fashioned "quiltin' frolics" the sewing was done with a needle, the comfortable being held between frames, and the cotton, sometimes wool, was spread by hand—the underside of the quilt being first stretched, then the cotton spread evenly, then the upper side laid on and sewed through.

We make down quilts by sewing the two sides together and afterward forcing the down between the seams by compressed air. The down is necessarily light and fine or this could not be done. We do the work ourselves that we may be sure of having it well done.—*Wanamaker's, Philadelphia, Pa.*

It pays to buy bed blankets at "Burke's."—*Burke's, Rochester, N. Y.*

A summer sale of winter blankets is to stimulate a naturally quiet time by unusually low prices. It makes but little difference to housekeepers whether they buy their blankets in August or September. But lower prices in August make it the popular time to buy. Months ago we gave our order to manufacturers when the mills would ordinarily be quiet, and thus got lower prices, which customers benefit by now.—*Flint & Kent, Buffalo.*

We are agents for the celebrated California blankets and constantly carry in stock a very large assortment of these superior blankets. You will also find our blanket stock much better than ordinary, and we always price them as low as is consistent with strictly first-class goods. We are making some sweeping reductions now in this department, which will certainly be interesting to you. Read the following items carefully.—*J. W. Robinson Co., Los Angeles, Cal.*

Prices are low enough to make it worth while to buy now, even if you have to lay the blankets away for a short time. The papers say we are to have an early fall—perhaps you won't have to lay them away after all.—*Wanamaker's, New York.*

Long looked-for economy event.—Away last winter when the air was still crisp and snowy, we started the merchandising movement that almost transforms this into a blanket store. Several of the best mills in America—and that means in the world—have been busy all summer making up our vast orders for our Peoria and Davenport stores. But tremendous buying did not for a moment turn our attention away from the smallest detail of merit in selection. Here are blankets clean to daintiness, made of well scoured, finely combed, pure, inodorous wool; reaching from the lowest-priced blankets that are safely good, up to the thickest, softest, most luxurious blankets that come from the looms. We went only to factories known for honest, skillful workmanship—we risked no price temptations that had a doubt of either quality or purity. The blankets we bought are not to be compared with those from usual factories—yet few housekeepers would wish to pay less than the prices which we can offer safely good blankets. Large, confident orders, placed long before manufacturers were busy with their regular work, made the prices possible on the superb blankets told and shown to-morrow. Splendid variety of fine, new, soft, clean blankets, in every sort and size.—*The Under-Price Store, Peoria, Ill.*

Blankets, comforters.—The keynote of the sale is economy, and the chances for economies are so numerous and so plainly visible it is shortsightedness not to buy now. If it were not so we'd be foolish to expect you to turn your thoughts to blankets now.—*The Boston Store, Milwaukee, Wis.*

Wrapper blankets.—If you want something most comfortable for lounging or study during the long evenings this winter, buy one of our wrapper blankets

and fashion it into a lounging robe. It is easy to do, only two or three hours' work and you can get a pattern for it at the pattern section. The blankets are figured, not conspicuously, but indistinctly, with pleasing combinations of color, and have striped borders. Two colors are combined in one blanket, making it reversible—one color predominating on one side and the other on the opposite side.—*Miller & Paine, Omaha.*

Blankets are cheapest now.—We are selling some of these blankets to you today for less than we could go to the mills and duplicate them. Queer sort of procedure, you think, for merchants who are supposed to be in business to make money rather than for their health. Yes and no. In the first place, blankets have advanced considerably in price since we bought these. In the next place, just now our particular aim is to get you acquainted with this blanket store and its resources.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Saving money on blankets right in front of buying time seems incongruous; but it's a Wanamaker way of making economies on things in season. We had to plan well, and place immense orders for our two vast stores in order to secure such low prices; but our values stand unmatched to-day. Late last week we found a store bragging of a blanket at \$6.75; and we found it identical with our \$5 blanket. It was an excellent blanket even at \$6.75—the store was perfectly honest in its statement; but it helped to prove the extraordinary values in our September sale.—*Wanamaker's, New York.*

The raze in blanket prices.—*Wanamaker's, New York.*

Why wait till cold weather to buy blankets? You need them anyway, so why not buy now and be prepared for chilly nights when they come? Prices are as low as they will ever be.—*Lay & Lyman, Traverse City, Mich.*

In looking through our stock of fine blankets we find quite a number of lines that our makers have decided to discontinue making and as new numbers must be substituted for the old, we must close out the old at once as we do not care to carry them over. Owing to the general advance in the price of raw wool it is a certainty that you'll not be able to secure such price advantages for some time to come. Note the reductions which according to present prices means a saving of nearly 50 per cent.—*T. A. Chapman Co., Milwaukee, Wis.*

The keynote of the sale is economy and the chances for economies are so numerous and so plainly visible it's shortsightedness not to buy now. If it were not so we'd be foolish to expect you to turn your thoughts to blankets now.—*The Boston Store, Milwaukee, Wis.*

Cotton blankets and comforters for early fall use. As the evenings get cool your thoughts will turn to heavier bed covering. While planning your purchases think of Kaufman's. There's a new bedding department here, new from beginning to end, filled with the choicest kinds of blankets and comforters. All our comforters have a filling of pure laminated cotton down, as white as snow, and the coverings are of splendid grades of silkoline.—*Kaufman's, Trenton, N. J.*

Bed blankets at reduced prices.—During our great August sale of bed blankets we handled thousands of pairs. It was the greatest distribution of bed blankets ever known at our counters. In carrying it on—in making special window displays and in otherwise giving bed blankets prominence over everything else—quite a considerable number of pairs were slightly soiled. Perfect and unharmed in every way save that they are not absolutely immaculate in maybe one or two small spots by reason of having touched against some dusty obstacle. You will be glad of that—for that is why they are now under priced. All that are soiled—no matter how slight—are marked down.—*Burke's, Rochester, N. Y.*

Light weight comforters—Time to buy.—You'll gain a good night's rest—or several of them—if you have the light weight comforters at hand; tossing 'round under heavy bed coverings is not comfortable and is not economy when these are to be had.—*L. S. Plaut & Co., Newark, N. J.*

You don't have to guess or wonder what your bed comfortables are made of if you buy them at "Burke's." We have cut a number of bed comfortables into small sample pieces, showing the cotton that is put into them, the covering, and the care with which they are quilted. These samples are free for the asking. They let you see exactly what you are buying—both the inside and the outside of it. More could not be known about these points if you made the comfortables with your own hands. And by manufacturing thousands of bed comfortables in a single lot many savings are effected. These savings are now yours to enjoy. Summer weight bed comfortables—filled with clean, fluffy, sanitary cotton—covered with silkoline in a dozen

extremely pretty patterns—kinds clearly cheap at \$1.50—large double bed size—a very special feature here the rest of the week at \$1.25.—*Burke, Rochester.*

Time to talk blankets.—And time for you to be buying them, if you haven't all you need. Fluffy Down Quilts.—Lighter than feathers, yet deliciously warm—the ideal covering for invalids, aged persons and every one who loves luxury. Made in our own factory, we know that they are all right in every way—we established the factory years ago to ensure this knowledge.—*Wanamaker's, Philadelphia, Pa.*

Comfort and economy combined.—Specials in comforters and specials in blankets just when the weather drops the mercury down to the low notch.—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

Comforts in summer weight filled with fine white cotton and silkoline coverings, made for double beds, neat patterns.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Reductions in comforts and blankets. Some of these lines are very nearly closed out. Women are quick to take advantage of such chances as we offer now in comforts and blankets. They can depend upon the quality of the articles which they buy at the Einstein store. Nothing shoddy or fake here. You are invited to visit our basement and inspect this line. Do that and you will be certain to buy.—*Einstein Dry Goods Co., Harrisburg, Pa.*

These standard Right House qualities of flannelette blankets are dependable and you will find that not only are they better quality and larger than most blankets, but they are lower priced as well. Many use them in the place of sheets for the cold weather. Try a pair.—*Thos. C. Watkins, Hamilton, Can.*

Thick comfortables and warm blankets. From a personal standpoint we do not think it necessary for anyone to go without sufficient bedding when prices are so low. From a health standpoint most anyone knows, or ought to know, the price paid for sleeping cold. Throw up your windows, have the room full of cold air, and sleep under such blankets and comfortables as you'll find here.—*Dancer, Brogan & Co., Lansing, Mich.*

A mighty special purchase of cotton blankets, delayed in transportation, have just arrived and will be placed on sale to-day and the low prices will astonish you. If you have a blanket need, supply it now. By all means visit the bedding department to-day, on the third floor.—*The People's Store, Tacoma, Wash.*

Fifteen pairs fine all wool brown blankets, with black stripe border. Weight six pounds to the pair. The best kind of a general purpose blanket. They're equally good for camp or home.—*The Crescent, Spokane, Wash.*

And what of blankets? And those, too, you will get here now at less than they will cost you a bit later on, bought in the usual way. Why, you need only to look back at the markets of three months ago when these were bought and to-day to know the whys and wherefores.—*S. P. Dunham & Co., Trenton, N. J.*

Blanket headquarters. There's only one possible chance to be disappointed if you buy blankets here. We carry only good blankets, and if you come here expecting to buy a pair that's poor you'll be disappointed. It's easy to write the word "leadership" carelessly. To achieve it is a great thing. To show that we have achieved blanket leadership we need but say that people come from all parts of Peoria and from miles around to buy blankets here. They save money.—*Jos. Szold & Son, Peoria, Ill.*

The most careful housekeeper can't be any more particular about blankets than we are. No blanket can get past our experts, unless it is the best possible at its price. Many of these are in extra sizes. Roomy, warm, protective.—*The Wanamaker Store, New York, N. Y.*

Cool nights call for such needfuls as these: It's not weight but quality that gives warmth to a blanket and it's the light, warm kind that we make a point of keeping. The blanket showing is magnificent. Very large in quantity, qualities excellent at each figure and a great variety of patterns. No heavy, soggy blankets here. Light, fluffy blankets, every one of them. And then in bedding. There is nothing in this line that the housekeeper needs that we cannot supply. Comfortables, quilts, feathers, pillows and cases, sheets as well as all kinds of tickings, sheetings, etc., in yard goods.—*Sisson Bros., Binghamton, N. Y.*

Do you care what's inside your quilts and comfortables? Would you knowingly buy a quilt filled with the chopped-up contents of "antique" feather beds? That is what gets into a good many. In this store there is no possibility of such an imposition—we make our own and know what goes into them. Nothing but pure, sterilized goose down dried by cold air, enters into even the cheapest quilt we sell.—*The Wanamaker Store, Philadelphia, Pa.*

Housekeepers and hotel keepers should take advantage of this sale of blankets.

These prices we quote are just as low as any store can consistently ask for staple merchandise like this. Profit is never large on blankets and big price cuts are never possible, but we guarantee that these prices we ask are as low as any store in the northwest has ever quoted. It will pay you to renew your supply now.—*The Wonder, Spokane.*

Blankets, comfortables; buy now; save money. The crowds which have thronged the blanket store for the past week are evidence of the appreciation of these Loeser offerings. Values are without equal. Probably never before has it been possible to buy bed coverings of such high standard at such remarkable price concessions.—*F. Loeser & Co., Brooklyn, N. Y.*

Sale of blankets and comforts. If you are arranging the household for fall, you will doubtless find that the bedwear needs replenishing. To-morrow's unusual economies in blankets and comforts will interest prospective buyers because of the large savings offered. The lowered prices are the result of large buying from leading mills, where the placing of early orders secured advantages impossible to obtain now.—*Goldenberg's, Washington, D. C.*

Blankets and comfortables. The housekeeper's opportunity. Now is the time to provide the winter bed coverings and to share the economy advantages of the home outfitting sales. Stocks are broad and fine and complete with the very best blankets and comfortables, and prices are without equal in lowness. Here are samples of the extraordinary values.—*F. Loeser & Co., Brooklyn, N. Y.*

Monster blanket value. September blanket sale off with a rush. Without throwing stones at anybody or anything we want to tell you some plain truths and give intending blanket buyers a few words of good advice. Don't buy blankets with your eyes shut. Open the blankets out. Look at the color. Look for burrs. Smell them. Weigh them. The store that buys blankets just because they're cheap, without a thought as to how they're made, or whether they're full weight or clean, has no claim upon your blanket buying. Our buying has been so carefully done that it is a delight to spread our blankets out before you. Not a trace of burrs; no grease or oil; every one clean and sweet and full weight and full size. Besides, we have past years' business with you to point to; you know of satisfaction received in the past.—*F. Loeser & Co., Brooklyn, N. Y.*

MATTRESSES

High grade mattresses.—Do you want to see the acme of luxurious mattress making? You will find it in our new line of the famous "Baker Bedding." Not many years ago the head of this now celebrated mattress house started to make mattresses as good as they could be made. He believed the idea of using an ordinary mattress on a fine bedstead was a reversal of the law which should prevail. Said Mr. Baker: "Nothing can be too good for a tired body to sleep on, and I will make mattresses on this basis." His success is acknowledged from Maine to California—he has established a mattress standard heretofore unrealized—his workmen are artists in their line—the results of their handiwork are the admiration of all.

Heretofore we have made all our hair mattresses, and made them well. Perhaps this is why we take off our hats to the man who can do better.—*C. F. Wing, New Bedford, Mass.*

Many years ago we discovered that mattresses and pillows made up in the usual commercial way were not being filled with the proper materials. To be able to guarantee the "insides" of the mattresses and pillows sold over our name, it became necessary to erect a plant ourselves for the manufacture of these articles. Here, under sanitary conditions, we now make mattresses and pillows to order when a purchase is made from the sample shown in the store. This insures their being absolutely pure and clean. Every ounce of hair is first sterilized. Every feather is first thoroughly steamed and cleaned.—*Wanamaker, Philadelphia, Pa.*

A white sale of mattresses. You will wonder how mattresses can find a logical reason for being in the white sale, but they have an exceptionally good one. They are made of pure white horsehair, at a price you would ordinar-

ily pay for black hair. There are eighteen different styles of striped ticking from which to make your selection; and the mattresses will be made up in one or two parts, as desired.—*Wanamaker, New York, N. Y.*

A revelation of an evolution which produced a revolution. Primitive man lay down to sleep on the ground both hard and damp; he gathered leaves and straw—the first mattress. The leaves and straw would scatter and get from under him, and yet for centuries it was his only bed. Perhaps it was his grandson who made the first improvement; he gathered brush and twigs and piled them in a heap—the first spring bed. Put straw on the top and slept another century, perhaps ten. Cloth was invented—the straw was put in a bag, and he was no longer compelled to gather it up every day for his rest at night. Several more centuries. It was discovered that strings passed through both bag and straw would prevent the straw from moving about in the bag, also that small pieces of leather or like material would keep the strings thus tied from pulling through the cloth. This was about A. D. 1302. Six hundred years brings us to the perfection of bedding in the Felted Cotton Mattresses like one felt six inches thick, layer upon layer of cotton, until the required thickness is reached. No more stuffing of handfuls from the end of the tick making a lumpy and bumpy bed, but an even thickness all through. This is the modern Felt Mattress. We have them from \$5 up.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

There's always a good demand for the comfortable, sanitary cotton mattresses—especially in the summer, in cases where the equipment of the cottage or hotel is intentionally not elaborate.—*Wanamaker's, New York.*

SHEETS, PILLOW-CASES AND PILLOWS

Our guarantee certificate and insurance policy, guaranteeing the pillow to be filled with feathers which have been thoroughly cured, cleansed and purified, insures the purchaser entire pillow satisfaction or a new pillow.—*Whitehouse Dry Goods Co., Spokane, Wash.*

A soft feather pillow absorbs the cares of the day. You can safely intrust the center of your thoughts in one of these pillows that are worth \$2.50. The most cheerful thought will be that they cost you but \$1.75.—*Siegel, Cooper & Co., Chicago, Ill.*

Substantial saving on sheets and pillow cases. Cottons still show an upward price tendency, but we own such a great quantity, bought before the rise, that you may get the benefit of prices actually less than cost of material now.—*H. A. Meldrum Co., Buffalo, N. Y.*

We will offer to-day another sheet and pillow case bargain that will be fully equal to any of the notable ones that we've given earlier in the season. The offering comprises hundreds of extra good values that we gather together for the grand final clean-up of our big mill purchase earlier in the year. The goods show slight soils from handling—an oil spot here and there—a thread pulled, or some little defect, which would not be noticed were we not to tell you.—*Hale's, Sacramento, Cal.*

Sheets and pillow cases.—You cannot help but realize the difference in the labor and expense of making up your sheets and pillows cases, especially when the quality we offer is considered. White sale prices are now in effect. Examine them.—*Schipper & Block, Peoria, Ill.*

Don't hope to get such sheets and pillow cases as these at any such prices six months from now—cotton's going up! —*Wanamaker's, Philadelphia, Pa., Feb. 8, 1908.*

The busy housewife who has not time to do her own sewing will find just what she needs in sheets and pillow cases and ready made underwear.—*J. H. Milliken, Traverse City, Mich.*

Linen sheets. Special price offering. One way of daintifying and making luxurious the guest-room is with fine

linens for the bed. Housekeepers who appreciate the distinction and the splendid wear of linen sheets will be specially interested in this chance to get them under usual price.—*F. Loeser & Co., Brooklyn, N. Y.*

"Weariness can snore upon the flint, when resty." While Shakespeare may be right it's our impression that weariness would rest much better on one of our feather pillows.—*Doggett Dry Goods Co., Kansas City.*

People always use more *sheets* in summer than winter because they kick 'em out in hot weather trying to down mosquitoes. You can't get even with the little insects in that way, but you can even up a little by laying in a supply while the price is down—as it is here this week.—*The Fair, Montgomery, Ala.*

Standard sheets under price. What the maker considered imperfections—thickened threads or occasional machine stains, have brought these splendid sheets down in price. All of bleached sheeting, hemmed ready for use. These sizes.—*F. Loeser & Co., Brooklyn, N. Y.*

Linen pillow-cases. Some recently arrived linen pillow-cases are so desirable that they began to sell before we finished marking them. They're all linen—medium-fine, soft, good looking and durable. They're the regulation size—4x36 inches—and hemstitched.—*Wm. Taylor, Son & Co., Cleveland, Ohio.*

Friar couch pillows for summer rooms. Nothing better suited in character to summer home furnishing than these artistic lounging pillows has ever been developed. The pillow covers are made of friar cloth, the boldly woven canvas sacking that stands in the front rank of smartness just now. The designs are stenciled in subdued tones of the strong Egyptian colorings, and patterns show Egyptian and Japanese effects. Edges are laced together with leather thongs. So smart are these friar pillows, in addition to their artistic value, at the moderate price, that we have had hard work to keep enough in the studio to advertise. For to-morrow a special lot is promised, each friar pillow covering containing a plump pillow, at \$1.69 and \$1.89.—*F. Loeser & Co., Brooklyn, N. Y.*

BELTS

\$1 leather belt, 49 cents. A trim belt for a skirt and shirtwaist or to wear with a whole gingham or linen frock—made of soft kid in two-inch width, black, white or tan, with a good looking two-prong gilt buckle. Dollar style, snap and finish in every line at 49 cents.—*F. Loeser & Co., Brooklyn, N. Y.*

New 1903 belt modes. Introductory showing of the new belt ideas in which suppleness, jauntiness and elegance are so harmoniously combined—covering all the essential points in a thoroughly modish belt.—*Mandel Bros., Chicago, Ill.*

A sale of belts. A sale of belts tomorrow that has not been matched in values hereabout in many a day. All new, smart summer styles; all daintily made and finished; with latest improvements in clasps, fastenings, buckles, etc., and not a price over 49c, some at 15c. Look for them on a special table on the Thoroughfare.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Latest best novelties. The distinctive styles and designs in these handsome belts represent many of the most striking of the new creations of English, American and French belt makers.—*The T. Eaton Co., Winnipeg, Can.*

Arranged in lots convenient for your choosing, is our entire assortment of odds and ends of ladies' belts. Prices have been cut with a generous hand. These odds and ends must make way for other goods and we have not hesitated to cut the prices amply to accomplish this object. All colors and all kinds of silk and leather.—*Sisson Bros., Welden Co., Binghamton, N. Y.*

Paris says "Sequin" belts this spring. Such lovely creations. Resplendent with the glittering elegance of pretty sequin trimmings. The discriminating selection of our Paris buyers allows us to present to Winnipeg women many charming novelties of rare beauty and distinction. Best of all, they are in the main individual models and extremely moderately priced.—*The T. Eaton Co., Winnipeg, Can.*

Women's Belts.—A pretty belt is the last touch that gives the finishing neatness to the figure—and here is a showing to delight the eyes of the wearers of them. We have some at very little cost; and yet, perhaps, no other item of the

dress will add so much effectiveness to the costume as a really elegant belt that several dollars will buy.—*John Wanamaker, Philadelphia.*

We have those pretty Grecian belts you hear so much of. Have them in several styles; satins and velvets. Put one of these swell belts on an old dress and it will tone it up wonderfully. They are the height of fashion at present.—*The Murphy & Bros. Co., Springfield, O.*

White belts. Fetching, fashionable girdles to lend grace to the waist-line.—*John Wanamaker, New York.*

\$1 Belts, 25c.—Ladies' leather, peau de soie, taffeta and elastic belts—the leather belts are of the finest glove kid stock, with handsome gold plated buckle sets, the peau de soie and taffeta are of the finest quality, with fancy gilt, oxidized and gun metal buckles; also fancy ornamental braid and button ornaments; the elastics are cut steel studded, with newest novelty buckles; special for this Anniversary sale only 25c.

With this coupon only. 59c. kid belts, 19c. Shown in 2½-inch glove kid, well lined, with large gilt, attractive buckles, in brown, tan, black and white, all sizes 59c. value at 19c. None without coupon or C.O.D.—*Rothenberg & Co., New York.*

Novelties in belts. We offer for Easter a choice collection of fine elastic belts in plain and studded styles. Prices range from \$1.00 to \$3.00 each. Silk ribbon belts in attractive patterns and colors finished with beautiful buckles. Prices \$1.00 and \$1.50. Also the "Knothe" new patented Girdle belt—this is a leather belt with an inside attachment of silk belting which conforms to the waist independent of the leather outside, making a perfect fit. Regular price 50c.—*Connelly & Wallace, Scranton, Pa.*

New spring belts. Thoroughly up-to-date and reliable. Dame Fashion's advance note tells us that shirt waist suits will be much worn during the Spring and Summer of 1909, and that belts will be in demand. In this time, as in others, we give you the benefit of our experience in selecting the most stylish goods in the market. A nice belt always adds to the attractiveness of your costume. Our prices, as usual, are 20 to 40 per cent. below regular retail figures.—*Selected.*

BEVERAGES

*Oh, the pungent, deep aroma
Of the leaves so lightly bruised,
And the tinkle of the broken ice,
With joy our soul's infused;
And the brown and oily liquor,
So old—so old and dear—
All prove the season's on again—
Mint-julep
Time
Is here.*

—Midas' Magazine.

A budget of grocery, wine, and liquor specials to note.—Careful selection, perfect quality, freshness and every other essential the particular housewife demands are always found in the merchandise we sell here in our grocery store—that's why it's so popular.—*Bloomingtondale's, New York.*

Wines and liquors come in for low price emphasis.—This list, planned especially for to-morrow's sale, offers the rarest chance of the season for replenishing buffets.—*Bloomingtondale's, New York.*

Imported and domestic—the best productions of the finest distillations in the world. Merit wins. It's a store that has grown—growing—and will continue to grow. When wanting goods that are to be used for the sick or feeble, get them here. Goods are as represented by the label.—*Durkin's, Spokane, Wash.*

During the good old summer time—If you desire a pure and delicious cocktail, you will find our Manhattan and Martini cocktails just the thing. Mixed and ready to serve.—*M. Salzman & Co., Binghamton, N. Y.*

A word about brandies.—For whatever use you want good brandy, this comprehensive stock of ours can supply just the grade desired.—*E. M. Hanrahan, Binghamton, N. Y.*

McCaffrey's preserving brandy will be needed from now on, if you intend putting up any brandied fruits. This we are offering you is as pure and as strong as it is possible to make it, consequently there will be no loss of sleep, worrying whether your fruits are going to keep or not.—*McCaffrey's, Philadelphia, Pa.*

I am often asked: "Is this genuine St. Croix Rum?"—or "Is this genuine Jamaica Rum?" or "genuine whiskey?" Now how could a place like mine exist for 35 years if it did not sell genuine liquors? It is the very purity of our wines and liquors that gives the sick who are obliged to take stimulants, faith in our goods.—*Leon Greenberg, Hartford, Conn.*

Wine and spirit safety for the consumer lies in just one of two things; expert knowledge of the goods themselves (which few possess) or faith in the firm selling them—which all should have. Our wines and spirits are dependable—with selling values based upon the keen knowledge which sixty-three continuous years of experience in handling have brought us.—*Edw. E. Hall & Son, New Haven, Conn.*

For the holidays.—We can provide at exceptionally low prices all the many kinds of liquid refreshments that are needed for the annual reunion and dinner. From the appetizing cocktails down through the wines of all grades and vintages to the luscious cordials which so gracefully aid digestion and bring satisfaction and contentment to the diners.—*John F. Cunningham, Woonsocket, R. I.*

For the table or the sick room our wines and liquors are unsurpassed, because they are pure and wholesome. We buy only the best and consequently sell only the best. Such stock as we bottle ourselves is the finest quality, and has been fully matured in the wood under the most favorable conditions. A trial order for wet goods will convince you that this is the place to buy.—*Flegenhimer Bros., New York.*

Christmas cheer awaits you in good measure, if your purchases of brandy for egg nog, whiskey, claret and cordials, for before, during and after the Christmas dinner are made from us. Always careful in selecting our wines and liquors, we are particularly zealous in choosing them for holiday occasions. Order early, please.—*L. A. McKinnon, Crowley, La.*

No better line of choice wines, whiskeys and brandies in town than we carry. Let us deliver you an order at your house. We quote the very lowest prices and will respond promptly to a telephone or mail order.—*O'Neil & Delehant, Fall River, Mass.*

It is absolutely necessary to have a little wine or whiskey in the house in case of sickness—but you must be sure to have the pure article. Buy from the *L. A. Wine Co.*, and you will not have to worry about the quality. Whatever is good, we have it—and our prices are practically the same that inferior goods are sold for elsewhere.—*Los Angeles Wine Co., Los Angeles, Cal.*

We are accomplished mixers when it comes to fixing up an appetizing hot drink, a morning bracer or a night cap. That's right in our line, and we don't let anyone beat us. If you have never tried us all we've got to say is that you've missed a lot of pleasure in life, but then it's never too late to mend. We can always be found at the old reliable, the *Acadia Saloon, Crowley, La.*

McKinnon's place for straight or mixed drinks. Our wines, brandies, whiskeys, rums and cordials present the best op-

portunity for the consumer to procure pure and honest liquors. Better not drink at all than drink impure or doctored drinks; so the surest way to get the best is to purchase of *L. A. McKinnon, Crowley, La.*

Some fellows say, "I've crossed the drink,"

While others "drink in" knowledge high;

But what drink really means, you'll never know,

Until you drink Green Valley Rye.

—*Casey Bros., Scranton, Pa.*

"I'll be at the fountain." "Get your wet goods" here during 190—. You couldn't make a better resolution—you couldn't do anything that would net you more satisfaction than to determine to make this your headquarters for wines and liquors from now on. It'll be to your interest in every way to deal here. You'll get the best there is in wines and liquors. You'll pay less for them. We buy the finest distillates in "bulk"—and we retail them at "bulk" prices. Note the following specials—real economy prices.—*J. H. Friedenwald & Co., Baltimore, Md., Jan. 3, 1902.*

You seem to be quite happy, what's up?

Ha! Ha! Come here, old boy, and I'll whisper a little something into your ear. I've discovered a big money saving fact. Yes, sir, I've discovered that the best wines and liquors in Frederick can be had at The Buffalo, at prices that fairly stagger one's belief.—*Chas. Y. Hauer, Frederick, Md.*

*This is a screw to draw the corks
Out of the casks at last,
Where cobwebbed, gray and old they
stand
In the cellars of the past.*

*Vintages rare and precious as gold,
Seals of the Veuve Clicquot,
Hock and Moselle and Burgundy Rose,
Oh, the list is long, we know.*

*Legacies all that the good monks left,
And here is the silver key
To open the doors of their prison house,
And to set their spirits free.*

*So this is the Christmas gift I send
In a spirit of toleration,
With only one warning to you, my friend
To use it in moderation.*

BEER

Aimed at you.—This advertisement is intended to catch your eye, with the express idea of calling your attention to the merits of High Grade Export Beer. Once you have tried High Grade Export Beer, as far as you are concerned we need advertise no longer—you'll advertise it for us by recommending it to your friends. But try High Grade Export Beer.—*Phoenix Brewing Co., West Bay City, Mich.*

If we fail to please your taste with the sparkling beer and high grade wines and liquors and refreshing hot drinks we are serving at the Acadia, there must be something radically wrong with yourself, for it certainly can't be with the quality of our goods, as they are the best that can be obtained, and we know how to serve them to the queen's taste.

Christmas cheer!

And Olympian Beer!

They will go together this year.

—*Henry Seiffert, Spokane, Wash.*

Stegmaier's Porter is the most delicious, refreshing of all summer drinks, not only that, but it is a sustaining food beverage for those who are "run down." Ask your physician about it, then order a case, pint, or half pint bottles.—*Stegmaier Brewing Co., Wilkes-Barre.*

Our beer is the perfect and unquestionably the finest product possible of malt and hops. This perfection is attained by reason of the highest grade of malt and hops, the absence of substitutes and chemicals, and the application of the most approved German method under the skillful direction of an expert brewer. On the quality of our beer alone has our business been built up and our name become known all over this country. There is no sterling quality of the best imported which costs 100 per cent. more, lacking in our beer, while the most inferior domestic beers cost only one cent less a bottle than our fine and luxurious food beverage.—*Piel Bros., Brooklyn.*

When the patient is weak, the doctor says: "Drink beer." When the nerves need food, beer is the usual prescription. So, in insomnia; so in nervousness. The doctor knows that malt and hops are nerve foods and tonics. And he knows that most people drink too little fluid to rid the system of waste. He knows that pure beer is good for you. That is why he says "Schlitz." He

knows that Schlitz beer is brewed in absolute cleanliness. It is even cooled in filtered air. And every bottle is sterilized. Half the cost of our brewing is spent to insure absolute purity. Ask for the brewery bottling.—*Jos. Schlitz Brewing Co., Youngstown, Ohio.*

"Man serves his time to every trade—save censure—Critics all are born, not made."—The beer brewed to-day by the Worcester Brewing Corporation is beyond the criticism or censure of the most exacting connoisseur. It gives strength, health and happiness. It is a valuable food in the home. It is brewed from the finest Bohemia Hops, which are imported expressly for us. The very best fruits of Nature are used in the brewing, and the utmost precautions are taken that purity and perfection may always be secured. Cleanliness is our watchword.—*Worcester Brewing Corporation, Worcester, Mass.*

Ale brewed from malt alone possesses important dietic properties that are lacking in common ales. Carling's Ale is brewed from the purest and most scientifically prepared malt, and contains more food and less alcohol than common ales. That is why it is so regularly prescribed by family physicians for building up their patients.—*Carling, Toronto, Can.*

Beer weather beer should be pure beer, wholesome beer, well brewed beer, properly aged beer, clean beer, fine tasting beer, sparkling spring water beer, perfect beer. To be all these, it must be Olympia beer, which is the only beer combining all these good qualities. Everybody drinks Olympia beer.—*Henry Seiffert, Spokane, Wash.*

The beverage that cheers and invigorates during summer's depressing heat is the American family beer. For luncheon, dinner or at bedtime it is the drink par excellence for health, strength and nerve. Don't fail to try a case of this pure and palatable, as well as refreshing beer, and you will never be without it for a day afterwards.—*American Brewing and Malting Co., Grand Forks, N. Dak.*

For that tired feeling there is nothing to equal a glass of Walkerville Lager. It will tone up your system and recuperate your worn-out energy better than anything else.—*Smith's, St. Thomas, Ont.*

For health and happiness there is no beverage that can approach our beer. It is always pure, of uniform quality and of the highest excellence. It has that luscious flavor, combined with a body and strength, that is the delight of all connoisseurs.—*American Brewing and Malting Co., Great Falls, Mont.*

The drink for summer is Lexington bottled beer. When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.—*Lexington Brewing Co., Lexington, Ky.*

Taste the test. Uniformly good taste is the infallible sign of well-brewed beer! It demonstrates the use of the very best barley-malt, highest grade Bohemian hops, special culture yeast, and thoroughly filtered water. The best tasting beer is Budweiser, "King of Bottled Beers." It always tastes the same.—*Anheuser-Busch Brewing Ass'n, St. Louis.*

Pure beer, any physician will tell you that beer as a table beverage is conducive to health—and he will also lay emphasis on the need of having beer that is absolutely pure. Champagne velvet beer is pure. It is not only a drink, but a food—and creates a wholesome, natural appetite for such other foods as are most necessary to health. Champagne velvet beer works with nature. Order a trial case. Either Phone 1664.—*Terre Haute Brewing Co., Indianapolis, Ind.*

Make Old Sol go way back and sink down by quaffing a glass of Birkhofer beer.—*The Birkhofer, Minneapolis, Minn.*

Are you tired?—Spring fever is catching. And such a tired feeling. Want to know how to cure it? Whenever you feel it coming on, just get next to a glass of right good, cold, foaming Steam Beer. You'll find it the best spring fever tonic you ever took. It's cooling, refreshing, appetizing and delicious.—*Union Brewing Co., Los Angeles, Cal.*

Something to brace up your energies and give them new life on a hot day is a glass of our pure and healthful Altoona Brewery Beer. For the professional or business man that becomes debilitated or loses his appetite from heat, or any other cause, there is nothing that will prove a strengthener and appetizer like our beer.—*Altoona Brewery, Altoona, Pa.*

Whatever you drink outside, let your home beer be Schlitz. That is pure

beer. No bacilli in it, nothing to make you bilious. Beer is a saccharine product, and germs multiply rapidly in it. The slightest taint of impurity quickly ruins its healthfulness. We go to the utmost extremes to prevent that. Cleanliness is a science where Schlitz beer is brewed. We even cool the beer in plate glass rooms, in nothing but filtered air. Then we filter the beer. Then we sterilize every bottle. And Schlitz beer is aged. The beer that makes you bilious is green beer. When you order beer for your home, get the healthfulness without the harm. Get a pure beer, get an old beer, get Schlitz.—*Taylor Brewing & Malting Co., Albany, N. Y.*

When women entertain at cards, etc., there's some sort of a beverage required—and it ought to be a good beverage for the sake of one's personal satisfaction. Each guest will enjoy Rainier Beer—it's something that is distinctly good, and there isn't a drop of harm in a houseful of it. Its flavor makes staunch friends.—*Los Angeles Wine Co., Spokane, Wash.*

Don't be mean—share good things with your family. Send home a case of Birkhofer Beer. It is the par excellence of the brewmaster's skill.—*The C. Birkhofer Brewing Co., Minneapolis, Minn.*

There is nothing so bracing and thirst quenching, when suffering from spring fever or fatigue, as a foaming glass of our beer. You think you have a new lease on life after enjoying its exhilarating thrill.—*Altoona Brewery, Altoona.*

It's never too late to test the quality of Metz Bros.' beer. It's an excellent spring medicine, good to taste, easy to take, and an appetite creator in whose wake satisfaction always follows.—*Metz Bros. Brewing Co., Omaha, Neb.*

Just before retiring a glass of Lexington Beer will insure a peaceful, unbroken sleep. It is soothing and restful for the nerves, aids digestion in its tonical effect. In the morning you will awake feeling bright and vigorous. This is another guarantee of its purity.—*Lexington Brewing Co., Lexington, Ky.*

You can get more satisfaction out of an absolutely pure, well-made beverage than any other kind and that's why Rainier Beer holds its old friends. Once you try it, the other kinds are not good enough.—*Los Angeles Wine Co., Spokane, Wash.*

A night cap is all right if it's Gold Top Bottled Beer. It means sound sleep and pleasant dreams. Drink it freely—you'll never have a headache in the morning.—*Jetter Brewing Co., Omaha.*

Treat your palate these hot days by drinking New England Beer. Its purity and healthfulness are endorsed by leading chemists and physicians. Try a case of the brewery bottling at your home or at the shore and notice the improvement this beer speedily effects in your appetite, energy, strength and vigor. Watch how it brightens the spirits and gives freedom from indigestion anaemia and debility.—*New England Brewing Co., Hartford, Conn.*

Nectar for the gods was never sipped with such gusto as the epicure feels when a glass of our delicious, sparkling and highly invigorating beer trickles past his fastidious palate. When run down in health, or when you have that "all gone" feeling, try a bottle of our beer. You will think it is the long sought for fountain of youth and renewed vigor.—*Jac Kiewel Brewing Co., Crookston.*

The cooling influence of a glass of beer on a hot day cannot be overestimated, especially when it is a glass of pure and invigorating American beer. It is without a rival in flavor, palatableness and deliciousness, and is a bracer that will keep up your strength during summer's depressing heat.—*American Brewing and Malting Co., Great Falls.*

Served to the best families in Omaha who appreciate the high quality of the Metz beer as a beverage and as an invigorating tonic the Metz is every day. Our fine brew is gaining favor every day with both invalids and convalescents, as well as for a table beverage. If you haven't yet ordered it don't fail to do so. It will repay you in both health and strength.—*Metz Bros. Brewing Co., Omaha, Neb.*

The beverage that cheers and invigorates during summer's depressing heat is the Bohemian lager beer, brewed by the Buffalo Brewing Company, Sacramento. For luncheon, dinner or at bedtime it is the drink par excellence for health, strength and nerve. Don't fail to try a case of this pure and palatable as well as refreshing beer, and you will never be without it for a day afterwards.—*Hansen & Kahler, Oakland, Cal.*

Banner beer a friend! Not a foe. Because the materials that enter into the manufacture of Banner Beer are absolutely pure. No "dopes" or drugs whatever. Laborers and many others subject to weak backs and kidney troubles will drink no beer but Banner. They say it builds up the system, instead of injuring the kidneys. These facts plainly demonstrate the purity of our product.—*Banner Brewing Company, Saginaw.*

If you wish to be healthy and happy drink good beer, such as the Lexington brand, known for its purity, palatability and general excellence. Some beers taste good, but are not good, some beers are good, but don't taste good. Lexington beer tastes good and is good—yet our price is not in excess of inferior makes. Have you tasted our beer?—*Lexington Brewing Co., Lexington, Ky.*

It's a good brew.—Try our beer; it's light, healthy, tasty, bright and sparkling, refreshing and exhilarating. Our beer is a beverage you'll enjoy at your meals. Let us send you a case bottled.—*Salem Brewery Association, Salem.*

The drink for summer is Congress bottled beer. When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.—*Haberle Brewing Co., Syracuse, N. Y.*

The fountain of youth and vigor that has been sought for so eagerly could be found in our beer. The best way to remain young is to keep up your constitutional strength with a good, pure and invigorating beer like that brewed by the Lexington Brewery. In hot weather it is both food and drink, and is always palatable.—*Lexington Brewing Co., Lexington, Ky.*

Competition is the life of trade, but success is won by merit; that's why Stegmaier's beer is far in the lead with popular preference—wholesome, healthful, invigorating—because it is properly aged, absolutely pure.—*Stegmaier Brewing Co., Wilkes-Barre, Pa.*

What have you on the ice? An important question in these hot days, which can always be satisfactorily answered if you keep a stock in the house of some of the following well known pure and healthful ales, porters and lagers.—*Smith Bros., New Bedford, Mass.*

A picnic without beer! Perish the thought! To be sure you want beer at every picnic to wash down the usual picnic sandwiches, cold meats, crackers, etc. Don't let it escape your attention that Kiewel's beer is a "picnic" beer for any and every occasion.—*Kiewel, Crookston, O.*

There are two things these summer days great for your health—recreation and good beer.—*The Pittsburg Brewing Co., Scranton, Pa.*

Something tempting to the jaded palate is to be found in the brand of beer we have to offer, the Metz. It's an appetizer, a tonic and an aid to digestion. For family and table use we deliver it in case of 24 bottles, pints or quarts. Wish you'd order a sample case.—*Metz Bros. Brewing Co., Omaha, Neb.*

Our beer is chemically pure, an analysis by experts will attest. Good reason; hops, water and all the rest of the ingredients are the best we can buy, our brewer knows his business and we take honest pride in our product. You can't do better than buy our beer.—*American Brewing and Malting Co., Great Falls.*

These hot days you want a good cooling drink in the home. It needs to be refreshing and healthful. Beer is what you want—it is the best thing you can drink for a hot day. It quenches the thirst quicker than soda water or lemonade, and is healthful. Rainier beer is the beer you want for the home. It is as pure as a beer can be brewed—it is absolutely healthful—the entire family can use it. A dozen bottles delivered to your home for \$2.00, or 20 cents the single bottle.—*Los Angeles Wine Co., Los Angeles, Cal.*

Here's a sign of good cheer in the pure amber beer that gives vigor and pleasure and joy. A perfect brew. Unexcelled for table use and highly recommended for the weak and convalescent. Palatable, wholesome and nutritious. Metz's beer is the standard of quality.—*Metz Bros. Brewing Co., Omaha, Neb.*

An ideal home drink must be palatable, refreshing and healthful, and it must be pure. It must be a drink that the entire family can use. Rainier beer is just such a home drink. It is good for both woman and child, has medicinal properties, and is as pure as good material and workmanship can possibly make it.—*Los Angeles Wine Co., Los Angeles, Cal.*

The right kind.—Our bottling is the summer drink par excellence. It is pure, wholesome, refreshing. Prepared and bottled in absolute cleanliness, in accordance with the most approved methods.—*Spokane Bottling Works, Spokane, Wash.*

New England beer will add much to the enjoyment of your vacation. It creates an appetite and gives strength to the system. It's a fine tonic.—*The New England Brewery, Hartford, Conn.*

Brewed by experts from the best, most carefully selected, imported hops, in one of the most modern, up-to-date, and cleanly breweries in America.—*L. T. Trousdale, Birmingham, Ala.*

It's a pretty sight which the thirsty and over-heated enjoy most when putting the foaming vision out of sight. By common consent Phoenix High Grade Beer is the best summer beverage to be had at any price. It can be drank without harm, cools at once without heating afterwards, is a healthful stimulant for the system, and is the daily medicine for crowds who are never ill.—*Phoenix Brewing Co., West Bay City, Mich.*

At three score and ten there is no other beverage like Metz's beer. As a tonic it has most marvelous invigorating properties. Being an absolutely pure drink, it has no deleterious effect on the liver or kidneys, but adds life and vigor to the age-weakened system.—*Metz Bros. Brewing Co., Omaha, Neb.*

Speaking of beverages.—Here's to the friend of the thirsty! The best and most refreshing drink you can obtain is a good, honest, always-the-same beer. It's only mildly exhilarating, promotes cordiality and has no after-clap of insomnia, headaches, or nausea—provided, of course, you get a pure, unadulterated beer. Crookston beer meets all the specifications enumerated above.—*Jac Kiewel Brewing Co., Crookston, Minn.*

Cool drinks are in demand on the golf links. Golfers know that nothing excels a nice cool glass of pure New England beer. It takes away that tired feeling, gives new life and helps them to make a better score on the next round.—*The New England Brewing Co., Hartford.*

A delicious glass of beer, pure, sparkling and invigorating, is at once an appetizer, and satisfies the appetite it provokes, because it is nourishing and both meat and drink when it's pure. For luncheon, dinner or as a bracer and pleasant beverage between meals, or as a night cap to quiet the nerves there is nothing like a glass of American beer.—*American Brewing and Malting Co., Columbus, O.*

In the rush of to-day's business there's nothing to equal Heurich's beer as an invigorator or strength-giving beverage. Quaff it as you wish; it's a delight to the last drop; a sparkling, foaming potion of taste pleasing excellence.—*Chr. Heurich Brewing Co., Washington, D. C.*

You wouldn't believe there was such a difference in beers until you use one of Krug's popular brands. They are always uniform—perfectly brewed and well aged, absolutely pure and leave no bad "after effects." The kind of beer that acts as a tonic and a system builder. Order a trial case and begin to enjoy life.—*Fred Krug Brewing Co., Omaha.*

Here's good health to you.—A draught of pure sparkling New England beer. It quenches the thirst and invigorates the system.—*The New England Brewing Co., Hartford, Conn.*

Something to brace up your energies and give them new life on a hot day is a glass of our pure and healthful Altoona Brewery beer. For the professional or business man that becomes debilitated or loses his appetite from heat, or any other cause, there is nothing that will prove a strengthener and appetizer like our beer.—*Altoona Brewery, Altoona, Pa.*

After the entertainment a refreshing glass of Birkhofer beer finishes off the evening delightfully.—*The C. Birkhofer Co., Minneapolis, Minn.*

Enjoyment. A bottle of New England beer after a hard day's work takes away that tired feeling and assures good rest.—*The New England Brewing Co., Hartford, Conn.*

An economical luxury is a good, wholesome, delicious beverage like Buffalo lager. It's a luxury to taste, not to the pocket book, for its price is moderate, its excellence considered. Care in selection of materials, care in brewing, make it most healthful, too.—*Buffalo Brewing Co., Sacramento, Cal.*

A refreshing beverage for hot days and cold days—night ditto—is the often spoken of Amber Cream beer. Anyone who knows anything about beer will tell you it's a palatable drink. But it's more than that, it's pure and wholesome as to ingredients and brewing to the last degree of modern success in turning out a fine beer. Got the name Amber Cream beer?—*Lansing Brewing Co., Lansing.*

The only beer that leaves the right taste in the mouth and the right feeling in the stomach. The only beer that doesn't go down like soap, or stick fast like sealing wax. The only beer that is a universal favorite. Olympia beer hasn't a single fault or drawback, but is perfect all the way through. "It's the water."—*Henry Seiffert, Spokane, Wash.*

Polite society insists on getting nothing but the best in beverages, as in houses, home furnishings, clothing and everything eatable. Polite society long ago indorsed Buffalo Lager Beer as palatable, pure, refreshing, wholesome and an altogether delightful beverage. What's good for polite society is none too good for you. New brew. Bohemian.—*Buffalo Brewing Co., Sacramento, Cal.*

Terre Haute Brewing Co.'s Salvator Beer is one of the most delicious winter

drinks on the market. The material used in brewing this beer is the most expensive that can be used for that purpose. The flavor is without equal—being very much the same as that of the Munich beer, which is famous all over Europe. Try it.—*The C. Habich Co., Indianapolis, Ind.*

A carload of beer.—The quantity is significant of our output, and the output tells the tale of right price and right quality. A solid car of beer from the American Brewing Company, St. Louis.—*Jacob's Pharmacy, Atlanta, Ga.*

You can't pick a winner in everything as easy as you can in ale. So when you say "Frank Jones's Portsmouth Golden Ale," mean it and stick to it.—*Hiram Wheaton & Sons, New Bedford.*

Something nice for a fellow when he is warm, fatigued or thirsty is a foaming glass of delicious Metz beer. It is a bracer, an appetizer and a beverage that is both food and drink. For summer there is nothing equal to it as a thirst quencher.—*Metz Bros. Brewing Co., Omaha, Neb.*

The very best he ever tasted is what Santa Claus says about Koch's beer, and no one can deny that he knows.—*Koch's, Williamsport, Pa.*

When you're hot and thirsty just advise Old Sol to lose himself while you make yourself content by getting outside of a glass or two of Heurich's. There's every delight, no aftermath of ill, in drinking Maerzen, Senate, or Lager, which has made countless thousands rejoice. Are you with the multitude in the use of Heurich's beer?—*Heurich Brewing Co., Washington, D. C.*

Just before retiring a glass of Lexington beer will insure a peaceful, unbroken sleep. It is soothing and restful for the nerves, aids digestion in its tonical effect. In the morning you will awake feeling bright and vigorous. This is another guarantee of its purity.—*Lexington Brewing Co., Lexington, Ky.*

This extract combines in richly concentrated form the life-sustaining properties of malt and hops and is unsurpassed as a tonic.—*The Clifford Pharmacy, South Norwalk, Conn.*

Finest table beer in America. Prescribed by leading physicians as the greatest tonic on earth. Known everywhere for its purity.—*The E. O. Jones Co., Youngstown, O.*

If you haven't tried Fischer's May Bock Beer you are denying yourself of a season's treat.—*The Hubert Fischer Brewery, Hartford, Conn.*

If Thomas Buckley could serve his customers with a better ale than Frank Jones's, he'd do it. But he can't, and he knows it. That's why Frank Jones's Portsmouth ale is always on draught at No. 353 Acushnet Avenue.—*Smith Bros., New Bedford, Mass.*

Strength in it. There's health and strength in a bottle of pure beer. And Stoll's real German brew has purity and quality. Barley in it for food. Hops for tonic. And just enough alcohol to aid digestion. Essential to the weak, healthful for anybody. A standard, high grade beer. Unsurpassed for table use or medicinal purposes. The beer that cheers, nourishes, invigorates.—*The Stoll Brewing Co., Troy, N. Y.*

At luncheon, dinner, or supper the very best thing to wash down any kind of food is a bottle of thirst-quenching, blood-making, health-giving beer, which has no equal and never had a superior. The taste of it is refreshing, and it is the kind of pure beer that never gives one a headache. Suppose you try a box. You will like it so well that you will want the same every week for your family's sake. The price of it will please you, too.—*Baraboo City Brewery, Baraboo, Wis.*

These July days and evenings when the heat oppresses the body and parches the throat, the cooling and invigorating elements of Stegmaier's beer make it a boon to perspiring humanity. The demand for our beer was never so great as it is now. People have come to know the real worth of this beverage and they are asking for it everywhere in preference to other brands. Every package guaranteed according to the Pure Food Law, Serial No. 1969. Insist on having it and beware of cheap beer.—*Stegmaier Brewing Co., Scranton, Pa.*

What attention do you pay to the beer you drink? Are you satisfied if it only "tastes" like beer? It is of interest to you to know that "New England Beer" means more than the taste. It is so purely brewed of nutritious malt and hops that its use imparts new energy and strength—besides a flavor that is delightfully real. Bottled at the brewery and delivered to families in convenient packages.—*The New England Brewing Company, Hartford, Conn.*

The cooling influence of a glass of beer on a hot day cannot be overestimated, especially when it is a glass of pure and invigorating real German beer. It is without a rival in flavor, palatableness and deliciousness, and is a bracer that will keep up your strength during sum-

mer's depressing heat. No one should be without a case of Stoll's real German beer in the house.—*The Stoll Brewing Co., Troy, N. Y.*

A light lunch at bedtime becomes almost a feast by the introduction of Munster or Bohemian beer. The stimulating effect is so mild, the refreshing sleep which follows their use, just before retiring, fortifies one for the duties of the morrow.—*Casey Bros., Scranton, Pa.*

The best goes in Buffalo. Rich flavor—together with unquestioned purity in Buffalo is a rich, mellow flavor. This result is impossible without the very best of materials and the greatest care in every detail. Buffalo is a good beer and a healthful beer.—*Buffalo Brewing Co., Sacramento, Cal.*

The best thing served with a midday, afternoon or evening meal is a light, palatable, digestion aiding beer. And Amber Cream beer gets the 100 per cent. mark on all these points and others—purity, for instance. Amber Cream beer beats wine, water, coffee, tea or milk as a table beverage, and produces no bad after effects. Waste no time in ordering a case or two and settle the question of its quality for yourself.—*Lansing Brewing Co., Wilkes-Barre, Pa.*

For luncheon or the evening meal there's nothing so appetizing, so restful, so altogether satisfying as a table beverage as Neuweiler's beer. Then, too, a glass or two with a couple of sandwiches induces sweet sleep and promise of a clear head in the morning. Purity beer is a mighty good everyday all 'round drink. Bottled by *L. F. Neuweiler & Son, Allentown, Pa.*

The foremost temperance workers agree that the use of a mild stimulant like beer does not create an appetite for strong drink, and is actually healthy. Pabst Blue Ribbon Beer has the lowest percentage of alcohol of any beer and the highest percentage of real nourishing food. The Pabst brewing process is based on practical, healthful principles, and gives to Blue Ribbon Beer qualities most desired from a temperance standpoint.—*Pabst Brewing Co., Cleveland, O.*

Winter has gone; Spring is here. But in all seasons our excellent brews remain within your reach. Nothing will add more pleasure to a day's outing. Convince yourself. "The Beer That's Drank" is a beverage of cheer and gets the first call everywhere. Bottled and on draught in the cafes.—*The Hellman Brewing Co., Waterbury, Conn.*

WHISKEY

The truth about whiskey. Rye whiskey is made of rye grain moistened and heated until the starch in the grain is developed. Rye or barley malt is then added to the mash and a chemical change takes place, turning the starch into sugar. This last mixture is fermented by the use of yeast and the product, now technically known as the "beer," is sent through a still and then again through a second copper still, from which we get whiskey—a high-proof colorless liquid. This liquid at the distillery is put into oak barrels charred on the inside to open the pores of the wood, thus permitting the tannin in the oak to come more quickly in contact with the whiskey, and in the course of time becomes the beautiful amber colored fluid known as Rye whiskey. This process seems simple. The secret is in the way it is done and in the quality of the material used. In our distillery only the best rye grain and the best and highest priced barley malt is used. Only the best oak that can be bought is used for the barrels. All this has and does cost money, but it has made the reputation of Gibson's pure Rye whiskey; it has made the Gibson's distillery the largest producer of High grade Rye whiskey in the world.—*Moore & Sinnott, Philadelphia, Pa.*

Good liquors are what we handle. We never care to recommend poor, cheap stuff. Fine liquors that please the most particular are here in any quantity desired. Holiday supplies are easily obtained at very reasonable prices. Those who are not well posted can have the value of our experience by asking.—*D. S. Way Drug Co., Colorado Springs, Col.*

A neighborly feeling prompts one to be sociable at times and extend hospitality to their friends when they call, so keep your sideboard stocked with good table wines, pure and velvety whiskey from our choice stock of liquors. Our prices are always right, and our goods are always fresh.—*Ingersoll & Esler, San Bernardino, Cal.*

We are able to offer the largest stock of all the best known and reliable brands of select whiskies, also an enormous and varied stock of whiskies put up under our own label and bottled under our direct supervision in our wine rooms. These from rigid tests prove second to

none and for aroma and flavor are rarely equaled. They are the best to be had at any price. From all over this state and many others besides come mail orders for our brands. These are filled promptly and shipped by return express. All of our goods carry with them the guarantee of absolute satisfaction or money refunded. As a store for family liquors we lead—our prices always by comparison showing a drop below others by fully thirty per cent., this because we are satisfied with small profits.—*Jacob's Pharmacy, Atlanta, Ga.*

"A little whiskey now and then is relished by the best of men," and above all let it be Oronoco Rye. Oronoco Rye is not a whiskey that is to build up a sale for to-day and be forgotten or supplanted to-morrow. It's a whiskey whose merit of quality makes it permanent friends, whose list grows longer all the time. The man who drinks Oronoco to-day will drink it years hence. He'll never find another rye so tasty, so rich, so all-satisfying.—*Edward J. Quinn, Washington, D. C.*

Don't forget that among the multiplicity of candidates offered for your suffrage there is one indorsed by all parties. Republicans, Democrats, Socialists and even the Prohibitionists, when the doctor orders it, and that is the G. F. H. Private Stock Rye Whiskey. Polls open from 6 a. m. till 9 p. m. Saturday till 11 p. m. You can send your vote by mail, or telephone 406.—*Geo. S. Hewett Co., Worcester, Mass.*

All of the injurious effects attributed to whiskey come from mixed, manipulated stuff that's but a poor imitation of the real article. Pure whiskey, properly made, well aged and untampered with is not only harmless, but decidedly beneficial. It is difficult to obtain the right article because there's less profit to the dealer. Every drop of whiskey sold here is guaranteed to be absolutely pure. I stake my reputation on every transaction.—*I. H. Oppenheim, Atlanta, Ga.*

On the buffet, in the sick-chamber, in the mountains or at shore, a pure stimulant like Green Valley rye whiskey stands ready like a sentinel, over your health and happiness. Faultless in quality—honest in measure.—*Casey Bros., Scranton, Pa.*

In the buying of whiskey you'll search far and long to find another liquor store selling whiskies with the same relative quality and price—and after you have sought you'll not find it. It don't exist, and there are obvious reasons why. But it's the whiskies themselves that interest you. Take each price—50c., 75c., \$1 and on up—price for price you can't duplicate the quality we give you in any liquor store in the country, any more than you can our price in the drug line.—*Jacob's Pharmacy, Atlanta, Ga.*

Cold Weather Suggests Whiskies.—Cold weather suggests the replenishing of the whiskey bottle in the medicine cabinet.

Absolute purity ought to be a factor included always in your whiskey buying but positively when it's for the family use. We lay great stress upon purity.—*Jacob's Pharmacy, Atlanta, Ga.*

Oronoco Rye, a time-honored stimulant of absolute purity. The perfection of aroma and taste is found in Oronoco Rye. Its age, purity and flavor are of the highest standard. Its quality made and maintains it as the favorite tonic for home use! Remember when the doctor says "A little whiskey." He means pure whiskey—Oronoco Rye. Therefore, it is essential that you always have a supply of Oronoco Rye on hand. Its richness and deliciousness makes it preferred for mixed drinks.—*Edward J. Quinn, Washington, D. C.*

Good liquor rightly used is food and medicine.—We furnish the liquor—as pure to you in the pint as we get it in the barrel—straight from the grain grown by sun and rain, with no poison to craze you, no drug to stupefy, and with no unholy mixture to put your natural appetite to sleep.—*J. W. McKeon & Co., Worcester, Mass.*

Ask any man who is a judge of good liquor, and he will tell you that our reputation for the finest goods at reasonable prices is not excelled by anyone in the city, and if you want to see how true it is give us a call.—*Empire State Wine Store, Schenectady, N. Y.*

Our old Golden Wedding rye is the most popular and at the same time satisfactory rye whiskey that we sell. It is a perfectly pure straight old whiskey, that will at once commend itself to all for family or medicinal purposes. It is just what you ought to expect a high grade rye should be. If it's a question of price the figure may not suit you. If it's a question of quality at the price you will be well suited.—*Johnson & Brother, New Haven, Conn.*

This whiskey is noted for its high quality, perfect purity, and mellow age. It is made exclusively by the Sweet Mash process from carefully selected grain, in the immediate vicinity of the distillery, and received by us direct from Government Bonded Warehouse, and guaranteed to be absolutely free from all matter prejudicial to health, and is especially recommended for medicinal use as a pure and healthful stimulant.—*Leon Greenberg's, Hartford, Conn.*

H. J. W. Old Bourbon has a broader range of medicinal uses than anything else you can keep in the house. There's scarcely an ill in which a really good whiskey is not beneficial. H. J. W. is pure, thoroughly aged and exceptionally fine flavored.—*H. J. Woollacott, Los Angeles, Cal.*

Going away for a little rest?—Avoid the dangers that lurk in a change of water, by taking with you a positive safeguard. Green Valley Rye Whiskey.—*Casey Bros., Scranton, Pa.*

The lesson of this past year has been that no one should purchase any whiskey other than pure whiskey. Purity can only be assured by guarantees back of which stand responsible and reputable houses.—*The Cook & Bernheimer Co., New York, N. Y.*

When the grand man Marquette gave up his life exploring the mighty Mississippi and the country through which it flows, little did he realize that a mighty fine whiskey would bear his name and serve the many millions who were to come and inhabit the territory he opened. Marquette whiskey has not betrayed the man after whom it was named—it is a pure, high-grade whiskey—serving faithfully and well all who depend upon it for refreshment and vigor—it is a stimulant that has no equal among whiskeys.—*Grommes & Ullrich, San Francisco.*

Time for high balls is right now, when warm summer days make them most enjoyable. Our imported Scotch whiskeys are unequalled for this purpose, being of exquisite flavor and purity. Everything in the line of wines and liquors for family and medical use offered by us will be found to be the best obtainable.—*Fred J. Kiesel & Co., Ogden, Utah.*

What kind of whiskey? Are you satisfied with the cheap kinds put up in short measured bottles and diluted you know not how much? Or do you want a whiskey that can be relied upon? Such a whiskey is Zimbal Rye Whiskey.—*Faxon, William & Faxon, Buffalo, N. Y.*

WINES

"This," said the host, as the butler appeared with two pony glasses of the amber liquor, "is some especially fine brandy. I want to see how you like it."

"Ah!" exclaimed the guest from Texas, as he tossed it off, "that's good liquah, sah. I wouldn't mind having a drink of that."—Philadelphia Press.

Wine and Spirit Section.—We know that, quality considered, our wines and spirits are lower in price than any to be found in the city. We make a point of selling nothing but what is absolutely pure, making this a safe store to shop in. We do away with the unpleasant task of your carrying bottles with you by delivering free all purchases to any part of the city.—*Hudson's Bay Stores, Vancouver, B. C.*

Advertising Wines.—There is a certain pleasure in advertising when you know you are telling the truth. So it is with me when I advertise and tell you that the wines you get in my place are absolutely pure. I know that when you buy a gallon or bottle of this wine and begin to take it, you will notice the benefits derived from it. It will build you up more than any tonic. The best spring medicine.—*Leon Greenberg's, Hartford, Conn.*

Sweet Isabella Wine. Beautiful color and absolutely pure. Retains almost perfectly the rich fruity flavor of the sweet Isabella grape from which it is made. Because of its purity and age it is very beneficial used as a stimulant.—*Gedney's, East Orange, N. J.*

Pure wines, for the table, the invalid and the connoisseur. Twenty varieties of the choicest productions of the best known vineyards of California.—*Jos. Fleming & Son, Pittsburg, Pa.*

Sherry Wine. If you are in the habit of using an imported sherry at a high price, try our California sherry. It is not like the cheap sherries. It is the highest grade made in California. It has been properly made and aged, and it is guaranteed to us and by us to you to be strictly pure. It makes an excellent stimulant for a weak stomach and is sure to cure indigestion. Try it and you will never want any imported sherry.—*Leon Greenberg, Hartford, Conn.*

The very life of the grape—most healthful of fruits—all the sunshine and

zest it has gathered as it ripened in the vineyard, is contained in Cook's Imperial Champagne—the most delicious and healthful of wines.—*Cook's Champagne Co., New York, N. Y.*

Don't you agree with us that wine has its place in the daily menu quite as much as bread and butter? We think so, and would like to bring you over to our opinion. Our special sales, held every second Saturday, are doing much to popularize the moderate use of wine as a table beverage. Our sale prices are bona fide reductions from list rates and enable the judicious customer to obtain high-grade wines at a cost low enough to make their constant use an economical consideration.—*California Winery, Sacramento, Cal.*

This is claret time—claret lemonade, punch, sherbet and the host of other good things in which claret is used. Claret is not a mere luxury, but is gently stimulating, perfectly wholesome and possesses great properties of building up the bone and muscle of the human frame, providing it be good and pure. That's the kind sold here—we have the domestic and foreign brands.—*The New Store, Binghamton, N. Y.*

Your physician will tell you of the superior medicinal qualities of an absolutely pure fermented grape wine. Great Western champagne is the choice of discriminating consumers the country over.—*Pleasant Valley Wine Co., Rheims.*

Wines for the home.—Of course you want the best, and most people know when the best wines are wanted. Nothing fills the bill like Peerless Brand.—*So. Cal. Wine Co., Los Angeles, Cal.*

The wisdom of selecting a beverage with care as to its purity and quality must be apparent to everyone. Great Western Champagne is the choicest, purest, product of the grape, without a superior, under any label, foreign or domestic.—*Pleasant Valley Wine Co., Rheims, N. Y.*

SOFT DRINKS

We use every precaution in bottling Wheaton's famous bottled soda water, to see that the bottles are thoroughly cleansed. The same precaution prevails in every department and no impurities are allowed in the preparation of the soda water. It is a delightful drink for warm weather and the cost is just the same as you pay for inferior soda water.—*Wheatons, New Bedford, Mass.*

Our fountain is doing its best to cool the thirsty, perspiring multitude. Its efforts are quite successful, we're glad to say. From out of the multitude of satisfactory beverages, we might single "The Gibson Girl" as just a little the best.—*Reynolds Drug Co., Denison, Tex.*

Such soda water as we are now serving! Must be splendid 'cause everybody says so. You like good soda, don't you? Then you can't help liking ours—no one can, it's so delicious and fresh and is so frigidly cold.—*Towne, Secombe & Allison, San Bernardino, Cal.*

For all occasions Vineland Grape Juice is in every way satisfactory. Served in a punch bowl, with chipped ice, it is delightful at social entertainments. In fact it is more than a beverage; it creates an appetite, acts as a tonic and is beneficial in all cases of sickness. Vineland Grape Juice is absolutely pure. Has strength, color, flavor. For sale by druggists and grocers. To realize just how good this grape juice is, send ten cents for a trial bottle—not an ordinary small sample but the regular ten cent bottle.—*Vineland Grape Juice Co., Vineland.*

Home made root beer. If you want a healthful and refreshing drink for the summer, let us supply you with quart bottles and patent stoppers attached, at \$1.00 per dozen, delivered within the city limits. You can get a bottle of root beer extract from your grocer and make the cheapest and best drink obtainable.—*Binghamton Glass Co., Binghamton.*

El Verde grape juice! This is a grape juice that is pure, that has not one drop of adulteration in it. It is made in Pomona by Louise Cary Smith and is just what its name implies—wholly grape juice. The grapes are grown in the El Verde vineyard, and are pressed daily in season. The benefit derived in drinking a pure grape juice, both in health and sickness, is not realized by every one.

But a pure grape juice like the El Verde supplies a great deal of nutriment for the body. Single pints 25c.—*H. Jevne Co., Los Angeles, Cal.*

R U particular? Then why do you drink soft stuff from old bottles with rusty wire and rotten rubber stoppers? Ask for "Climax" brand soda water. It's for particular people.—*Fred L. Norton, Binghamton, N. Y.*

The Coleman soda fountain caters to the taste of people who know quality in soda fountain beverages. Particular attention is paid to customers both at the fountain and in the reception room, fitted up for those who desire a short rest while enjoying the delicious concoctions of our expert dispensers.—*Coleman, Memphis, Tenn.*

It may be interesting to people who are careful about what they drink, to know that the Pureoxia beverages are absolutely pure and safe. The water used is a pure spring water, thoroughly and effectively filtered, and equal care is taken in every department of the manufacture. You can bank on the quality of Pureoxia drinks.—*Newton, Robertson & Co., Hartford, Conn.*

Welch's grape juice is a safe drink for children and invalids. Besides being palatable, it contains many health-giving properties unknown in any other beverages. Your physician will tell you Concord grapes are richer in vegetable foods than any other fruit.—*Welch Grape Juice Co., Westfield, N. Y.*

Fickle taste finds itself anticipated at Cirkler's soda fountain. We have a variety of sundaes, sodas and mineral waters that number into a hundred. We appeal to your taste through your eyes by having everything tastily displayed and served. Our service is prompt and polite and the whole fountain is sanitary to the highest degree.—*Chas. H. Cirkler, Minneapolis, Minn.*

A new drink.—"Cantaleup Sundae." It is made of ice cream, cantaleup and just a dash of something else to give it snap and flavor. The newest and most satisfying drink of the season. Served at our fountain, but then you expect to find "the new" here first. Come to-day and be cooled, refreshed and rested by a "Cantaleup Sundae."—*Reed Hurlbut, Des Moines, Ia.*

A Dutch treat is one where one always receives the equivalent of what is given. In drinking our fine bottled goods, our cream soda, strawberry, ginger ale, or Dr. Pepper, you more than get the equivalent of what you pay in satisfaction, besides getting a treat that is fit for the gods.—*Excelsior Bottling Works, San Diego, Cal.*

Doesn't it make you tired to have the soda clerk offer you the old-fashioned drinks when you ask for a Mary Mac-lane highball? This new and up-to-date summer drink is cooling, refreshing, invigorating and devilish good. A little different from anything you ever tasted. To be had only at our fountain.—*Newbro Drug Co., Butte, Mont.*

What is Grape Fizz? Why, just the nicest blended fruit drink you ever tasted. Made of the true fruit, pure as can be—a real thirst quencher. Equally as good as a phosphate or with ice cream.—*Lucas Bros., Mansfield, Ohio.*

Grape juice for strength. There's nothing like the pure juice of luscious, ripe grapes to give one strength. It makes pure, rich blood, increases one's weight and is one of the most agreeable system tonics that can be taken. Especially valuable in cases of debility following illness. It also makes a delicious beverage.—*Gordon-Mitchell Drug Co., Winnipeg, Can.*

Wanamaker Grape Juice is the juice of the grape—pure and undefiled, without chemicals or other deleterious preservatives.

It is made from the most carefully selected Lake Erie Concord grapes, thoroughly sterilized, and fresh, sweet, and delicious.

It possesses strengthening and tonic qualities, is harmless and easily digested; and makes therefore an admirable drink for invalids.

Its rare flavor also makes it a most palatable Summer beverage, to be taken either in full strength, or diluted with plain or carbonated water, and served with cracked ice and, perhaps, a dash of lemon.—*Wanamaker, New York.*

It is called by many "the restful drink." It is made from fresh, full cream milk, and contains the right food elements in proper proportion. Try a cup before going to bed at night—especially if the day has been a strenuous one—see how comfortably you rest and how fresh you awaken the next morning. It is a nutritive diet for men, women and children.—*F. Loeser & Co., Brooklyn, N. Y.*

For a delightful summer drink you should visit the elegant soda fountains

in Riker's stores. Once you get a taste of the delicious drinks we serve you'll know where you can always depend on fully satisfying that insatiable summer thirst with something really good. We have a number of "treats" in store for you—delectable drinks such as are not served at ordinary functions. Drop in first chance you get.—*Riker's, Brooklyn.*

El Verde Grape Juice—We're selling the new vintage now, and it excels in every way any heretofore put on the market. The "El Verde" grape juice in the past has been far superior to all others, and our patrons will be more than ever pleased with the new vintage. It is nothing but pure grape juice with all the natural sweetness and flavor of the grape. Unsweetened, undiluted and no preservatives of any kind used.—*H. Jevne, Los Angeles, Cal.*

Lime juice. Do you know that there's nothing quite so nice for a summer beverage as a drop of lime juice. Of course, pure lime juice is the only kind to buy. To be absolutely sure that you are getting pure lime juice you must buy that bottled by the Hudson's Bay Company. Two or three teaspoonfuls in a glass of cold water makes a drink fit for a king. A bottle will make about fifty glasses; very special indeed.—*Hudson's Bay Stores, Vancouver, B. C.*

Keep cool. We will do our part toward keeping you cool. At our fountain you will find iced beverages that are not only delicious but pure, wholesome and healthful. Our cream is the cream of creams. We have electric fans to assist the cooling process.—*Reynolds Drug Co., Denison, Texas.*

Ice cold deliciousness. What a satisfaction an "ice cold" fountain drink is. How delicious it is. How it appeals to the appetite. How refreshing. Ice is not saved at our fountains. We know our drinks will not be right unless "ice" and plenty of it is used. It's the "ice" as well as the mixing and the materials and the cleanliness that makes our fountain drinks so delicious.—*Kingston, Denison, Texas.*

New and old beverages. Tastes differ, but they never differ so much that they cannot be suited at our fountain. We serve all the old-time fountain favorites as well as all the new ones that are worth while. If you want plain sodas, mineral waters, phosphates, cream combinations, root beer, ginger ale, egg drinks, ice cream soda or new and delicious specialties, we have them—all at their best.—*Reynolds Drug Co., Denison, Texas.*

Call in at one of our *fountains* on a hot day or evening. We will serve you the coolest and best drinks you ever tasted. They quench the thirst because they are made right. Expert operators at all our fountains. All the latest American drinks.—*Watson's, Winnipeg.*

Drink at the big white *onyx fountain*. Every fancy drink made by expert mixers from genuinely pure materials. Clear, sparkling waters, suggesting cool, rock-bound springs—phosphates, sundaes, egg drinks, lemonades. Stop as you go by.—*Boswell & Noyes Drug Co., Los Angeles, Cal.*

A lover's retreat in our *soda fountain*. For those who love a cool and refreshing soda flavored with the real taste of the garden, just sweet enough, our fountain suits. There must be something about our fountain that brings people back for more. You will come back too, when you taste our flavors.—*Owl Drug Store, San Bernardino, Cal.*

Fancy sundaes. Good every day in the week and Sunday too. Pure ice cream with different combinations of flavors, fruits, syrups, nuts, ices, etc., so ingeniously put together as to make the most delicious and cooling dish of frozen cream.—*Towne, Secombe & Allison, San Bernardino, Cal.*

Commodore Peary has the honor of "The nearest the pole." The "coolest spot" most Springfield people can discover this summer will be found in the bottom of one of our dishes of ice cream or a glass of delicious red raspberry sherbet. Fifteen minutes for 10 cents, away from the hot sun, making a pleasant discovery every time a spoon touches the lips.—*Maldaner & Sons, Springfield.*

White Rock Water—We can't say too much about White Rock water. It is without question the finest water procurable for drinking purposes. Its flavor is delicious and it has certain healthful qualities not to be found in

other waters. It is full of life, vim and sparkle, but has not the bite, burn and sting of other charged waters. Everybody knows the need of pure water—or ought to. There couldn't be a water purer than White Rock. We are sole agents.—*H. Jerome, Los Angeles, Cal.*

Now! About the dinner? The dinner has three essentials—turkey, cranberry sauce, and water. The water ought to be purest and best, so call.—*The Ingram Lithia Water Co., Birmingham, Ala.*

Some natural drinks. Mineral Water is Nature's drink, and a drink fit for the gods it is, for it does its duty well and quenches your thirst. Very healthy, too. You ought to drink a glass of mineral water every day. We carry the various brands.—*Towne, Secombe & Allison, Druggists, San Bernardino.*

A man said yesterday. "I have partaken of Root Beer at several different fountains, but it does seem to me somehow that what I get at the People's Pharmacy Fountain is the most refreshing and best tasting of all." Not only is this the case with root beer—it's the same with everything we serve. Give us a fair trial and you will be convinced that the man who complimented our root beer yesterday was correct. Ice cream delivered to any part of the city in any quantity without extra charge.—*The People's Pharmacy, Denison, Texas.*

Pure refreshing Ginger Ale. No, all ginger ale is not pure, as many of the so-called ginger ales do not contain even the smallest amount of ginger. Our ginger ale is the "real thing." It is made of genuine ginger root, sugar and pure spring water. You'll notice the difference when you try it. It's a healthful drink and is most refreshing and stimulating—just the drink for you when fagged out with the heat. On draught at our fountains, 5c a glass, or in bottles 10c.—*Central Drug Co., San Bernardino, Cal.*

BOOKS

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"What's the use of reading it?" asked the man who likes to make the worst of it in warm weather. "I have experienced it."—Washington Star.

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It was on a Madison street car. The young man in the wide trousers persisted in ogling the young woman with the book.

"Perhaps you would like to read this," she said, finally. "I think it would suit you."

"Charmed, I am sure," replied the masher. "What is the title?"

"'Wild Animals I Have Met.'"—Chicago News.

BREAD AND CAKE

Blobbs—"Newlywed's wife is a cooking school girl, and she has been feeding him on angel food."

Slobbs—"What effect has it had on him?"

Blobbs—"Well, I think he has rather given up the idea of ever becoming an angel."—*Philadelphia Record*.

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Couldn't Have Been Him.—*Lady*—"I'm sure you're the same man I gave a loaf of home-made bread to yesterday."

Tramp—"It wasn't me, madam. I never felt better in my life."

The best cure for dyspepsia is pure bread, well made, properly baked. The bread that is made by this bakery is perfect bread made of the best flour, seasoned just right, thoroughly kneaded and baked to perfection. Try it.—*Elm City Bakery, New Haven, Conn.*

Our Butternut bread is splendid bread. If you have never tried it you can't tell. It is a firm, fine-grained, white bread and the crust has that rich, golden brown color which always shows the qualities of a good loaf of bread. From your grocer or the maker.—*Russell-SpaULDing Co., Binghamton, N. Y.*

Not the result of chance. Good bread is not made by chance. *Boyd's* bread is good every time. We know just what to expect every day. So do our customers. We have a larger number of satisfied customers than any other house in Canada. Care and cleanliness is our motto, and you see it in every loaf of bread.—*Boyd's, Winnipeg, Can.*

The child's delight is a dainty mouthful of good and wholesome cake such as *Smith's* bakery delivers daily. In *Smith's* fancy breads, rolls, biscuits, cakes, etc., only the best flour, sugar, butter and milk, are used, in the most cleanly and careful way in order to ensure the best results. You may, therefore, rely upon the perfect purity and deliciousness of everything you buy from *Smith's Bakery, Mobile, Ala.*

Loeser cake. Better now than ever. If you are asked to send a cake to the strawberry festival or lawn fete, one of our three layer cakes will save you trouble and do you credit, too—for if they don't know, they will give you praise for being or having an extra good cook. *Loeser* cakes are the "home" kind, made of best materials generously mixed and baked according to old fashioned home recipes. They are even better now than

they have been.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Our bread makes a better breakfast than is possible when an ordinary loaf is used. Its delicious quality imparts zest to one's eating. Its texture, sweetness and flavor please the palate, and its crisp, nicely-browned crust rounds out a list of its merits which makes its eating altogether satisfying.—*Kolb's, Trenton, N. J.*

Cream Malt bread is approved by a wider circle of bread eaters than any other one kind of bread baked in Springfield. It has an appetizing taste that's always just as good the next time you eat it as the last time you tasted it. From our wagons or your grocer.—*Schaefer's Bakery, Springfield, Ohio.*

The freshest baked goods in the city can be obtained at the Eclipse bakery at any hour. Cakes, pastry, tarts, Scotch cake, tea cakes, small cakes, and any kind of cakes desired.—*D. Stewart, Charlotte-town, P. E. I.*

Butter-Nut bread. See that the label is on every loaf of Butter-Nut bread. It's as sweet as a nut and as pure as spring water. It gives the very impression of being kneaded and baked under the most careful conditions and that its bakers are masters at their art. None genuine without the seal. It's worth more than any other bread, yet the price is no higher. For sale at your grocer's.—*California Bakery, Salem, Ore.*

Take life easy. It is no longer necessary for the housekeeper to spoil her complexion and her temper by working over a hot stove to prepare biscuits for the family table. Try some of our rusk, soda biscuits, milk rolls and buns. The whole family will enjoy their meals better if served with our Milk Bread.—*French's Bakery, Waterbury, Conn.*

Kolb's butter bread is splendid bread. Those who have never tried Kolb's have no idea of how good baker's bread can be. This is not that dry, holey, puffed-up bread, but is so much like the good home-made—sweet, with crisp crust, moist and close in texture; substantial. It's the sort which has made baker's bread mean best possible, in Trenton. There's something to it. It satisfies. The genuine has our label upon it.—*Kolb's, Trenton, N. J.*

Women who live well generally live mostly on the bread we make. They all admit they can't bake any better bread than we do, and they can't afford to spend their time duplicating our work when our prices are so low. Ask your grocer about it.—*Hartmann Bros., Bakers, Springfield, Ill.*

A word to bread eaters. The pure food law requires that no preservatives shall be placed in bread in order to retain its freshness, and that all breads containing such materials are classed as injurious and unfit for food. Wolfarth's Butternut Bread is now, and has always been, absolutely pure, and the fact that it is fresh baked each day is a guarantee of its absolute freshness and purity. Insist upon getting it.—*Wolfarth's Steam Bakery, Saginaw, Mich.*

If you like things of whipped cream, you will find them at our stores every afternoon this week. On Saturday afternoon and evening many good things will be added to our regular display. Among them in large quantities you will see those splendid coffee cakes we make.—*Trott Baking Co., Waterbury, Conn.*

Order your Christmas cake now. We have put up a large quantity of Christmas cake, made from the choicest fruits. Orders by 'phone will receive special attention. Our candies for the Christmas trade are well assorted, and our prices are reasonable. Have you tried our home-made bread? Ask your grocer for it, or 'phone us and one of our wagons will call on you. We deliver to any part of the city. Remember, our specialties are cream cakes, cream puffs, and charlotte russe.—*Burke Bros., Hamilton, Can.*

Buy, try and eat Shaw's bread. Made of the highest grade flour, mixed under the best sanitary conditions by our electric mixer, absolutely no danger of perspiration falling in the dough, as no hands touch it while it is being mixed. Also a choice variety of cakes and pastry made from the finest stock in our grocery department.—*N. Shaw & Co., Plymouth, Mass.*

Bread. We give our bakers the purest, the best of materials and demand that the goods they bake shall be up to our standard and they are. Try our bread and you will always be a customer.—*French's Bakery, Waterbury, Conn.*

Wedding cakes and cakes for festive occasions made on the shortest notice, decorated and designed by the most skilled artists and made from the very best materials. The most modern and up-to-date appliances used in their manufacture.—*The Watson Confectionery Co., Ltd., Winnipeg, Can.*

A better bread than "mother made" is really not difficult to produce—in the Kolb bakery. There are better materials than there ever were; better facilities for baking—improved ideas and processes—and we have them all. The Kolb bakery is fitted to turn out the best loaf the world has ever known, and there are thousands in Trenton who declare that we do it. One loaf tells why.—*Kolb's, Trenton, N. J.*

Yes, that's the way you can get our toothsome and wholesome bread, cakes, pies and pastry of all kinds, fresh from the oven daily. We're more than particular as to the purity and quality of all ingredients entering into our products. Likewise scrupulous as to cleanliness of pans and appliances. Special cakes baked to order at short notice. Prompt service.—*Winslow's Cottage Bakery, New Haven, Conn.*

Hildebrecht's own baking products are ideal. We try to have them so. We work to that end. We succeed. There is nothing of the cheap about them, though our prices are moderate. What is here is the best possible and not because it's here, but because we'll have none else. Purity, freshness, cleanliness and delicious quality combine to make our pies, for instance, exceptionally toothsome, winning the praises of housewives, and making it needless to do so much baking in your home kitchen.—*Trenton, N. J.*

Everyone enjoys good bread. Being the principal article of food, special care should be taken to see that it is pure and easily digested. Our bread is light and flaky. The systematic preparation of ingredients, special method of mixing, and well regulated ovens prevent any possibility of sogginess. It is given the best attention from the oven to your home—clean, well ventilated rooms and wagons, Phone orders given careful attention. Delivered daily to all parts of the city.—*Boyd's, Winnipeg, Can.*

We have not mentioned our pies very much. It wasn't because we did not sell them. We do, and good well-filled pies they are, the kind that you anxiously await the quick ending of the meal to get a piece.—*Trott Baking Company, Waterbury, Conn.*

Your bread is a most important item of housekeeping, and to have it good you must have it well kneaded, well raised and well baked. Try a loaf.—*D. Stewart, Charlottetown, P. E. I.*

Saturday cake news. 3 layer nut cakes. Every Saturday sees an increased demand for these special layer cakes. Particular housewives tell us that they are much better than can be made at home for the same cost. Certain it is we use the choicest materials, and are most careful in the mixing, baking and icing. This Saturday's cakes will have nuts between the layers and the rich cream icing on the top and sides will be sprinkled with chopped English walnuts. We would suggest the placing of your order early.—*C. A. Beers Baking Co., El Paso, Tex.*

Elberta bread. This is the bread the people like. Ours are the bakers that bake the bread the people like. This is the bakery that employs the bakers that bake the bread the people like. The people of Denison are the people that sustain the bakery that employs the bakers that bake the bread the people like.—*Home Steam Bakery, Denison, Tex.*

When you seek for tempting eatings a visit to our stores will repay you. We will have coffee cakes again Saturday. Now a coffee cake is one of the many good things we will have this Saturday afternoon and evening. Come and get one, the price is small, being only ten cents for your choice.—*Trott Baking Co., Waterbury, Conn.*

We've named it mother's because it equals, if not surpasses, the best home-made bread ever baked. Home bakers find it's useless to fuss with baking when they can get better bread without all that trouble.—*Hill's, Trenton, N. J.*

You will enjoy your Thanksgiving dinner much more with Nathan's famous fruit, pound or other cakes, which are delicious in quality and flavor.—*Nathan's Home Bakery, Atlanta, Ga.*

If you want the best bread that money can buy, ring up 521 and our wagon will call on you morning and afternoon delivery. Once used you will have no other.—*Burke Bros., Hamilton, Can.*

Cream Malt bread is approved by a wider circle of bread eaters than any other one kind of bread baked in Spring-

field. It has an appetizing taste that's always just as good the next time you eat it as the last time you tasted it.—*Schaefer's Bakery, Springfield, Ohio.*

Our modern bakery is located on South N. Street in Fresno. It is as near perfect as a bakery can be made. It is strictly sanitary—no dust, dirt or odors. Our bread and pastry is mixed and handled by machinery, the quantities used are weighed to the fraction of an ounce. Nothing is left to guesswork. The result is that we furnish the finest qualities sold in Fresno, and at the most reasonable prices. We especially recommend our Beechnut bread at 5c. the loaf.—*Redlick's, Fresno, Cal.*

Alexander cake. This cake is the latest product of our bakery—a cake that is destined to be very popular. It is a rich, white loaf cake—something on the order of white pound cake. All through it are French crystallized cherries. We especially recommend Alexander cake for afternoon teas. Comes without icing in two-pound cakes, at 50c. each. We also sell it half a cake for 25c.—*Anderson & Chanslor Co., Los Angeles, Cal.*

Choice bakery specials. There are numberless small bakery specials in our bakestuffs department which are delicious for afternoon teas, to eat with the coffee or with puddings and desserts. Many of them may be new to you—if they are, let us give you an introduction to them without delay. Honey cakes—a tasteful delicacy—lebkuchen, pfeffer-nusse, butter confect—some of them you will recognize by their names as dear to the knowing German appetite—are among the line of fine 25c. a pound goods. Springalie are popular at 40c. pound. Order these lines if you want a change from lady fingers and wafers—they are extremely delicious.—*H. Jevne Co., Los Angeles, Cal.*

The loaf that satisfies. It doesn't pay you to bake when such bread as the Cardinal loaf can be had for 5 cents. Many women tell us they will never bake so long as we make the Cardinal, and husbands tell their wives there is no need to. Cardinal loaf is different from most bakers' bread—it is clean, but it is not "doctored" to make it white. Expensive "King Midas" flour is used; the dough is mixed by machinery; each loaf is baked to a turn, and directly upon leaving the oven it is wrapped in waxed paper. Ask your grocer for cardinal, or ring us up on either 'phone; we deliver throughout the city. Our fruit cake is delicious, 18c. pound—try it.—*Robbins Bros., Trenton, N. J.*

If you could see the great array of cakes laid out daily by our expert bakers, you would know you need worry no more about baking. So light, dainty and tempting—they are simply unequalled. Jevne's layer cakes are renowned. They come in two or three layers and different icings. You cannot help being delighted.—*H. Jevne Co., Los Angeles, Cal.*

Excellent baking. Fruit cake, pound cake, Boston brown bread, Scotch short bread. There is a fine art in baking. We understand the art thoroughly and people who try our bread and cakes and pies come back for more. Stop at our store and look at the fine cakes we are showing in our windows. A cake of the right size for everybody. Any one will tell you that we make the best cakes they ever ate. Only the best materials used.—*City Bakery, San Bernardino.*

The quality of our bakery products is such that you need not bake at home. The bakery department of our business is one of the busiest and most rapidly developing branches of this store. We do not scrimp on materials. We use the best flour, lard, butter, eggs, milk, and fruits, and we use them liberally. The work is all done by expert bakers. The results of their work is seen in as fine an assortment of genuinely homelike bakery goods as can be found in New England. Our bread, butter rolls and salad rolls are well known in this section. Our efforts during 1907 will be devoted to keeping up the standard and improving the quality, if we see any way to do it. The cakes, doughnuts, crullers, cookies, lady fingers, etc., are in great variety—and all good. We make fine cream puffs, eclairs and whipped cream goods. You can use our bakery goods every day. It is not necessary now for you to bake at home.—*Newton, Robertson & Co., Hartford, Conn.*

Begin with the new year to improve yourself in mind and body by eating Lawrence's bread and baked goods, because they are made in a clean and sanitary bakery that has all of the latest improvements in machinery, etc., and the best material is none too good for our customers. We invite your inspection at any time. Bread and baked goods for sale by all grocers.—*G. E. Lawrence & Son, Lansing, Mich.*

Loeser cake, better now than ever. "My cook never fails," says a woman, and every other woman envies her that solid rock of dependence. Women whose cooks do not fail have the same dependable feeling about the Loeser Cake Kitchen—a minute spent at the phone to

give an order, and up comes the cake, carefully packed, and sometimes even warm from the oven, and perfect as only moist, tender, rich mixed "home-made" cake can be. Every kind of loaf cake, from simple sponge cake for the children's lunch to richest nut or fruit cake. Layer cakes with three layers and generous fillings in maple cream, mocha, chocolate, cocoanut and lemon flavors.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Orange layer cake of Loeser baking. This is one of the specialties of the Loeser bakery here in the store—the most delicious orange layer cake that any one ever tasted. Cake and icing are flavored with fresh oranges. Cake and icing are absolute perfection. Three layer cakes are 65c. Loeser cakes, baked here in the store, are better now than they have ever been. Three layer cakes, including the famous maple cream cakes.—*Frederick Loeser & Co., Brooklyn, N. Y.*

High quality. The best—not the lowest priced—bread is the cheapest. We could make loaves to sell at three cents instead of five, or we could sell a larger loaf, but in either case we would be compelled to use inferior flour. Our bread, cakes and pies are made from the choicest western wheat. Cleanliness, purity and high quality are the three reasons why our productions are superior to any others.—*The Home Steam Bakery, Denison, Texas.*

Upheld by men for its nutritive and delicious qualities as being "the staff of life." In reality our loaves of Long's bread are desired by all lovers of good eating. Nothing spongy about our light and dainty loaves of bread; they are nutritious and healthful and are in demand by athletes as well as the most fastidious ladies. Try our pure and palatable breads, rolls and cakes. They are unexcelled.—*P. S. Long, Lebanon, Pa.*

The thoroughfare to a man's heart. Cupid is not inconstant. In the home where the dining table is ever enticing he lingers and makes himself at ease in the house where the housekeeper uses Smith's bread. Because the Smith Bakery products—bread, cakes, pastry, rolls, are all delicious, nutritious, healthful. If you go to get married you'll be always lucky if you begin the wedding feast with Smith Bakery confections, and keep using Smith Bakery good things in the household.—*Smith's, Mobile, Ala.*

Our bread and all baked goods are always fresh—always the best—always the kind of baked goods you are proud to have on your table when you entertain guests at meals.—*Elm City Bakery, New Haven, Conn.*

The man who called pie the demon of the American pantry evidently never tasted a piece of Plenty chocolate pie. Thick, creamy, chocolate filling piled up on crust light as snow. Look for the label and insist on Plenty pies at "The Home of Good Things to Eat."—*Maldaner & Son, Springfield, Ill.*

The bread that keeps the family healthy is a treasure no one can afford to be without. It is made right here. Once used it becomes a luxury that you won't dispense with. No more dyspepsia, indigestion, bilious attacks, sick headaches or tired feelings. Give it a trial is all we ask.—*C. E. Rising, Rockland, Me.*

Good bread is the staff of life all right—good bread. A man can live and thrive on bread alone—if it's good bread. But everybody can't make good bread. Bread making is an art—to be studied and practiced, if it's to be done well. Smith, the baker, his bread is good bread, all of it, and especially the Butternut brand. He does nothing but bake bread, rolls, pastry, cake, day in and day out. Isn't it natural he should do it a little better than some one who makes a business of it without knowledge of details.—*Smith's Butternut Brand, Mobile, Ala.*

If we risked the health and temper of our consumers with heavy bread, we'd get out of business. As it is, we're in business to stay. Our consumers say so. Don't forget, good bread is necessary, and bad bread causes more indigestion than any other food.—*Hartmann Bros., Springfield, Ill.*

Now listen! The price of cooking materials is high, but we are using as we always have, the best ingredients for our bread, rolls, biscuits, cakes and pastries. We serve only the best in baking. Give us a trial and be convinced.—*J. S. French's Bakery, Waterbury, Conn.*

Just what you have wanted so long. How many times have you wished you could get some of those delicious rolls you enjoyed at the hotel or famous restaurants, a loaf of that indescribably appetizing bread that is served in the long, thin loaves? Nothing tastes just like them, or so good. We have them now in the grocery—fresh, crisp, toothsome bread and rolls. Owing to their perishable character we cannot deliver them.—*Abraham & Straus, Brooklyn, N. Y.*

Fad food will come and go. Try them all, but your faithful standby is Mother's bread. Nothing else can take its place. The best and purest bread made. Ask for it by name. From your grocer or the makers.—*Russell-Spaulding Co., Binghamton, N. Y.*

A slice of good bread. Do you enjoy eating it? You will if the slice that you are partaking of is a part of the countless rightly baked loaves we make. Don't miss having a loaf every day.—*Trott Baking Company, Waterbury, Conn.*

Old-fashioned pumpkin pies that surpass the ordinary home-made kind for deliciousness and wholesomeness. Crisp, tender crusts; rich, well-prepared fillings; baked to a golden brown.—*Reeves, Washington, D. C.*

Why, it's hot! Yes, that's the way you can get our toothsome and wholesome bread, cakes, pies and pastry of all kinds, fresh from the oven daily. We're more than particular as to the purity and quality of all ingredients entering into our products. Likewise scrupulous as to cleanliness of pans and appliances. Special cakes baked to order at short notice. Prompt service.—*Winslow's Cottage Bakery, New Haven, Conn.*

The bread that keeps the family healthy is a treasure no one can afford to be without. It is made right here. Once used it becomes a luxury that you won't dispense with. No more dyspepsia, indigestion, bilious attacks, sick headaches or tired feelings! Give it a trial is all we ask.—*C. E. Rising, Rockland, Me.*

The bake goods we make are the kind you want. We make something new nearly every day, and owing to the increased demand for "Our Old Homestead Milk Bread" it taxes us to the utmost to meet it. To-morrow's assortment comprises Bath buns, Parker House rolls, finger rolls, Chelsea buns, biscuit, kuchen, stollen and coffee rings. In pies—apple, huckleberry, mince, red raspberry, raisin, blackberry, coconut, chocolate, cream, lemon, and pumpkin. In cakes, 10c—chocolate, layer, coconut, nut, orange, fig; also angel food, devil's food, chocolate eclairs, cream puffs, charlotte russe, cream rolls, French doughnuts, Bismarck doughnuts, almond macaroons, lady fingers, patty cakes. All kinds of cookies and cup cakes.—*Brodt Mercantile Co., Rome, N. Y.*

Your Christmas cake if made by us will be equal to any "mother used to make." Our expert cake baker is pleasing hundreds of people and can please you.—*Beattie, St. Thomas Ont.*

Cake for every one in our bakery. If you haven't eaten any of our nut cake or sultana, it is high time you did. We are the best bakers in town, so give us your order.—*D. Stewart, Charlottetown, Prince Edward Island.*

Just try Prof. Hart's brown bread once and you'll understand why it's the favorite bread in hundreds of homes. Made of entire wheat kernel. Delicious, wholesome and easily assimilated. More nourishing than meat, delivered to homes.—*Krafft's Bakery, Washington, D. C.*

The right formula for making good bread: Good flour, good sugar, pure yeast, pure salt, pure water, experienced baker. Result: Good bread. Our bread is right because it is made of the right materials and in the right way. It is the best bread that can be baked.—*Arkadia Bakery, Crowley, La.*

"The best bread I ever ate."—That is what a lady said to us in speaking of Mrs. Cornell's home-made bread. If you have bread troubles, try this "staff of life." Mrs. Cornell also makes the most excellent cookies, rolls, Saratoga chips, and other home-baked goods.—*Cornell, Binghamton, N. Y.*

The best bread for children is our "Mother's" bread because of its purity and superior quality. Our new "Stanley bread" is always wholesome, toothsome, excellent.—*Endich-Arnot Baking Company, Port Huron, Mich.*

Only place in town where you can get Freihofer's famous bread is at our store. It is made in the most cleanly and careful manner and is full of nutriment. You ought to try it and see how good it is.—*Geo. M. Dunlap, West Chester.*

Christmas Cakes, Christmas pies, Christmas pastry and everything for Christmas a baker is expected to make for his patrons will be on hand here in abundance and in good time, of fine quality, moreover. Of course, as to point of time, we would be glad to have your orders early.—*R. Wild, Parkersburg, W. Va.*

Christmas caterers are we, so far as the term applies to bakers of cakes—fancy and plain—pies, pastry, bread rolls, doughnuts, etc. To be sure, we will have on hand an ample supply of staples in the bakery line. Special orders for the holidays will be properly attended to. The earlier you can give us the order the better.—*Sunrise Bakery, Williamsport, Pa.*

No matter how you make it, no matter how you bake it, no matter what it costs—you can't beat mother's bread.—*Ward & Mackey Bakery, Pittsburg, Pa.*

They can't hold a candle to us when it comes to bread, cakes and pies. Sunrise Bread is made from the finest Western flour and is baked in such a way

to retain all of its nutritious elements. All of our cakes, pies and pastry are equal to any home-made products, and in many cases superior.—*The Sunrise Bakery, Tacoma, Wash.*

Buy home-made bread. Jevne sells it. As delicious, as good, as nourishing as any home-made bread ever made. Loaves are just as large as baker's, price is just the same—and there's just twice as much to them as there is to baker's loaf. Who would eat baker's bread a minute longer than they had to? No one, of course. Every housekeeper who knows Jevne is selling home-made bread must be buying it, judging by the hundreds of loaves we sell every day.—*H. Jevne, Los Angeles.*

Aunt Minerva's advice to brides-to-be is that when they get married to make their mission to have good bread, and that the best bread to be had is Bromm's, the whitest, sweetest and most healthful made. No husband will ever find fault with Bromm's bread.—*L. Bromm, Richmond, Va.*

Fancy Biscuits. These dainty little crackers fit in to social functions so nicely that they're almost a necessity in every household. No one with any pretensions to entertaining could possibly get along without them. But care should be exercised in the buying or your little "spreads" will come to grief.—*O. C. Elwell, Portland, Me.*

Try our cream bread, and you will be convinced there is none other just so good.—*Muir's Bakery, Vancouver.*

The staff of life is bread—good bread, and the relishes are our pastries.

Our fruit cake is the pride of the bakery—its quality beyond comparison.—*A. Button & Son, Louisville, Ky.*

"All is not gold that glitters." Also, all cake is not fit to eat that is fixed up to catch the eye. Our cakes are made from pure, wholesome, home made recipes. They are made to eat.—*The City Bakery, Crookston, Minn.*

Well baked.—Much well made bread is spoiled in the baking. Not so with ours. We make it light and wholesome, and we bake it just right. It's never spongy and "doughy" in the middle. Tin tag on every loaf.—*Schosser's Steam Bakery, Houston, Tex.*

A child thrives well on bread and milk. If you and the State inspectors will look after the milk, we will guarantee the bread. You are perfectly safe in feeding your children "Mother's Bread."—*Endich-Arnot Baking Co., Port Huron, Mich.*

You will find it much cheaper and far more satisfactory to patronize our bakery than to do your own baking.—*G. Button & Son, Louisville, Ky.*

The staff of life is bread—good bread, and the relishes are our pastries.

“Care and cleanliness” is our watchword, “Purity” our motto. We make the best and most wholesome bakers’ goods in town.—*Keefe & Son, Springfield, Mass.*

The cake counter adjoins and Loeser cakes are famous. Leave your order tomorrow and we will bake and deliver fresh on Saturday.—*Frederick Loeser & Co., New York.*

What makes a good cracker? Let us answer that—good flour, scientific skill, experience and carefulness.—*Bishop & Co., Los Angeles, Cal.*

Cakes!—You would be surprised to know how many cakes we sell, but the reason is plain; nothing but the best ingredients are used, and they are baked fresh every day. We have all the old varieties and several new kinds.

Cakes and pastry, to be of the highest grade of excellence, should be obtained at R. Wild’s, where the baker’s art is reigning supreme. We have the finest cakes, the most luscious pies and delightful knickknacks.—*R. Wild, Parkersburg, W. Va.*

There’s a secret in the making of pumpkin pies, and we know the secret. That’s why the Wickizer Home Bakery has made them popular. All kinds of pies for home use and cakes for all occasions. Use the ’phone.—*Wickizer, Bloomington, Ill.*

Catalogue for complete plant for up-to-date bread and cake bakeries, with plans and estimates, sent on receipt of requirements.—*Warner, Pfeiderer & Perkins, London, Eng.*

When in need of goods of reliable quality and attractive appearance, write us. Our lines of biscuits and confectionery have those special merits so essential to quick and ready sellers.—*The Lang Manufacturing Co., Montreal.*

High-Class Biscuits and Confectionery. It is gratifying to us that our effort to produce goods second to none on this continent is meeting with the endorsement that has warranted the enormous increase in our equipment and premises. *D. S. Perrin & Company, London, Ont.*

Royal Yeast Cakes. Bread made with Royal Yeast keeps moist and fresh

longer than that from any other.—*E. W. Gillet Co., Chicago, Ill.*

The question of the best bread was always open to argument until Frost the Baker’s bread won the approval of all good housekeepers. Its enviable reputation has been attained by the great care used in selecting the right material and in baking the same. Send your order or telephone to-day to Frost, the Baker,—*Poughkeepsie, N. Y.*

How much bread do you eat in a year? You eat about 60 feet of bread in a year. It is therefore necessary that you eat good bread. We have the reputation of baking the most complete line of good bread, pies, cakes, etc. All work done on machines by practical men and women bakers. Wagons everywhere.—*Hershey Bros, York, Pa.*

All flesh is grass,
And Love will pass,
And Glory fade away,
But one sweet Joy
Will never cloy
Nor fall to make one merry—
They fill the bill, wherever found—
The pies of *Dunsenberry, Pittsburg.*

He ate his sirloin steak and eggs,
The waiter served him, piping hot;
He drained the coffee to the dregs,
All that was in the coffee pot.
He ate a pile of buckwheat cakes,
A pound of butter o’er ’em spread,
And cried, “Good man for pity’s sake,
Give me a loaf of Lindner’s bread.”
—*Lindner’s, Oskosh, Wis.*

Fancy Biscuits.—We don’t know of a store that’s so well equipped to furnish fancy biscuits for all occasions as this one. We’ve worked to make it so. We’ve gathered all the favorites—those that have been tested and found to be dainty, delicious food products—and kept out the mere freaky preparations. No matter how select the party you’re to entertain, you’ll be certain to get something in our stock of fancy biscuits to please your guests.—*O. C. Elwell, Portland, Me.*

A kneaded want is filled by the London and Vancouver Bakeries. No longer is it necessary to do any baking at home. Indeed, it is a waste of time and energy to bake even a small cake. Our bake shop, presided over by skillful tradesmen, is well ordered and well appointed; only the best brands of flour and other materials being used, ensures the finest quality possible. Our bread is the acme of perfection; it is always sweet. Try it.—*D. W. Hanbury, Victoria, B. C.*

Our baker is an artist! You ought to see the luscious dainties that come out of our ovens nowadays! Fancy eatables made by a genuine German baker of the very first class in New York. His French crullers, coffee cakes, meringue tarts, cream rolls, eclairs, etc., are simply elegant. He bakes them fresh daily; we sell them at a low price.—*Fox & Adams, Bangor, Me.*

People like wheat bread. It's white and up-to-date. Yet when real nourishment is needed—old fashioned rye bread leads. It's the kind your grandfather used for muscle—and for weak stomachs your doctor recommends Rye Bread. We make it every day—pure and healthful—at our new bakery.—*L. H. Hodge, Binghanton, N. Y.*

When your appetite disturbs you, call up Hershey Brothers, the most practical and up-to-date bread, pie and cake bakers in the city.—*Hershey Brothers, York, Pa.*

It doesn't scare anybody away from good pie—this story of pie being indigestible—for pie made as we make it, of best brands of flour, best fruits, pumpkin, mince meat, etc., sugars that sweeten, and all the other ingredients in keeping, to say nothing of our well-known skill as bakers, is wholesome as well as appetizing.—*Sunrise Bakery, Williamsport, Pa.*

Apple pies to suit should not be made "any old way"—in fact, our receipt calls for a carefulness in preparing that makes them perfect. Berry, mince, pumpkin and custard are some of the others we make—equally appetizing. Try one to-day.—*L. H. Hodge, Binghanton, N. Y.*

We bake everything—in the line of flour products. Bread, pies, cakes and pastries of all kinds—the finest that expert bakers and choicest materials can produce. Try our mince and pumpkin pies. Much better than the usual "baker's pies." Light, appetizing crusts and delicious fillings.—*Reeve's, Washington.*

Fancy cakes. We make a specialty of fancy cakes of all kinds and for all occasions. The pastry department of our bakery is given as much attention as the bread department. We solicit party orders and can fill your wants complete.—*The Ideal Bakery, Topeka, Kan.*

"Mother's" bread is for everybody. Children like "Mother's" bread because it is tasty. Grown folks enjoy it because it is genuinely good and substantial and not all chaff. "Mother's" bread is a health giver to the invalid and a health maintainer to the hale and hearty. The secret of all this quality lies in the

conscientious care and superior skill employed in the mixing, making and baking of "Mother's" bread. Every precaution is taken to maintain the purity and everything is done to enhance the wholesome goodness of "Mother's" bread. Let "Mother's" bread be your daily bread from now on.—*Corby's, Washington, D. C.*

Good bread smells good and is a better appetizer than many a tonic. Good bread here every time—good because it's made from pure wheat flour, the hull removed (unless you want the graham kind) by men skilled in their business. Try our make of bread, loaf for loaf, with others and we will have your trade, which we seek.—*Winkelman's, Memphis.*

Hungry mouths. You can fill those little hungry mouths with better bread for less money at the Mohican store than you can at any other place in the United States. It's a big statement, but it's a *true* one. Three cents for a full size loaf of bread. Made of the best flour that money can buy. There's money in it for us and there's money in it for you. Don't pay five cents for the same size loaf.—*The Mohican Company, New Haven, Conn.*

Our pies are the big, thick kind that remind you so much of home made. They are the kind that make you hungry to look at them. Large size, 15c; large family size, 25c. Let us deliver one for dinner.—*J. D. Suydam, Trenton, N. J.*

What you find in cutting a loaf of our bread is that it is firm, moist, white. What you find, when you eat it is that it is wholesome, easily digested, nourishing—large returns in health and strength in each 5-cent loaf. Bread isn't the only thing we bake—cakes, pies and rolls, too, all first quality.—*German Baking Co., San Diego, Cal.*

Loeser cakes are baked here in our own home bakery. They are made from the best materials we can buy, blended by people who know how to make real home cakes. They are the cakes with the real "home-made" flavor. Loeser layer cakes with three layers cost no more than two layer cakes elsewhere.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Our baked dainties are dainties indeed—dainty to look upon and dainty delicious to eat. What's the use of putting out your strength and time over the cake-board when you can get the very nicest and choicest of fresh made cakes, cookies, etc. at our store.—*Fox & Adams, Bangor, Me.*

The contents of the lunch basket tastes all the sweeter if its sandwiches are made of bread from Smith's bakeshop, and if a piece of Smith's pie is in the dinner pail. Wrap a moistened napkin about sandwiches, and see how much more they are relished. For the home and for luncheon away from home—the noon hour for the toiler, the picnic, the pleasure trip for the family "excellence" tells the story about Smith's bread, pies and cakes.—*Dauphin & Hallett, Mobile.*

Good bread for health of all, old and young! Our bread beats home-made because experts excel amateurs. As we buy flour by the wholesale at lower prices, bake in quantities at consequently less cost, our bread is cheaper than the domestic article. Time, labor and cost of coal are all saved by having us serve you. Come to us to get better bread cheaper.—*Winkelman's Columbian Bakery, Memphis, Tenn.*

No bread like Jevne's. It's home-made, and the difference between it and other bread is—Jevne's is home-made and the other isn't. No need to eat a poor, unsatisfying bread three times a day when you can get home-made bread so good that you'll want it all the time. The loaves are large with twice as much nourishment as you get in a baker's loaf. Beautiful, flaky, palatable loaves for five and ten cents.—*Jevne's, Los Angeles, Cal.*

Our success hinges on our good bread. We have aimed, studied and striven for perfection in the baker's art. Judging from the steady increase in our customers, these persistent efforts have not been in vain. While the past is secure, present popularity gives us a mortgage on the future, and lovers of fine bread should not fail to try ours.—*Schust's Ma-ma Bread Bakery, Saginaw, Mich.*

We make the best bread.—Would you rather have home-made bread than baker's?—buy it at Jevne's. Our baking of home-made bread for our customers has delighted them almost more than anything we've ever done. And they show their appreciation by buying it just as fast as we can bake it. Beautiful, well-browned loaves, light, flaky, delicious—you never ate better home-made bread. Baker's bread has been eaten for its necessity, Jevne's bread is eaten for its goodness.—*Jevne's, Los Angeles, Cal.*

Rye bread as it is made at Hodge's homestead bakery has no equal. It is the most healthful bread made to-day. Consider our forefathers who won the victories of the revolution and the freedom we now enjoy. Their chief diet consisted

of rye bread made from rye raised on the farms. They were strong and sturdy men. Why? Because they ate rye bread.—*Hodge's, Binghamton, N. Y.*

Hot work fussing around a cook stove in hot weather. Cut it out. Take advantage of our big bakery. Surely you can make no better bread, no lighter biscuits, no finer cakes or pastry than you find here fresh several times a day. Nor bake these things nearly as cheap. Then strike out for a comfortable summer, leave the baking to us and collect the red star stamps we give with all purchases at our bakery counters.—*Scheuer & Co., Jersey City, N. J.*

Deliciously light bread, cakes, rolls, and many forms of pastries leave our ovens fresh, sweet, wholesome and clean every day. Have they reached your home? No; well there is a treat in store for you, a treat we are prepared to set down at your door any day you let us know your wishes as to kind and quantity. Phone connection insures quick attention. Our No. is 6. Our domestic bread is still the leader.—*Middleton's Bakery, Marion, Ind.*

Barnes' Jersey cream bread is made from the best materials procurable, from a blending of choice Minnesota and California flours, carefully mixed by machinery, and baked in giant ovens. This bread has a close, firm texture, is full of nourishment and health giving properties. It tastes delightfully good and in general is the finest loaf that skilled bakers can produce.—*Barnes' Bakery, Los Angeles, Cal.*

Pumpkin pies. The pumpkin pie season is at its height now. If you are not eating our pumpkin pies you are missing one of the good things of life.—*D. W. Russell, Binghamton, N. Y.*

Our graham bread is not full of coarse bran like some graham bread, but is just light, sweet, palatable, easily digested, nourishing bread made from specially ground flour with all the coarse, indigestible bran removed. It is noted for its goodness.—*W. N. Burgess, Colorado Springs, Colo.*

Don't get married until you have seen us about the wedding cake. We can furnish it to suit the most fastidious taste. Cakes to order for all occasions our specialty. Anything in that line on short notice at reasonable prices. Sure to give you satisfaction. At our bakery can be found fresh, daily, choice bread, rolls, buns, cakes, pies and pastry. Everything is pure, wholesome, toothsome.—*Young's Confectionery, New Orleans, La.*

If you work for your bread, you're well paid with the light, tender, nutritious, liberal loaf—home made—baked by the *Hardic Bakery, Pittsburg, Pa.*

Pies.—None that you have ever tasted quite come up to the standard of deliciousness set by Holmes' genuine Home-made Pies.—*Holmes' Bakery, Washington, D. C.*

Fresh from the Oven every morning. Is it any wonder that Middleton's Bread pleases every family buying it? It is not only fresh but good in every sense that the word is used. Every loaf of bread baked by Middleton is fit for family use, no matter how particular the family.—*Middleton Bakery, Marion, Ind.*

You are protected. I now have my model bakery on Hayes street. Six car loads of flour were bought before the raise in price and insures my customers against any increase in the price of bake goods.—*Hodge's Homestead Bakery, Binghamton, N. Y.*

What luscious bread!—That's the general verdict we hear on all sides from buyers of our famous sweet-milk loaves. The bread is made from the best blended wheat, thoroughly kneaded, perfectly baked, with a deliciously crisp crust. We sold lots of it last week, and patrons keep coming back for more!—*Fox & Adams.*

"As good as mother used to make."—A great many people say this about Wolfarth's "Home Made" bread. It's about the best bread that was ever baked. It is made of the best flour money will buy, mixed and baked in a clean, sanitary bakery by expert bakers. Wolfarth's "Home Made" is always the same—to-morrow's loaf will be just as good as to-day's.—*The Wolfarth Bakery, Saginaw, Mich.*

Cakes and cookies and other good things. All things good at Jevne's Bakery Department—about the most tempting spot in our store. We bake all kinds of cakes, and all kinds of pies, and all kinds of cookies, and everything else in bakestuffs that's good. Of course they're fresh—as fresh as they can be coming out of the oven several times a day. All materials used are the finest. It's hard to beat Jevne's baking.—*Jevne's, Los Angeles, Cal.*

Mother's bread gives strength to the weak and health to the sick, and helps the healthy and strong to retain their health and strength. All who eat Mother's Bread like it. They like it because it is tasty—they like it because it is never dry and chaffy. There is a uniform goodness—a never varying qual-

ity—about Mother's Bread that is not found in any other bread that's made—not even the bread that's made at home by the best home cooks. This superiority is due to a combination of circumstances governing the making and baking, chief of which are the skilled use of the best materials and the Corby process of mixing.—*Corby's, Washington, D. C.*

Rich's fruit cake.—A home-made cake of the very finest quality. You'll never tire of eating "Milk" bread—always just as good and wholesome as clever home bakers and the best materials can make it.—*Holmes' Bakery, Washington.*

Fact is when you can secure such high-grade fruit cakes (made of only the best pure materials) at so reasonable a cost, it doesn't pay to bother with the making.—*Gedney's, East Orange, N. J.*

Pumpkin pies at this season of the year, one of the good things the earth produces for man's use are pumpkins. The old time pumpkin pie with its delicious flavor is made by *J. W. Russell, Binghamton, N. Y.*

Our bargain day is on Saturday, that's when we make a special effort. You will find the finest lot of coffee cake, bread and rolls in the city. Take some home with you for your Sunday breakfast or telephone us. We will deliver it.—*Korn's Bakery, Davenport, Iowa.*

Crackers bought here are crisp and fresh. Our sales of these goods are so rapid that we have no difficulty in keeping our stock perfectly fresh. The crispness of a cracker is half its goodness. All the standard kinds and novelties as they appear.—*The Busy Bee, Columbus, Ohio.*

Paris wafers are a fine, rich, snappy ginger wafer, with a delightful, lingering after-taste. They come to us packed in a handsome, japanned, hinged-lid bread-box, with the word "bread" nicely printed on the front. These boxes hold nine or ten pounds of wafers. If you can use that many wafers at one time, the bread-box is free.—*McCaffrey's, Philadelphia.*

It is for you to judge the excellencies of our Bakery. We have the most improved methods for baking and employ none but expert bakers.—*Frank Lehman, Grand Forks, N. D.*

Those who know what good bread really is prefer our baking to any other. They know the care and skill that is bestowed on it from the mixing of the dough to the time it leaves our bakery.—*Middleton's, Marion, Ind.*

We do all our baking in the morning. By 10 o'clock, when we place it on the front counter, it's steaming hot, fresh from the ovens. Shoppers will always find something delicious here to carry home for luncheon or dinner.—*Thomas Martindale & Co., Philadelphia, Pa.*

"Own Baking Peach Pie," the ideal peach pie. Made from carefully selected peaches; prepared in the most cleanly and careful manner. Acker's crisp, flaky pie crust. The combination—a most delicious pie.—*Finley Acker & Co., Philadelphia, Pa.*

Any kind of bread and any kind of cake, when it is the product of Jackson's bakery, can be relied upon as being the best that can be made—"the best" covering nutritive, healthful and satisfying qualities. We use only the finest flour, freshest eggs, purest sugar, spices, fruits and flavors that can be had, and the mixing, kneading and baking are all done by master hands under competent direction.—*W. A. Jackson, Fergus, Ont.*

We have a very large assortment of fancy cakes that are appetizing and useful for tea, school, picnic and camp lunches, and don't forget to keep a few on hand for the "bite between meals," that children—and sometimes their elders—so much enjoy.—*Oliver-Finney Co., Little Rock, Ark.*

A Difference of Opinion as to the merits or demerits of this, that or the other kind of pie, cake or bread would be settled speedily if all were purchased here—they are all good. One prefers this, the other likes that—yet all are happy if each one gets the best of the kind—sure to do so here.—*Wickizer's Home Bakery, Bloomington, Ill.*

We claim a good deal of merit for the products of our bakery and they are every bit as good as we claim. We use best materials, modern methods, skillful workmen and insist on absolute cleanliness.—*Newton, Robertson & Co., Hartford, Conn.*

You'll like our bread, for it's wholesome, nutritious and made from the purest of materials—scientifically put together and baked "just to a turn." The same thing is also true of everything else that we bake.—*Gray Bros., Youngstown.*

Your next picnic can be made doubly enjoyable by taking along some of our delicious cakes and pastry. It is very unpleasant to bake in this extremely warm weather, besides you are not always sure of the best results.—*Spencer, St. Thomas, Ont.*

Cake like home made.—A bowl of

milk, a sweet baked apple and a piece of Loeser cake will make home the most alluring place in the world on a Sunday night. This cake is already famous—all kinds for all tastes at 17c. a lb.—and costs less than making it at home.—*Loeser's, Brooklyn, N. Y.*

Fresh from the oven.—Our bread, rolls and buns are appetizing and toothsome. Made from a superior grade of flour, in absolute cleanliness. Nothing whatever of a deleterious nature used in our products. We make cake that is delicious and wholesome. Unexcelled in purity or quality.—*Schneider's, Scranton.*

Don't do much cooking in hot weather.—What's the use when Jevne's Delicacy Department is within your reach. This department is just filled with good things all daintily and well cooked, and there's variety enough for a whole luncheon. If you want a picnic basket filled, if you want a luncheon in a hurry our delicacy department can supply you with everything necessary.—*H. Jevne, Los Angeles, Cal.*

Our bread is not found at any grocery store in Galesburg because we have done away with the wholesale business. Giving 3 loaves of bread for 10 cents is retailing it at wholesale prices, so that the people of Galesburg can now get good bread cheaper than ever.—*Woman's Exchange, Galesburg, Ill.*

Unusual activity in cakes. These departments are the handiest conveniences in the stores. They relieve you of the trouble of baking and that means much during the hot weather. Taking it from an economical standpoint they ought to appeal to you as well, because the price of our fancy, well baked cakes is much lower than the cost at home for yourself.—*L. Lehman & Co., Trenton, N. J.*

Ma-Ma Bread is the kind you hear so many women talking about. They say it is the best bread baked. It is made from the best flour and baked just right. It is baked at night, too; therefore it is fresh every morning. Women should not bake bread in hot weather, but should use Schust's Ma-Ma Bread. Baking bread is hard work at any time, but in hot weather it is simply terrible, and women who do it cannot expect to look well.—*Schust's Bakery, Saginaw, Mich.*

The Best Part of the Wheat goes to waste in milling flour by the ordinary method. Prof. Hart's Brown Bread is made of flour ground by a special process, which retains the entire wheat kernel—hulls and all. The most nourishing bread made.—*Kraft's Bakery, Washington, D. C.*

You save all the trouble, all the annoyance and avoid all chances of failure when you employ us to bake your pies, cakes, pastries, etc. Nothing could be more delicious than the Reeves Bakery Goods. They're the very highest grade bakery products to be had. Your own kitchen doesn't furnish finer ingredients. We use the best of flours—the finest creamery butter—the highest grade flavors. We use home-preserved fruits. And we have facilities that are not at the command of anyone else. Let us bake for you.—*Reeves, Washington.*

The most delicious cake in Brooklyn. We are taking the word of dozens of Brooklyn women when we say so. This cake is baked here in the premises. The finest ingredients are used, and their manipulator is an expert of many years' experience. The cakes come hot to the basements counters and hardly wait long enough to be cooled.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Everybody can be certain that Bridering is the richest, most delicious pound cake baked, and that at 20c. lb. you are buying it for less than half confectioners' prices. Ask your grocer to show you Bride-ring Cake, and see if you can resist its appetizing attractiveness.—*J. S. Ivins' Son, Philadelphia, Pa.*

Baking is an art that has many students and some masters. The bakers here are masters of the art of preparing pies, cakes, pastries, etc. They have facilities that are the best money can command. Their successes have built up the Reeves reputation for producing the finest bakery products obtainable. Call their services into play on your account. Place a trial order for your favorite cake or pie. See how much better they succeed in making it than any one else has. We believe you'll not bother with baking afterwards.—*Reeves, Washington.*

We told you about our new cook. She's a success from the start. Her cakes are in great demand, so you'd better order early Saturday—Layer, drop, bar, loaf, cookies, fried cakes.—*S. F. Arnold & Co., Binghamton, N. Y.*

Our Butternut Bread is extra fine. It is baked on the home made plan. Will keep longer and is more moist than any other bread. Butternut is the bread you should eat. When you eat Butter-nut you not only eat the most palatable bread but the most wholesome.—*Geo. S. Connelly & Co., Springfield, Ill.*

We use the finest materials such as the freshest eggs, Creamery butter, Leaf lard, milk, cream, etc., so freely that we

are called extravagant—but we find it pays. Our bakery sales are ever on the increase. We're making more cakes, more loaves of bread, more rolls and crullers every week. If you wish to see our bakery spread at its best then come in about noon. After that it thins out rapidly.—*W. N. Walker Co., Hartford, Conn.*

Most bakers turn out a loaf of bread in the quickest, easiest way possible. Bond's bread is given extra kneading, extra mixing, and all the time necessary to make bread good. Our aim is to make good bread and to sell good bread. The bread with the name on the bottom—"Bond"—proves our success.—*Bond's, Los Angeles, Cal.*

A great many people think they can't get Good Bread at the bakery. This is a mistake. Have you tried the Bread that we are turning out at our New Steam Bakery? It is better than the home-made kind. Ask for Hartman's Bread and be convinced.—*Hartman Bros., Springfield, Ill.*

My little Mary comes to me—
So softly climbs on mother's knee—
I'll know her wish full soon;
So with a low and dismal sigh
She asks when will supper be nigh—
This long, long afternoon.

I don't keep her waiting. Out of the cupboard comes butter, sugar and Puritan Bread. Then that little girl has a luncheon, and the long, long afternoon is not only shortened but sweetened. Ask your grocer for Taggart's Puritan Bread.—*Taggart's, Indianapolis, Ind.*

Cleanliness is the first law of health and the first rule in the making of Tekla Bread. After that come quality of materials and skill in baking, and the result is a loaf unequalled for satisfaction and nutrition—and always uniform.—*National Biscuit Co.*

One of our home-made pies will be suitable dessert, they are made from fresh fruits and by our own cook; try them and you will always buy them.—*Spokane Cash Market, Spokane, Wash.*

Here's a new one. Sandwich bread—always up to the times, you know; but this is a bread with a thin crust—just the thing for picnics or receptions—no waste and lots of satisfaction.—*Sunrise Bakery, Williamsport, Pa.*

Good bread for breakfast is the best possible preparation for day's labor. No article of food supplies so many elements of nutrition. The staff of life reaches perfection in our loaves, which from day to day run as even in their quality as the earth in its orbit.—*Sullivan Bros. Bakery, York, Pa.*

Better bread you can't buy in Los Angeles—better bread you never ate anywhere—it is wholesome, clean, pure, and contains no ingredients but what will benefit your health, and unlike the majority of scientifically prepared bread-stuffs, Sunshine bread tastes good and does good.—*Pacific Pure Food Co., Los Angeles, Cal.*

Bread. We are proud to be baker to Pittsburg, great Pittsburg! Greater Pittsburg. We bake mother's bread and moneyback it. You know it must be good bread when we moneyback it.—*Ward Mackey Co., Pittsburg, Pa.*

Pure ingredients secure palatable pies. "Zinsmaster's" pies are better than the ordinary bakery pie—they're richer, purer and more palatable—the ideal pie for the noontime lunch.—*Des Moines Bakery Co., Des Moines, Iowa.*

A bang-up bakery. The Mohican Bakery is a bakery for people. It's a money-saving bakery. It is the best addition to Grocerdom that the good old city of Worcester has ever placed here. You received it with open arms and your enthusiasm has never flagged since the first hour the store was opened.—*The Mohican Co., Worcester, Mass.*

The crisp-crust loaf Ma-Ma bread is the best white loaf you can buy. It is always well baked. Every loaf is crisp and light. The Ma-Ma label is never on a loaf that is sour, heavy or soggy.—*Schust's Ma-Ma Bread Bakery, Saginaw, Mich.*

Your bread supply, be it large or small, will be always of the best quality if obtained of us. Our product is at once pure, wholesome and toothsome. Can't be beat. Made from superior grade of flour and purest ingredients. Our bread, rolls, buns, etc., are baked in absolute cleanliness and are delicious.—*Earnest Renning, Wellsville, N. Y.*

Which do you buy, baker's bread or Jevne's home-made bread? If you've ever eaten any of Jevne's home-made bread it will put a stop to your buying baker's. Such beautiful, palatable, nourishing loaves it is impossible to buy any place but Jevne's. It's home-made bread, and if you haven't forgotten how good home-made bread is you'll know just how fine this bread is. Every loaf well browned, full of nourishment, full of goodness.—*H. Jevne, Los Angeles, Cal.*

"Own Baking" Sunshine Cake. Delicate, dainty and delicious. Similar to angel cake in lightness and texture, and of a beautiful golden color.—*Finley Acker & Co., Philadelphia, Pa.*

Our Baked Goods are as good as the best of good things can make them. They lack the flat taste of the professional bakery product because we use home methods in their preparation.

Best materials insure purity, of course. But there are other things that count in their making. Care, for instance, and cleanliness. That means a good deal when you are buying pastry.—*Schoch & Schafer Co., Philadelphia, Pa.*

Model Bread from a Model Bakery. For thirteen years people have been eating Noll's bread, and are still eating. It's the "Staff of Life" that you can rely on.—*Noll's Bakery and Confectionery Co., Alton, Ill.*

It is pleasant to listen to the many encomiums on our bread and pastry of so many delectable sorts coming from our ovens. If you haven't heard them, just ask any of our regular customers and you'll soon settle on this as your bakery. Cleanliness, purity, well applied skill, courtesy and prompt delivery mark our methods.—*The O. K. Baking Co., Inc., Hartford, Conn.*

Freshly baked tea biscuits make a very pleasant addition to the evening meal. But how few folks know how, or will take the trouble to bake them? We have the know-how and save you the trouble too by turning out just the most tasty, delicious tea biscuits in town, fresh every afternoon.—*R. Wild, Parkersburg, W. Va.*

Smith's excellent bread is always desirable—always healthful—always in order. It's the same delicious, well kneaded, rightly baked, wholesome staff of life that has won the commendation of almost every housekeeper in Mobile, and is asked for and bought on the lines of all the railroads entering Mobile in every hamlet, way station and town. There's something winning about its goodness that is irresistible. Every day something seasonable, special and different in cakes, pies, rolls, etc.—*Dauphin & Hallett, Mobile, Ala.*

Ever notice the cheeriness, the freshness, the cleanliness, the up-to-date look of the bakery corner Dauphin and Hallett streets? Well, that shop is an incident which illustrates the principle of the Smith Bakery business. No mystery about the Smith methods. Ovens chosen to do their work thoroughly, mixers, kneaders, conveyors, all of the latest pattern; every process as modern as science can make it, clean and spotless. The white uniformed bakers are at home all the time, and pleased to see you. No wonder that Smith's bread has won its place by its goodness and cleanliness.—*Hallett & Dauphin, Mobile, Ala.*

Bread winners who eat that made by Frost, the Baker, are sure of a just and fair return for their labor. It is a great muscle builder, is wholesome and nutritious, and as the main article of food it insures perfect digestion.—*Frost's, Poughkeepsie, N. Y.*

Some people say they do not like bakers' bread. That's because they are familiar with the ordinary bakers' bread, and not with ours. Our buns and rolls are simply delicious.—*Hall & Co., Binghamton, N. Y.*

Made fresh every day—and there's art in the baking—which produces a light, flaky crust that melts deliciously in the mouth—then there is no soaking in of the filling—no sogginess, no indigestion—and the fruits used are fresh and luscious—peeled peaches, fresh cranberries, the best apples, and our own prepared mince meat. Every day Smith's bakery has a few special delicacies for the dessert table—fresh and appetizing—chocolate layer, jelly roll, supper rolls, Spanish buns, cocoanut gems, almond cake, lady fingers. Our varieties are all as carefully made as is Smith's bread. For goodness' sake try them.—*Smith's Bakery, Mobile, Alabama.*

Nice, fresh cakes made of the best materials. If you have not tried one of ours, you have missed a very toothsome article.—*The Hodge Bakery, Binghamton, N. Y.*

To-day we will sell five hundred of the best pies you ever ate, made in our own bakery out of the best material obtainable, largest size, well filled, crisp and tender; better than home-made. These are the 20c. kind, and will be sold to-day at 7 cents each. We shall have apple, mince and pumpkin. If you have never tried our pies, do so to-day. We have not as yet been able to make enough in one day to supply the demand.—*R. H. Williams Grocery Co., Kansas City, Mo.*

Will have only good tales to tell of what you put into it if its contents are bread, cakes and pies from the O. K. Bakery. The flour and other materials we use, the way we mix them and bake, all insure a high-class product. If you're not familiar with it, a small sample order will make you acquainted.—*The O. K. Baking Co., Inc., Hartford, Conn.*

Dark complected bread is much more nourishing than the whiter kind. Its unattractive appearance has kept it from free admittance to good society. But, once used, it is highly appreciated. We make a very handsome looking loaf of rye bread, and its rapid jump into popular favor is due to its excellent quality.

Use and note your muscular development.—*Mrs. Dubois Freer, Highland.*

We have no new and large bake ovens; We make no pretensions of turning out immense quantities of pastry at low prices. What we do profess is to make our food clean, wholesome and home-like in the "good old fashioned way."—*Atwater Dining Rooms, Westfield, Mass.*

Is without question the best flavored bread on the market. It has that goodness about it which is characteristic with bread made by our mother. It's as sweet as a nut and as pure as spring water. We know you will stop baking after trying a loaf.—*Hill's, Trenton.*

Ladies and Gentlemen:—There's no use to argue the matter, Hershey Brothers are the most practical bakers in our town. For fine flavored bread, cakes, pies, rolls, etc., try *Hershey Brothers, York, Pa.*

At all times we are prepared to supply the growing demand for our well liked rolls, bread buns, cakes and pastries of more kinds than one. Middleton's bread is a household word in Marion, and our general line of good things to eat which are baked holds high rank.—*Middleton's, Marion, Ind.*

Every day bargains at our bake counter. Only the best flour, only the best butter, only the best eggs, only pure Jersey milk. In fact, everything that enters into the make-up of our bake stuff is the best of its kind. Our every day prices might be called bargain prices at *Hall & Co.'s Home Bakery, Binghamton, N. Y.*

Delicious cakes are produced here. Our bakers have an expert knowledge and achieve results which the most successful cook would fall far short of. Don't try to get up something nice for company. Send an order to the Borden Bakery and you will save yourself and please your guests. Our pound cake and angel's cake are especially good.—*Borden's Bakery, Fall River, Mass.*

Eat brain bread.—It is superior in quality and taste to any other and contains all the elements of Gluterean Wheat, which insures proper nourishment for every part of your body. Try it. My home baked goods are unexcelled by any baker in the county.—*John A. Nimpfer, Crafton, Pa.*

The best food for this hot, broiling weather is good, wholesome bread. Sunrise Bread stands above all others—none excepted—in regard to purity and wholesomeness. Made by *Sunrise Bakery, Tacoma, Wash.*

Ma-Ma bread doesn't make the purse suffer. It is only 5c a loaf and every loaf is so good that you would pay more if you had to do so in order to get it. Ma-Ma bread is just like ma-ma makes.—*Schust's Ma-Ma Bakery, Saginaw, Mich.*

The bread eaten is worth more to the growing child than the meat—if it is good bread. And our Milk Bread is good bread. It supplies all the elements necessary to sustain life. Were it not that a change is desirable all other food might be dispensed with. Made from extra quality flour in modern ovens. Wholesome, palatable and nourishing.—*Snow's Bakery, Fall River, Mass.*

Bakestuffs—So Good.—Our bakery department is for the help of housekeepers—and it's a mighty big help. Think what a relief not to have to bake a single thing at home, and to know where you can get exactly what you want whenever you want it. You couldn't have fresher cakes or pies or cookies if you baked them in your own home. They couldn't be purer, because we use the purest and freshest of everything. Let us help you with your baking.—*H. Jevne, Los Angeles, Cal.*

Such tempting pastry comes from our bakery. One of the things we pride ourselves on is the way our bread and pastry looks. It isn't enough for us that our products taste good; they must look so dainty that they will tempt the most languid appetite.—*Geo. E. Hall & Co., Binghamton, N. Y.*

No reason why you should stand over a hot stove every day if you do not enjoy it. We have meats all roasted or boiled, salads all prepared; everything in cakes, pies and bread—so what's the use making yourself miserable in a hot kitchen when you might be out on the veranda enjoying the breeze?—*Burns' Hill Market, Hartford, Conn.*

We shoulder the responsibility of what we say. When we serve you with bread, rolls, cake, pies, etc., you're assured of getting the best bakery products obtainable. Our goods are made in the most cleanly surroundings and strictly pure. Fresh daily, and always toothsome and wholesome.—*Schneider's, Kenton, Ohio.*

For luncheon.—Sandwiches made with the German Bakery's bread are remarkably delicious. In fact, in every case where bread is a component it adds a delightful relish. This is because we started to make bread as good as it can be made. We set the highest standard of excellence, and we maintain it

right along.—*The German Bakery, Tacoma, Wash.*

Jevne's home-made bread.—Good, nourishing, palatable bread—the kind you want to eat—the kind you ought to eat. Do you know what good, genuine home-made bread is? Then you know how good Jevne's home-made bread is. Our baker knows how to make bread—that's evident from every loaf he turns out. Big, flaky, well-browned loaves. Just to look at them makes you want a slice.—*H. Jevne, Los Angeles, Cal.*

Are you exclusive? Fruit graham is something no one else makes. It's wonderful how anxious people are to have something different. That is why everything we bake goes so fast. That is why everything we sell is strictly fresh.—*Russell-Spaulling Co., Binghamton.*

The vexed housewife's problem in warm weather easily solved at our stores any day, and more so late Wednesday and Saturday afternoons and evenings. Our counters are attractive hints of good things to eat. Try a dozen of fancy macaroons Wednesday. They are very nice for tea.—*Trott Baking Co., Waterbury, Conn.*

In it? Well, I guess! When it comes to baking good, wholesome bread we are in it every time. If you doubt this statement, try a loaf of mother's bread. It's the only proof you will need.—*Schaeffer's Steam Bakery, Denison, Tex.*

You'll like the way you can get our toothsome and wholesome bread, cakes, pies and pastry of all kinds fresh from the oven daily. We're more than particular as to the purity and quality of all ingredients entering into our products. Likewise scrupulous as to cleanliness of pans and appliances. Special cakes baked to order. Prompt service.—*Home Steam Bakery, Denison, Texas.*

We are baking for many; we'll bake for you. Doesn't it make you almost wilt to think of going into a hot kitchen? Don't do it! We'll provide your bread, rolls, cakes and pies—and they'll have all the "home-made" qualities. We use the materials that insure the best results; we use them unsparingly.—*Elm City Bakery, New Haven, Conn.*

Mother's Bread Appeals to the bread baker at home. They, of all others, know a good Bread when they see it. There isn't much home made since our Bread came to town. Our Bread has all the good points of home made, with a few which are distinctly its own. It's so much easier to say KOLB to the grocer than it is to stand over a hot stove.—*Kolb's, Trenton, N. J.*

Bread is the staff of life, therefore it is important that it should be pure bread, well made, properly baked. The bread that is made by this bakery is perfect bread, made of the best flour, seasoned just right, thoroughly kneaded and baked to perfection. Try it.—*Home Steam Bakery, Denison, Texas.*

Loeser cake. Special bakings here in warm weather time to supply the housekeepers who have given up winter coal ranges for summer gas stoves. No cake, housekeepers say, that takes the place of the home-baked sort like Loeser cake—made of best materials and mixed and baked in the genuine “home-made” way. It is better now, too, than it has ever been. Layer cakes, five flavors.—*F. Loeser & Co., Brooklyn, N. Y.*

Ice cream and cake. Strawberries and cake. Lemonade and cake. So much more enjoyable in warm weather than heavier refreshments, and fresh, tender, home-made will make the little bite seem a special treat. Loeser cake is the real “home-made” sort—mixed with best materials in generous proportion, according to old fashioned home recipes and baked in our Fourth Floor kitchen, where nothing is made but cake.—*F. Loeser & Co., Brooklyn, N. Y.*

June brides! Don't forget the caterer when planning for your wedding. All kinds of fruit and pound cakes made, baked and prepared, any style you wish. Also the wedding cake, decorated by an expert, for a reasonable price, made of the best materials, and we have the best line of ornaments in this city to select from, no one excepted. Remember we serve nothing but the best at reasonable prices at *French's Bakery, Waterbury.*

Old-fashioned molasses cake. Real old New England “gingerbread”—rich with butter, dark with spice, moist and sweet with molasses, and crisp and crusty at the edges. Most of us remember the occasions when we happened in at the kitchen door “molasses cake afternoon” and tried to coax from the cook a big slice while hot from the oven. The recipe came from an old-fashioned housewife. The mixing and baking are done in the Loeser kitchen by the home methods that have made Loeser cakes the dependence of housekeepers in Brooklyn. Try a Loeser molasses cake for luncheon to-morrow.—*F. Loeser & Co., Brooklyn.*

Beachnut bread. It's the snowiest, best baked and best tasting bread made in Fresno. It's made of the very best of materials, accurately measured by machinery, mixed and beaten by machinery, made in the cleanest and most sanitary

shop in the State. It sells at 5c a loaf. Its quality is twice as fine as any other bread sold in Fresno, and every loaf is full weight. Telephone us, our wagons will call every day.—*Redlick's, Fresno.*

There is one thing we're here for. To make the kind of bread, rolls, pies, cakes, doughnuts and crullers that people want. We don't make them to keep or to look at; we make them to attract people who have nice taste. And the quality that we have ever maintained in our bakery goods has attracted them, and is attracting them in greater numbers than ever before. We haven't lost any customers. They stick to the store that gives them the quality. We raised the standard of quality when we began. We hold it high all the time. We are the standard bearers, and “Quality” is the word that is inscribed on our business banner. We lead because our goods are the best—and they always will be. We put the best materials and the skill into their production.—*Elm City Bakery, New Haven, Conn.*

Watson's Genoa Cake, mixed and baked in the most up-to-date progressive bakery in the West. The finest ingredients are used in its manufacture—new seeded sultana raisins, fresh currants, the best quality of pastry flour, strictly fresh eggs and fine cake spices. Decorated with Jordan almonds.—*Watson's, Winnipeg, Can.*

Royal bread. High quality. The best—not the lowest priced—bread is the cheapest. We could make our bread to sell a little cheaper at wholesale, but the customer would suffer and it's him we're after. Royal bread is made from the choicest Kansas flour, weighs a net pound; mixed by expert bakers, and baked by dry hickory fire, in a bread shop where cleanliness is supreme. We solicit mail business.—*The Royal Bakery, Topeka, Kan.*

Bakery department. Let it work for you. Our bakery department offers you the best of bread, cake and pastry. You cannot find such delightful quality in the city. It is a great specialty with our store. You need not heat up your home, unless you want to. It isn't necessary. You can buy a loaf of our bread—the best it is possible to make—for 8 cents. You can buy our celebrated crullers—fried in pure Leaf Lard—for 10 cents a dozen. There's everything you want, and it is cooked to perfection. We're co-operating with the housekeepers and the lighthousekeepers as we never have before in these matters.—*W. Walker Co., Hartford, Conn.*

Smith's Butternut bread is held up by its high quality, purity, wholesomeness, crispness and nourishing properties. Hard winter wheat flour, the best Bohemian hops yeast, the minimum handling, and absolute cleanliness everywhere. The great problem with Smith is supplying the increasing demand. Ever see a bakery absolutely free from flies and insects? Take a look through *Smith's Bakery, Mobile, Ala.*

Bread. We take no chances with our bread. Each day's flour is carefully inspected; the ovens, mixing machinery, rooms, etc., have to undergo a thorough examination. The results achieved clearly demonstrate these precautions.—*Boyd's Winnipeg, Can.*

Royal bread. See that the label is on every loaf. It's as sweet as a nut and as pure as spring water. It gives the very impression of being kneaded and baked under the most careful conditions, and that its bakers are masters at their art. It's worth more than any other bread, yet the price is no higher. All good grocers sell it.—*Royal Bakery, Topeka, Kan.*

Running the gauntlet. The woman who makes her own bread must run the gauntlet of a hot oven and a weary baking board before she obtains it. How much easier to put down five cents and say, Butternut bread, please, and go home with the daintiest, most delicious loaf ever made in Springfield.—*Springfield Baking Co., Springfield, Ohio.*

Like mother used to make. Light bread and rolls, light cake and pastry. Care in the selection of materials, skill in the mixing and kneading, art in the baking—cleanliness, healthfulness, purity the first requisite in every detail. These are the reasons for the popular regard for *Smith's Bakery, Mobile, Ala.*

Watson's pastry. Let us bake your cakes and pies during the warm weather. We can supply you with any kind of pastry you desire, and on the shortest notice. We use the purest materials and employ the most skilled experts. A lunch at one of our restaurants will assure you that our pastry is excellent.—*Watson's, Winnipeg, Can.*

Wholesome bread can be made only in a clean, sanitary shop. Ever stop and think of the danger in eating bread made under unsanitary conditions in a shop where cleanliness is a stranger? Safest plan is to buy only bread that you know to be made in a clean, sanitary bakery, under conditions that insure highest quality and perfect wholesomeness. Such is Uncle Sam bread—made in

the cleanest, lightest, brightest, best-equipped bakery in the country—a bakery that is always open for your inspection. Ask your grocer for Uncle Sam bread and don't accept the questionable kind. You'll know the genuine by this label which is on every loaf.—*Schlesinger-Meyer Baking Co., Atlanta, Ga.*

Jevne's home-made bread. We say home-made because it is just like the good bread you would make in your own home. The same care you would use, we employ. Our shops are models of cleanliness and neatness, open for your inspection at any time. Using as we do only the best ingredients, made up by expert workmen and baked in perfect ovens, why should we not turn out an absolutely splendid loaf?—*J. W. Robinson Co., Los Angeles, Cal.*

Fit for a king. Lawrence makes good bread. Are you using Lawrence's bread? If not, why don't you? It costs you no more than any other. When ordering, ask your grocer for Lawrence's bread and you are sure of getting a perfectly sanitary made loaf of bread. Lawrence goods for sale by all grocers.—*Lawrence & Son, Lansing, Mich.*

Wedding cakes, New Year cakes, birthday cakes and plum puddings. All our own make, and intended for people who must have the best. We spare nothing to attain perfection. Our chocolates and cream bon bons combine the greatest of purity and freshness, rarely equaled and never excelled. Handsome boxes and baskets filled with the daintiest and richest of confections.—*James Crawford, Confectioner, Hamilton, Can.*

Our Bread is made with the very best Flour, pure Lard and plenty of good Milk. The bakers are experts in their line and the bakery is light, well ventilated and scrupulously clean. Our Butter Rolls are the daintiest and nicest production in the bakery line. Fresh every afternoon at 3.—*Newton, Robertson & Co., Hartford, Conn.*

Our wedding cakes are delightfully good because we use the best obtainable ingredients. No lard or baking powder find their way into them; only the richest creamery butter and fresh eggs.—*Thos. Martindale & Co., Philadelphia, Pa.*

Dainty, feather-weight egg biscuit, in a new shape—oblong pieces, about an inch long. Their exquisite flavor, appetizing appearance and supreme daintiness have already made them "blue-ribbon" favorites. As a delicious, wholesome and nutritious food for the boss of the house—the baby—they are A No. 1.—*McCaffrey's, Philadelphia, Pa.*

One of the things we pride ourselves on is the way our BREAD and PASTRY looks. It isn't enough for us that our products taste good, they must look so dainty that they will tempt the most languid appetite.—*Geo. E. Hall & Co., Binghamton, N. Y.*

Wolfarth's home-made bread.—Made alike, always good—just like mother used to make. Don't be guilty of the folly of baking bread in summer. You can buy easier than you can bake. Get Wolfarth's Home-Made and save time and temper.—*Wolfarth's, Saginaw, Mich.*

The best bread is Jevne's. That's because Jevne's bread is home-made. Nobody else bakes such good bread. Great, big, tempting loaves, well browned, light, palatable. If you know what the very best home-made bread is, then you know how good Jevne's bread is. Housekeepers don't want to put up with baker's bread a minute longer than they have to. No necessity for it now. You can buy all the home-made bread you want at Jevne's.—*H. Jevne, Los Angeles, Cal.*

As a rule you can rely on children's taste in bread—the form of food with which they are most familiar. Their judgment is intuitive—a question of taste altogether—not warped with theories, not influenced by advertising, not hampered by reasons. They like it. Or they don't like it. That settles it. And, if they like it, depend on it that that bread is good bread. Kolb's family bread is liked better by children—is eaten every day by more children—than any other bread ever baked. The loaf is unusually attractive to the eye. Hearth-baked, it has a delightful crust, the richness of which is enhanced by a sprinkle of corn flour. But it is the taste-quality that attracts children—the superior sweetness that is peculiar to our bread.—*Kolb's, Philadelphia, Pa.*

What is pulled bread? Here's the story of its making: A delicious cream loaf is baked, then the crust is cut away. The spongy interior is drawn into strips and pulled, then toasted to a most appetizing crispness. It is toasted to a thoroughness that makes it acceptable to the weakest stomach. Since doctors now generally agree that machine-made crack-

ers are too starchy, and constipating, pulled bread meets with their approval on account of its digestibility. It is of feathery lightness and has no soggy interior like toast. It is not essentially a bread for the sick room, though there's no more nourishing combination than pulled bread and royal claret. It is not a fad, but a sensible nutrient to accompany cool or hot beverages this time of year when overmuch ordinary bread is too heating. Since it weighs so light there's quite a lot to a pound.—*Thos. Martindale & Co., Philadelphia, Pa.*

Some people lose their money by not investing it judiciously. Others by carelessness—but those who buy Mikado Bread never lose and always get value received—that's the reason they are so happy and contented.—*Joseph Saiter & Co., Columbus, Ohio.*

Good bread for breakfast is the best possible preparation for the day's labors. No article of food supplies so many elements of nutrition. The staff of life reaches perfection in our loaves, which, from day to day, run as even in their quality as the earth in its orbit.—*Sullivan Bros., York, Pa.*

Our Fancy Crackers are never here long enough to grow stale. And there are always many nice things in our display. You know we have them fresh every week. Everything a week old goes back. This fact should be remembered, for we don't know of a concern that has this invariable rule. When you want something dainty for Tea, Whist or Luncheon, and do not wish to run the risk of buying something stale, come to us for Fancy Crackers. We always have the largest variety in Hartford.—*The W. W. Walker Co., Hartford, Conn.*

Now that you are coming back from seashore and mountains to your city homes—and comfort—we want to feed you, we want to furnish you Bakery goods direct from our ovens to you. No middlemen's profits, no carting round the city from store to store, no stale goods. Our bakers use the very best material and make the goods right here in the building.—*S. S. Adams, New Haven, Conn.*

BRIC-A-BRAC

Hop, skip, jump! It is only a few days since a quantity of decorative pottery from Belgium marched into our art room. One-half the collection has been sold already. The quick movement is due to the fitness of the goods for country home decoration. The material is common clay, the designs are formed by hand, and the strong colors are created by the flowing glaze. Rugged in effect, graceful in form, effective in color—each piece is unique.—*Wanamaker's, New York.*

Bric-a-brac and tablewares at prices as low as the wares are pretty.—If such offerings as these were made in April or October the counters would be stripped as fast as the wares were shown. It is only because so many thousands of the housekeepers who love these beauty things are away from the city.—*Wanamaker's, New York.*

Refined, cultivated feminine taste requires dainty bric-a-brac and tableware to give an air of elegance to home furnishings—and but few wares are so generally admired as Wedgwood. One-third to one-half off regular prices means quite a saving on such artistic ware and this sale affords a matchless opportunity for you to gratify your tastes at prices usually paid for inferior wares both in quality and artistic effect.—*Hamburger's, Los Angeles, Cal.*

The scope and usefulness of our china, glassware and bric-a-brac store could at no time be better demonstrated than now. A thousand and one suggestions greet you here at every turn. So if you are in a quandary as to what to give, a definite conclusion can be reached in short order. Ours is a stock that the tasteful housekeeper and the art connoisseur loves to roam through and the economical minded, too, will find it a source of pleasure to come here, as pricings are on a most conservative basis; in fact, they are not to be matched.—*Kaufmann's, Pittsburg, Pa.*

From our notable collection, including many of the master productions of the modern school of art, we have selected a superb array for this unusual value-giving event. The wide variety of subjects of artistic merit should attract every lover of the beautiful, while the extraordinary low price range makes possible an elegant and most acceptable wed-

ding gift at a great saving to the purchaser.—*Jordan-Marsh Co., Boston.*

Fine china, cut glass and bric-a-brac. No fall sale was ever so important. Never before has such an extensive display of superior quality wares been assembled under one roof.—*Siegel-Cooper Co., New York.*

Here are pedestals, French and Viennese bronzes, superb wares from Vienna, Sevres and Dresden; quaintly artistic specimens of Louwelsa and Patina ware, and so on—a gathering that is artistic and out of the ordinary. And not the least important consideration is, that in most cases these art wares come to us direct from the makers, thereby saving intermediate profits and largely reducing the final price.—*Schipper & Block, Peoria, Ill.*

\$75,000 vase covered with rare old coins; fresh from the World's Fair at St. Louis; a huge copper vase, or urn, nearly four feet high. Paved with over 4,000 old and rare coins, some of which date back as far as 3000 B. C. The work is that of Mr. Edward Rausch, the noted coin collector of Philadelphia, who has spent the better part of a lifetime in gathering the collection. This vase is really one of the modern wonders of the world.—*Ehrich Bros, New York.*

In the Japanese Room there are many pretty and odd little things waiting for you to see them these days—hanging baskets of quaint design, bold warriors' swords, grotesque men and monkeys that hang from handsome lamps, fierce masks that seem to frown at the light and airy prettiness of all about them—chinaware as fragile as a soap bubble apparently, and just as full of color—jars, bowls, wicker covered ware—parasols, tables chairs, etc., etc.—*Abraham & Straus, Brooklyn, N. Y.*

Where's the woman that isn't interested in dainty bric-a-brac, vases, ornaments, etc.? The leading European art centers have contributed many of their choicest products to our stock. Here you'll find marble statuary from Florence and Milan; bronzes from Paris and rare ornamental pottery, bric-a-brac, etc., from Vienna, as well as no end of decorated china and other wares for beautifying the home or adding to the collection for curio cabinet or china closet.—*Kaufmann's, Pittsburg, Pa.*

Glass, bric-a-brac, china.—All these things that you'll find displayed have a distinct bearing on making the country house pleasant and comfortable for summer occupancy, at small expense. There are fine groups of domestic glassware, pretty pieces of bric-a-brac, steins, mugs, fancy china plates and other dishes of decorative, as well as useful virtue, an array of cut glass, and so on. Each of the offerings is peculiarly important, by virtue of the utility, prettiness and extreme low-pricedness of the articles involved.—*Wanamaker's, New York.*

This invitation to inspect our enlarged china and bric-a-brac department is extended to all. The collection is worth a visit—the many rare and beautiful pieces—all imported direct by us—will appeal to your taste. For weddings, prizes, or any occasion where the expression of your kind feelings is to be manifested—you will find this exhibition particularly helpful—especially when you learn that the prices are very often less than your expected expenditure. If goods are not wanted for immediate use, we will cheerfully lay them aside on part payment of the price. Our china store is conveniently located in our light and airy basement.—*Rosenbaum Company, Pittsburg.*

It makes no difference whether you are decorating your own dining-table, side-board or mantel-piece or somebody else's—the sharp economies noted here remain the same. They embrace the most artistic pieces of bric-a-brac and marble busts, sparkling cut glass, and handsome dinner sets and chamber toilet sets and fancy china of desirable sorts.—*Wanamaker, New York.*

Bric-a-brac. Superb show, many bargains. Vases of pottery, bronzes, marble, art wares of various kinds—the basement showing is so broad and so fine that it is as well worth a visit as would be a museum collection. Choosing a wedding gift is a simple matter from this stock—and one may be as economical or extravagant as one chooses to be. Today's special word is of bargains—artistic wares that we can sell much under even our own low prices. A chance worth sharing.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Wonderful Rookwood.—Many rare and beautiful effects in blended colors, and flower painting, among the one hundred and one pieces of Rookwood just received and arranged in our east show window. It's worth looking at, and you'll be tempted to buy, if you haven't a specimen of this art pottery of the 19th century.—*Rankin's, Ithaca, N. Y.*

A careful maker's expert set aside a lot of jardinieres and pedestals as not quite up to the perfect finish required, perhaps none but an expert could tell why. These, with some other odd pieces from our regular stock, go on sale this morning at prices that folks with flowers will be glad to read about.—*John Wanamaker, Philadelphia.*

More than a thousand artistic Jardinieres. The ones with and without pedestals at prices that will induce prudent housekeepers to buy an Eastertide supply should you not have immediate use for them. But who couldn't use one or more Jardinieres at these prices?—*Frederick Loeser & Co., Brooklyn, N. Y.*

Flowers seem still growing in a clear glass vase where the stems show through. We have a line of plain, blown vases, bulb-shape base, that are the best all-around flower holders that we ever saw.—*P. H. Vose & Co., Bangor, Me.*

Austrian china novelties. Bright, artistic, effective articles that closely resemble the finer productions of the French. You'll find it hard to detect the difference—in appearance. In price there's a marked difference.—*John Wanamaker, New York.*

Teplitz ware vases seven inches high. Made to look like Royal Worcester, with vellum finish and gold illuminated flower paintings. Vase and ewer shapes, 25c.—*P. H. Vose & Co., Bangor, Me.*

Useful china, cut glass, beautiful lamps offer easy solutions of the gift problem. Whether the price you wish to pay is little or big, you'll find it in some good-taste article at *Vose's China Store, Bangor, Me.*

Reproductions in pottery seem to be in favor now, and it is certainly true that many of the pottery productions of the early part of the century well deserve it. A case in point—these new stone pitchers. They are exactly similar to the quaint old ones with raised figures you'll see that have been handed down several generations in our old New England families.—*P. H. Vose & Co., Bangor, Me.*

Pottery excellence proven.—One hundred years of continuous popularity with connoisseurs of ceramics proves the artistic excellence of Wedgwood Jasper Ware. It is always superior to the ups and downs of fashion's fancy—always a bright feature of dining room or drawing room adornment.—*P. H. Vose & Co., Bangor, Me.*

BUILDING MATERIALS

Depends on the lumber. When you build you aim to make a structure that will be substantial and permanent. Much depends on the quality of the material used. Plan carefully and construct wisely.—*Smith & Rogers Lumber Co., Morris, Minn.*

The use of our lumber will increase the strength, stability and value of any building. It is the best lumber we can secure—it's the best lumber that you can buy. It has all the good points that recommend it to the architect, the builder, the carpenter and the every-day man. It is sold at a fair price because we are satisfied with reasonable profits. Dressed or undressed, you'll find our lumber best.—*Merrick Lumber Co., Holyoke.*

Every man to his trade. Our trade is selling lumber. We don't know all about other people's business, but we have this business down so fine that no one can ship us poor stock, so we shall have no poor stuff to sell you.—*J. & W. C. Shull, Sac City, Ia.*

Between inferior lumber and the kind we keep the difference in quality is vastly greater than the difference in price. We select our lumber from the choicest trees cut in the forest, and it is well seasoned and will not crack or shrink after using. Let us supply you for that new house you are going to build.—*Vester, Stewart & Rossell Company, Washington, Pa.*

A house worth talking about has its mouldings, mill work and trimmings in keeping with its whole architectural plan. Ours it is to supply lumber, kiln dried and worked to match the rest of the materials called for by the designer. That our materials, prices and delivery are entirely satisfactory is shown by our long held and now growing trade. We estimate promptly and freely.—*Vester, Stewart & Rossell Co., Washington, Pa.*

Lumber for all needful purposes can always be obtained from us, for we carry a stock that can be depended upon—one that is always kept up to the mark. Now that the season has come, there should be no further delay in building operations. So place your lumber contracts with us and you will be served faithfully and well.—*Vester, Stewart & Rossell Co., Washington, Pa.*

Goes ahead of anything on the market—does our lumber—for these extremely simple reasons: It's made from the finest timber growing only a short time ago; it has been sawed and milled to perfection and seasoned to a finish. Then it has been properly stacked and stored. Now it's offered for sale at prices to interest any well posted buyer.—*Vester, Stewart & Rossell Company, Washington, Pa.*

Did you hear about Mr. Jones? Well, Mr. Jones has been talking for a year or more about building a new house, but he never really got started until he saw Smith's new house. As soon as he saw it he said he would build a finer house than that and went straight to the Robinson-Gage Lumber Co. to get their low prices on lumber and building material.—*Robinson-Gage Lumber Co., Kenton, O.*

When building a house it is well to remember that the hardware and fixtures you buy will last as long as the house itself—it is not a question of wear between the best and the low priced goods—it is whether or not the increased pleasure you will have in seeing the best and most artistic designs in your own house and the satisfaction of knowing that it is the best will not more than make up for the difference in cost. * * * We carry a large variety of stock designs and in addition 25 lines of special designs. These designs are the very latest, most up-to-date pattern designs. The samples are mounted on boards and show the complete line in all the different finishes. There are little things in hardware that make a great difference in cost. It's hard to tell where the difference lies, but is easily shown when the samples are before you.—*The Stambaugh Thompson Co., Youngstown, O.*

Political parties differ as to what material a dollar should be made of. One party wants to make money out of gold. Another party wants to make money out of silver. We've got an idea that lumber is a pretty good thing to make money out of—at least that's what we're making money out of ourselves. Some folks say we can't do it and sell lumber and building material at such unusually low prices—but they don't know.—*Robinson-Gage Lumber Co., Kenton, O.*

CANDY

"What kind of candy shall I buy?"

"Well, if you get lots of it, I want the kind that goes fast; but if you only get a little, I want something that'll last."—*New York Journal*.

Candy that has been kept for a time becomes stale and soggy, and loses its flavor. The growing demand for Nunnally's candy does not permit of its becoming stale; and almost every day the dealers in this candy are supplied by express with a complete assortment.—*Nunnally, Atlanta, Ga.*

The purity and perfection of our candies are known all over the country. Ask the lovers of pure candy what they think of Everhart's and they will say that it cannot be surpassed by any, and besides it ranks high with the pure food law, which is worrying the life out of the manufacturer who misrepresents his goods.—*Everhart's, Fargo, N. D.*

The candy and cake departments have developed into great proportions under the careful management of Miss Moore, whose judgment on cake and candy merit cannot be excelled. The assortment is large in both lines and the goods are always fresh. Probably in no other department in our store does the great difference between our prices and those of other stores stand out so plainly as here.—*Lehman, Trenton, N. J.*

At Gordon-Mitchell's you can get Lowney's and McConkey's candies—all choice goods—deliciously fresh. If you are particular, we can suit your taste. We keep the kind to satisfy those who know what good candies are—the tempting chocolates and bonbons in our confectionery cases are even more delicious than they look. You will find our stores convenient places to drop in on your way home and buy a box of candy. Price per package from 10c to \$5.00.—*Gordon-Mitchell Drug Co., Winnipeg, Can.*

As a delicious confection that is absolutely pure and clean, Nunnally's candy stands pre-eminent. No injurious adulterations cheapen its excellent quality, but every ingredient is of the highest grade, and selected with the greatest care. Rich in the nutritive qualities of pure sugar, rich cream and fresh fruit flavors, it is a wholesome food as well as a pure, high-grade candy.—*Nunnally, Columbia, S. C.*

Apollo Chocolates are the choicest confections to be found in town. For the person who appreciates the best they afford great satisfaction. For gifts to wife, sister or sweetheart they are the most delicious "sweets for the sweets" to be found. They come in artistic boxes, in pounds and half pounds, and are kept fresh at *The Modern Pharmacy, Binghamton, N. Y.*

Wherever enjoyment is at its height; wherever there is refinement and good taste, time and occasion call for Nunnally's candy. Unmatched in purity and incomparable in flavor, it is a most tempting and delectable confection that is equally appropriate for feast and fireside. Delicious is a strong word, but it is poor praise when applied to so toothsome a delicacy.—*Nunnally's, Mobile.*

Our candy appeals to all who desire the best at reasonable prices. Our large sales insure the stock being kept fresh and the variety will be found always equal to the quality. Shrafft's and Quality Chocolates. Ice cream always on hand to fill large or small orders.—*W. F. Currier, Plymouth, Mass.*

Butter Scotch Wafers, our special this week. Our Butter Scotch Wafers are made from the purest of sugar and fresh sweet butter. This delicious and nutritious confection combines all the best features of taffy. Fresh and tempting. Take a look at our windows and you will want some. Regular price 40c. Special 30c.—*Watson's, Winnipeg, Can.*

Pineapple Glace—extra special. This is a very delightful bit of candy that we are making—Pineapple Fingers Glace. The pineapple is cut from the finest examples of the fruit, and when it goes into the candy there is no fiber—just flavor—and the most delicate, lovely flavor of the fruit. It is the bit of candy that gives the feast its finishing touch—the gushdanal, as the Armenians say, and for which we have no word. These goods sell regularly for 40c or 50c a pound. We quote 27c, 4 pounds for \$1.—*W. W. Walker Co., Hartford, Conn.*

Pure, delicious, fresh-made candy. Made from the best sugar and other best materials, in our own manufacturing plant. To-day we are offering as a special, horehound drops of our own make, 19c pound. They are not a medicine, and yet they are beneficial for irritated throats, colds, etc. We use the genuine horehound and boneset herb and cane sugar in making them. For to-day only 19c pound.—*W. W. Walker Co., Hartford, Conn.*

The most delicious, the purest and best chocolates, creams, sugared fruits, etc., specially prepared for the festive season, are here. If you desire to give them as gifts, we've some handsome boxes, baskets and novelties to put them in. And we'll deliver promptly to all parts of the city. If you're going to entertain, let us supply the dainty cakes, pastry, ice cream, etc. They will be of the very best.—*Milton's, Winnipeg.*

A nice fresh lot of Saturday candy arrives every week and we have to increase our orders, too, because increasing sales are always the vogue with this popular confectionery.—*C. H. & H. A. Lawton Co., New Bedford, Mass.*

Rubidoux chocolates. When you're tired of ordinary chocolates and confections try a box of Bishop's delicious Rubidoux chocolates—they're pure, delightfully flavored with fruit juices and perfectly wholesome.—*Off & Vaughn Drug Co., Los Angeles, Cal.*

Huyler's candy always finds a welcome reception wherever presented. It is the acme of the candymaker's art, where only the purest and most delicious ingredients are used. Quality beyond comparison. All the popular and well known varieties, as well as many special ones, done up in dainty and handsome packages, especially for gift giving.—*Britton Drug Store, Trenton, N. J.*

The candy factory is booming with advance orders. We shall have as complete a line of beautiful candies for Christmas as can be found in New England. We shall be pleased to make estimates on the candy supply for any entertainments given by Sunday schools or other organizations. We guarantee splendid candies and perfect satisfaction. Our candy counters at both stores are loaded with specimens of the goods we make, and we aim to have every variety as nearly perfect as possible.—*Newton, Robertson & Co., Hartford, Conn.*

Nicest way in the world to buy English walnut meats. New whole meats, 35c lb., 3 lbs. for \$1.00. We have just received the nicest lot of English walnut

meats we ever saw. We looked a long time to see if we couldn't find a broken half, and we gave it up. If you like perfection in the things you buy, get some of these meats while they are fresh cracked. They will go like fun. They always do. For there are a lot of ladies who tell us, just what we said at the top of this ad, that "it's the nicest way in the world to buy walnut meats." We think so, too.—*W. W. Walker Co., Hartford, Conn.*

Christmas candies in every conceivable form for presents and general use. Get Putnam's and you will get those of the most delightful flavor. For decorating the Christmas tree we have the largest assortment of most beautiful designs, colors, etc. Our confections are all absolutely pure and healthful, and can be eaten by children with impunity.—*Putnam & Company, Lexington, Ky.*

Xmas presents of Huyler's candy. We will receive our holiday shipment of this delicious candy about Dec. 20th. It will consist of all the well known varieties and all the latest holiday assortments and novelties, done up in handsome packages for gift giving. We would suggest that intending purchasers of this well-known candy place their orders with us as early as possible—we will promptly deliver orders whenever desired. Orders, to receive the most careful execution, should be placed as far in advance as possible.—*Britton Drug Store, Trenton.*

Your Xmas candy should, above all, be pure. We spare no labor or expense to make our goods perfect in this respect. Delicious dainties made from the choicest of creams, nuts, fruits, etc. Beautiful baskets and boxes of perfect chocolates and a large line of holiday novelties. The candy shop for those who know.—*Sandall's, Newark, N. J.*

Delicious candy in fancy Xmas boxes. This big candy store will be Santa Claus' headquarters again this year. We have made special preparations to serve the finest candies made—put up in beautiful boxes especially for gifts, at our regular low prices. You buy the best for less here.—*Winthrop Candy Kitchen, New Haven, Conn.*

Acker new "dollar" box. This is an ideal gift package. It contains one and a half pounds of the choicest selections of exquisite chocolates and bon bons, and is most tastefully packed and embellished. You can select this gift for your most fastidious friend with the absolute assurance that the receiver of it will be delighted.—*Finley Acker Co., Philadelphia, Pa.*

Christmas candy favors. The candy store favors are direct from the work-rooms of Mr. and Mrs. Santa Claus. They're just the cutest things that those two good souls ever turned out. They range all the way from a snowball that looks for all the world like a real one to a basket that bears the stamp of a Parisian artist who goes in for dainty touches and daring conceits that none but the French would risk, and that have appealed to Santa Claus as the very thing for an Xmas gift. As for prices, they are lower than can be found in any other of Santa's agencies in Brooklyn, ranging as they do from 5 cents a dozen for cornucopias—the sweetest little things—to \$11.49 for the fluffy, flower-trimmed lingerie and silk basket from gay Paris, that is fitted with a place for the choicest bonbons made in our laboratories. For the Christmas dinner or the holiday party; for the Sunday school gift night or the children's tree party; for the sweetheart of to-day or the one who has become the dearer wife; for the formal remembrance to the one who is little more than an acquaintance, or for the token of love to the friend, tried and true, there are endless suggestions and dainty gifts in the candy store, ranging in price, as has been said, from a few cents to \$12.00, each individual in style and in exquisite taste.—*Abraham & Straus, Brooklyn, N. Y.*

Christmas candies. The purest in the city and received fresh every day. Peanut brittle, fine mixtures, clear toys, 10c. lb. Thirty-nine cent chocolates 20c. Over 20 different kinds. As fine as any 39c. chocolates you ever tasted. Forty-nine cent chocolates 29c. Delightful confections that cannot be surpassed. Christmas boxes of fine chocolates holding from one to five pounds, special prices.—*The Bonton, Lebanon, Pa.*

Huyler's candy Christmas presents. Huyler's creations this season are all that the most expensive taste or fancy could desire, and yet there are scores of the most unique, artistic and attractive designs, at every reasonable price. They range from one dollar and less, up to boxes that are bargains at \$10. We are showing a display of boxes in wonderful variety, also packages in the shape of giant fire-crackers, mammoth pencils, packs of fire-crackers, English walnuts, jars, and many other original creations. They are such as will please everyone from the tots to "my lady."—*Elkin-Watson Drug Co., Atlanta, Ga.*

Jevne's handmade chocolates. Do you know how supremely good Jevne's handmade chocolates are? If not, then order

a generously large package to-day for to-morrow's enjoyment. Every pound of our candy is made in our own scrupulously clean kitchen, by expert candy makers. And only the purest, finest materials go into them. So purity and wholesomeness are guaranteed—our long list of candy patrons vouch for their deliciousness. Combination chocolates. We want to call particular attention to these surpassingly tempting chocolates, a cream fruit filler with a heavy coating of delicious chocolate. They're generously proportioned—ask for them. Why not try the bitter sweet chocolates?—*H. Jevne Co., Los Angeles, Cal.*

The thought of the good things that are to come is almost equal to realization. It is not so with Nunnally's candy. Anticipate what you will as to sweetness, flavor, purity and daintiness, and you will not be disappointed. A first taste will convince you that it is a delicious confection of exceptional excellence; while the variety is greater, and of a quality superior to any other high-grade candy.—*Nunnally, Montgomery, Ala.*

You will now find on sale at the candy department fresh stocks of these delicious confections. These are the original Swiss milk-chocolates and will be found superior in every way. They are most nutritious and are recommended for children's and invalids' use.—*The M. W. Tanner Co., Saginaw, Mich.*

By the strictest attention to the wants of our patrons we have established a reputation for fine confections. We are daily producing new candies and our customers have learned that there is no store in the city where they can really find the dainties that we have. The coming week has many novelties in store for you and we hardly need to urge anyone to come to our candy department.—*Newton, Robertson & Co., Hartford.*

California crystalized fruits. Now is the time to pick out the box of crystalized fruit you send to your friends in the East. We have an unusually fine assortment this year—just the thing if you wish to send a California souvenir. Put up in beautiful boxes and baskets artistically packed. We will attend to wrapping and mailing. You just leave us the address.—*Wells Candy Co., Los Angeles, Cal.*

Saturday special, London brand chocolates. This is the finest quality 40c candy. Assorted kinds and flavors—smooth, rich and delicious. Every pound neatly packed in a handsome embossed box. Just try a pound to-day and be convinced.—*Clarke Bros., Scranton, Pa.*

Chocolates. Those of soft, sweet, pure, creamy interior and of the black, bitter rich coating exterior. Just to think of them—any time—makes your mouth water.—*Everhart's, Fargo, N. D.*

Guth chocolates and bon bons, 40c, 60c and \$1.00 pound. Better sweets could not be made. Saturday night's express brought us our first of Guth's dollar chocolates and bon bons. The 40c and 60c chocolates have won a host of friends in Saginaw during the past year, and we believe the \$1.00 grade will be cordially welcomed, for we are certain that no such candies have ever been sold in Saginaw before. The Guth chocolates and bon bons have a reputation for unexcelled flavor, purity and deliciousness in six cities where Guth branches are established and in hundreds of other cities and towns where agencies are situated. In their manufacture every question of expense is disregarded in adhering to the high ideals which have been maintained in the development of the richest, most healthful and choicest sweets made in America. The result is that Guth chocolates, bon bons and fancy candies have a deliciousness that tempts even the jaded and gives to the word "sweet" a new meaning.—*M. W. Tanner Co., Saginaw, Mich.*

Give me Everhart's. Somehow it seems natural to ask for Everhart's delicious candy. It is made right here in Fargo every day and is always fresh. Everhart's will stand government inspection—or any other kind—it's pure. Eat all you want.—*Everhart Candy Co., Fargo.*

Delightful deliciousness. These two words exactly describe the confectionery at our stores. We have a large assortment of McConkey's, Huyler's and Lowney's confectionery, than which there are no more delicious confections made. They are always fresh, firm and luscious—so temptingly delightful that it is easy to understand why so many people come to our stores regularly for candy.—*The Gordon-Mitchell Drug Co., Winnipeg.*

Seiter's chocolates have a flavor and richness which make them distinctive from all the others. Candy bought at Seiter's is a guarantee against everything adulterant or injurious. If you have never eaten any of our chocolates and bonbons, you have missed one of the good things in life.—*Seiter's, Pueblo.*

Careful packing preserves candy. On opening a box of Nunnally's candy one will realize immediately that it was packed with unusual care. The top layer is found in a tray with every piece in a separate paper case. Beneath the

tray the box is packed in layers. Each piece of candy has a definite position and is separated from every other piece by wax paper, partitions or paper cases. The result of the above care in packing enables Nunnally's candy to reach the consumer without a scratched or broken piece in the box, and in perfect condition.—*Nunnally, Atlanta, Ga.*

Candies. "Einstein's Golden Pheasant Chocolate Creams, the freshest, purest, most delicious, most moderately priced that you'll find anywhere. If you have never eaten our candies, there is a pleasant surprise ahead of you. All the old flavors from which to choose, together with these new ones: Pistachio, pineapple, queenie, fruit, spice, chocolate and Chartreuse.—*Louis Einstein & Co., Fresno, Cal.*

Lyon's candies. Candies, like books, should be chosen with discretion. Both are capable of infinite harm. The selection of Lyon's candies is a perfect choice and a safeguard against candy evils.—*Lucas Bros., Mansfield, Ohio.*

Candy by the yard. We are selling a fine chewing candy at 5c a yard. It is an interesting sight, even if you do not buy, to see the man as he cuts off yard by yard of the richly-made sweet. A demonstration of Milk Rice is being held at our store this week.—*Woodruff Grocery Co., Waterbury, Conn.*

Pure candy. The sweetest girls are usually fond of sweet things themselves. The surest passport to their good opinion is a present of delicious candy. We have all kinds made almost daily, consequently ever fresh and pure and toothsome. You can ever rely upon its high quality, and perfect purity. Once get the habit of buying our candies and chocolates and you will never be satisfied with any other kind.—*John Svolos & Co., Schenectady, N. Y.*

Marechal Neil chocolates and bonbons, the daintiest, most delicious, sweetest and purest, most appetizing and satisfying and healthful candies you ever tasted in your life—fresh from the spot cash model candy kitchen. The spot cash label on candy signifies the best in candy. Candy made of the purest material—candy made in a candy kitchen spotlessly clean, where daintiness and cleanliness are continually practiced.—*The Spot Cash, Joliet, Ill.*

Fudge and caramels make a delicious combination for the sweet tooth. These are fresh to-day and just as pure as they are fresh.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

CANDY

Delicious confectionery. Our confections are the acme of the candy-maker's art. Pure and delicious, they are always fresh, for so popular a candy never remains long in the show-case. Rich and creamy, in all flavors. Carefully packed in dainty boxes, it is always a welcome gift.—*The W. J. Boyd Candy Co., Winnipeg, Can.*

Sweet things that make life seem like "one grand, sweet song" are love's vows, babies' kisses and plenty of our choice delicious confections to help the good work along. A little sweetener like our Long Branch chocolates or Jersey creams lubricates the wheels of love and life considerably, at a trifling expense. Try some.—*Walter T. Hall & Co., Ottumwa, Ia.*

Our candy department is as much a part of our business as any other department in our store. It isn't looked after in a slipshod, haphazard fashion. It's done well, skillfully—a little better than anyone else does it. Everything used is the very freshest, the very finest, and the candies are concocted by a confectioner who knows his business thoroughly. Freshness—that's strong point about our candies. It's fresh, every piece of it you buy.—*H. Jevne, Los Angeles.*

In humid weather glass jars filled with stick candy are hard to beat, 15c.—*Wanamaker's, Philadelphia, Pa.*

39c. Chocolate chips 24c, and nobody sells this favorite candy for as little as 39c, even except this famous candy store. It is a thin and crisp molasses chip, finely flavored with lemon and covered with a smooth and pure chocolate—one of the candies that you never tire of.—*Abraham & Straus, Brooklyn.*

Walnut fudge, 20c pound. Fudge—somehow it suggests girls' boarding-schools, and delicious sweetmeats constructed "on the quiet." These walnut fudges are as good as any you ever made on a chafing dish in a closet—delicious sugar candy with carefully picked walnuts scattered through.—*Wanamaker's, New York.*

When you present a box of candy to a lady friend there is great satisfaction in knowing it is the best—and you couldn't please a lady more than to offer her a box of bonbons with Wiley's name on it, for she knows it is a guarantee of purity and excellence and a gift she will thoroughly appreciate.—*Wiley's, Atlanta.*

Fine fresh candy.—You can't help liking every kind of candy we make—it is all so fresh and so pure and so good. From the plain sugar candy to the fine French kinds, every piece is just as

good as we know how to make it. We are in the candy business to do it so well that everybody will want to eat Jevne's candies. Take a box home for the children—we'll pack a box with whatever you wish.—*H. Jevne, Los Angeles.*

The candy we sell is particularly clean, made by clean people, in clean sunny places; particularly well cooked; we have old, well-taught skilled work-people; particularly fresh—a number of kinds are made fresh three times each day—a steady stream being delivered all hours of the day; particularly pure—no adulterations; particularly moderate in price—owing to large quantities made at one time and our extremely large sales, quality considered, it costs one-fifth less than elsewhere.—*Wanamaker's, Philadelphia, Pa.*

W.J.B. chocolates. The purest and freshest chocolate is none too good to use in making Boyd's chocolates. And we use it—that's why they are so good.—*The W. J. Boyd Candy Co., Winnipeg.*

"Perfect condition" candy grows in appreciation. As the weather gets hotter "perfect condition" candy is more and more appreciated. By "perfect condition" we mean candy that is neither softened nor hardened by the heat, candy that is fresh and firm and just right in every way for full eating enjoyment. You can get just such candy at our stores, made by such well-known makers as Huyler, Lowney, McConkey.—*The Gordon-Mitchell Drug Co., Winnipeg.*

Candy, and nothing but candy. You take no chances. You never get disappointed—there is no better candy made in the whole world than is made right here in Tacoma by Tacoma boys and girls.—*Pop Smith Candy Co., Tacoma.*

Reeves' famous bon bons and chocolates have long since established their right to be called the finest. These delicious confections are made fresh every day of the very choicest materials. They are general favorites throughout Washington. Seventy varieties—all at the popular price, 47 cents per pound.—*Reeves', Washington, D. C.*

Coveted sweets to-day. We wish to call your attention to two popular makes of candies received by us, by express daily. Repetti's (the famous "Royal" Italian candy) and Wiley's. Receiving these goods fresh every day warrants your approval and purchase when a box of sweets for her is wanted. Assorted chocolates and chocolates and bon bons; also many specialty boxes and packages of each make. Phone or call—a trial convinces.—*Luhn's Pharmacy, Houston.*

Made fresh every day. Pure, delicious chocolates and bon bons. Everything considered, it's but natural that Reeves' chocolates and bon bons have attained the reputation of being best among confections. Pure and delicious at all times. Seventy varieties made fresh every day of the finest materials.—*Reeves', Washington, D. C.*

Baby creams. For to-day (Saturday) we have a supply of our celebrated baby creams. You'll be surprised at the value you can get at 25 cents a pound. Assorted taffies and water ice for to-morrow (Sunday) in early. We deliver promptly.—*Trust's, Sacramento, Cal.*

There's a cherry in it like some other cocktails, but Fenway cocktails, the most delicious confection known, intoxicates only with delight. And why should they? They combine the choicest Maraschino cherries, purest, most delicious cream, richest, finest chocolate obtainable and the most expert workmanship. Exquisite is the word. Take home a box, 25 cents.—*Mitchell's Drug Store, Springfield, Ill.*

For a long time we refused to sell candy, on the ground that it was bad for people to eat so many sweets. Then we thought better—decided that if people must have candy they should have the purest that could be made.

Candy made in clean, well-lighted places.

Candy made of the best materials.

Candy sold for only a reasonable profit over the cost of making.

The Schipper & Block Confectionery Store is ready!—*Schipper & Block, Peoria, Ill.*

To have candies that ought to be rich, pure; and the plainer candies pure and good is the most important part of the candyman's work. But he has succeeded so well that our 30c candy looks like average 38c and 39c candy, and our 40c is as good as any you ever saw for 60c. This is the unbiased opinion of everybody who has seen them together and compared them.—*Partridge & Richardson, Philadelphia, Pa.*

The bottom layer of a box of Huyler's candies brings forth as many delicious morsels and surprises as the top layer. The goodness, freshness, and purity is the same all through.—*Huyler's, Brooklyn, N. Y.*

If you live within trading distance of Hartford you can have pure candies fresh from our Model Candy Kitchen. We say model candy kitchen because the materials, the work, and the place where the work is done are ideal in every respect. We produce only the

choicest goods in every line, and when you get such goods fresh from the factory you have a genuine treat.—*Newton, Robertson & Co., Hartford, Conn.*

A brand-new combination of delights that we're sure you'll like. Selected Pecan nuts, candied cherries—a layer of each hidden away in cubes of fresh cream candy that melts in your mouth.—*Wanamaker, New York, N. Y.*

Pure candy is good for the children and good for you. We want you to come in to-day and get acquainted with our "Sensation Licks." It is the name we have chosen for the popular kind of candy that is sold on a stick. Repeated demands for this piece from people who wanted to be sure of its purity has led us to put "Sensation Licks" on the market. True to our motto, "Not how cheap, but how good."—*Newton, Robertson & Co., Hartford, Conn.*

A summer candy. Because they are light and delicious, without being too rich, the Newport creams are favorite confections in the warm days. They are a dry, flaky cream that melts away in your mouth, flavored with orange, lemon, cinnamon, strawberry, pistachio, vanilla and chocolate; remains fresh for an indefinite time.—*Abraham & Straus, Brooklyn, N. Y.*

Try these candies. Fresh to-day and as tempting to the pocket as they are to the palate.—*Wanamaker, New York.*

Two new candies. New with us, although both of them are famous in the countries where they are made. Nougat provençal comes from Marseilles, and is the very finest of French nougat. We have it now to sell for the same price it costs in Paris. Small's maple chocolate creams are made in Canada and are much appreciated by those who want an absolutely pure maple candy. We have them now in airtight packages so that they will keep perfectly.—*Frederick Looser & Co., Brooklyn, N. Y.*

Here's a chance to send a box of fine, pure, toothsome and wholesome candy to your friend in the mountains or at the seashore, with the assurance that it will be appreciated, and at the same time pay much less than such excellent sweets would cost elsewhere.—*Abraham & Straus, Brooklyn, N. Y.*

Wanamaker Assorted Chocolates at 20c a pound are famous. In the first place, these chocolates are well made, and in the most delicious assortment. In the second place, they are made of absolutely pure ingredients which we can recommend.—*Wanamaker, New York.*

Old fashioned stick candy.—This is the kind your mother ate and you ate when you were a boy, and they sell it at some of the old village stores now, the lemon, lime, horehound, clove, anise, sassafras, peppermint and wintergreen sticks that looked down upon you from glass bottles on the store shelf. There's just this difference, these are more delicately made and add to wholesomeness attractiveness, pretty enough for after dinner tidbits, 9c a jar.—*Abraham & Straus, Brooklyn, N. Y.*

The candy store has the most fascinating bank that ever tempted boy or girl to save pennies. You drop a penny in the slot of a real chocolate machine, and get a cake of chocolate of the regular size, and yet save your penny at the same time. This is the first device ever known in which you get your cake and keep your penny, too. The chocolate machine, with key and ten cakes of chocolate, 50c complete. You can buy new supplies of chocolate with the pennies that you take out of the bank when the chocolate is gone. Thus the chocolate supply is self-supporting.—*Wanamaker, New York, N. Y.*

Best candy at Jevne's, and nothing remarkable about that—the best of everything to eat is at Jevne's. When we make anything to sell, we determine to make it a little better than anyone else does. That's the way it's been in our confectionery department—we've made it so good that people simply can't help buying Jevne's candy. They are the fine French candies and the plain sugar candies, and every kind you buy is perfectly pure and fresh and good.—*H. Jevne, Los Angeles, Cal.*

Treat your friends to a delicious box of home-made candies. Make them acquainted with our place and our delicacies.—*Alfer, York, Pa.*

Tell your friends how much you enjoy the candy we make. Our candies are worth buying because they are fresh, home-made and positively pure. Spread the news about their superiority. Our ice cream is also famous for its excellence. Let's hear from you.—*Harris, Columbus, O.*

We are going to beat the weather this season. We are going to make our delightful hard candies, that you love so much, and place them in sealed glass jars, so you can have them all summer long. You know they cannot be handled any other way. But this way they will prove a fine success. They will keep. You can take them to the seashore with you, and they will be just as nice as

they are in winter, even if you have foggy days. And all the favorite varieties will be included—buttercups, fruit cuts, chocolate chips, cinnamon chips, peach blossoms, opera twists, straws, satinettes, and all perfectly fresh and tempting.—*W. W. Walker Co., Hartford.*

If given judiciously, Huyler's candy removes all irritation caused from an untimely visit, clears the field of all dangerous rivals and opens the way to a "Personal" talk, from which the best results can be hoped for. "Huyler's" can be either given or sent, the results are the same in both cases!—*Heiz Bros., Waco, Texas.*

A few of the many nice candy kitchen specials. You can spend a few minutes very interestingly in looking over the dainty confections which are constantly coming fresh from our busy candy kitchen.—*Newton, Robertson & Co., Hartford, Conn.*

The Easter bunny makes his bow. You might think Easter came to-morrow, to judge by the way our candy store is thronged with rabbits and chickens and eggs, and everything else that can by hook or crook be held to possess Easter significance. We've fairly outdone ourselves in this year's collection—and we have made it ready thus early to enable you to make up your minds about what you really like best and to buy it before everybody is hunting after Easter things. Come and see the brave showing—you'll be delighted and amused.—*The Wanamaker Store, New York.*

Prices lower in the confectionery section. The price of confectionery has dropped considerably for Saturday's selling, as the following prices plainly show. This is an opportune time to treat the little ones, and give them pure, good candies with only a very little strain on the purse strings.—*Hudson Bay Store, Vancouver, B. C.*

Good candies.—Here are some that are just a bit more delicious than any you ever ate—unless you've already tried these. And they're perfectly fresh. Take home a box of one of them to-day.—*The Sanderson Pharmacy, Scranton, Pa.*

Jack Straws.—What in the world are they? Well, I'll tell you! They are a piece of candy about five inches long, about the size of a lead pencil, composed of a thin covering of deliciously flavored crisp candy, filled with delicious sweet vanilla chocolate. A very dainty confection. They come in vanilla, rose, violet, lemon or pistache flavors.—*Bierma's, Buffalo, N. Y.*

We have everything in the way of fine candy for Christmas. We make our own goods and they are pure and fresh. A specialty made of fine mixed candy for the holidays. Package goods in fancy boxes, including Lowney's, at the lowest prices.—*Mellons & Co., Binghamton.*

Ever tried us on buying candies? If not, start to-day. You'll gain in quality without increasing the cost. Our policy when handling candies has always been to give our customers the best and purest goods that's possible for the money. We're satisfied with reasonable profits. Buy direct from the best makers in the country, which saves you all intermediate profits. As to assortment, we have increased our assortment and can safely say that there isn't one nearly its equal.—*Hills & Co., Hartford, Conn.*

We don't wish to be presumptuous, but you really don't know the delightful sensation of a *kiss* till you taste those Dixie Kisses.—*Veeder & Yelverton, Schenectady, N. Y.*

We make but one thing and we make that well—candy. You won't find anywhere a more tempting variety of novelties in the line of toothsome "goodies" than we can show you. You won't be quoted better prices—that's certain.—*The Ophilakos, Galveston, Tex.*

Candies! Candies! You should just see them! They're the first thing to greet you as you enter the store, and they're so tempting it's hard to pass them by. Always fresh. The reason it's so fresh we receive it direct from the candy kitchens. The reason it's so good is because of its pureness and made by the finest confectioners. All kinds; all prices.—*The Butterfly, Muncie, Ind.*

The lips you love are the lips that love sweet carnation chocolates. A fairy confection of creamy sweetness that melts within the tender caresses of the palate. Get a box. They're fine.—*Salt Lake Candy Co., Salt Lake City, Utah.*

The sweetest candy on earth.—Our candy, made by ourselves of pure sugar and the best of everything in materials is the best that can be produced.—*Newton, Robertson & Co., Hartford, Conn.*

Are you a judge? If you are a judge of a good, pure, fine tasting candy call here; we have lovely confections to please the most fastidious palate. Made every day and always fresh.—*The Fleur de Lis, Salem, Ore.*

Choice chocolates. The kind that carries joy to the "Summer Girl's" heart. Made of the purest materials and made with the intent of producing the best

confection possible. Rich—not sickish—delicately flavored and satisfying. Chocolates that haven't any equal for quality and toothsome anywhere at considerably higher prices than we ask. Take a box to the theater or on that outing trip.—*Geo. E. Sawyer, Portland, Me.*

Special candy to-day. "Special," because it comes post haste from the kitchen to the counter. It's here to-day with the bloom on it.—*Wanamaker's, Philadelphia, Pa.*

Good, pure candy is the most acceptable gift you can present to your lady friends. They will appreciate the kind we sell.—*U. N. Spake, Galesburg, Ill., Feb. 1, 1902.*

An order placed with us will convince you that we make the finest kind of frozen desserts.—*Hauff Ice Cream Co., New Haven, Conn.*

A maiden—rich—but seeming cold, A young man—poor—but a crafty soul, A "course" of Huyler's—tactfully sent; He now collects her papa's rents.

In matters social, friendship, reciprocity or remembrance, there is nothing that equals that thoughtful gift, Huyler's candy.—*Herz Bros., Waco, Texas.*

Choice confections.—What is more blissful these days than a big hammock, a good book and a box of Jevne's good candies. If going away for over Sunday, take a box of Jevne's candies with you to nibble on. There aren't any better confections made—we don't know where you can get any so good. We'll pack them in any size box you wish. A box of these candies daintily packed makes a very acceptable gift.—*H. Jevne, Los Angeles, Cal.*

Saturday sweetmeats. A toothsome trio for to-morrow's enjoying.—*The Wanamaker Store, New York.*

Bon Ton chocolate chips, the most delicious of molasses chips, smothered in rich chocolate coats. See them in our window this week; buy a pound or two and enjoy their extra fine flavor.—*Fox & Adams, Bangor, Me.*

Anticipation. The thought of the good things that are to come—is almost equal to realization. As regards our candies, anticipate what you will as to sweetness and flavor and you will not be disappointed. Franklin's confectionery pleases ten times out of ten, and it's our pleasure to please you, no matter how small your purchase. An oyster sandwich with a cup of our delicious chocolate or perfection coffee makes a delightful lunch when down town shopping.—*Franklin's, Salt Lake City, Utah.*

They fit the lips like kisses—and taste so sweet. That's why Wardell's confections are so popular. Pure confections, these; flavor delicious.—*Wardell's Store, Ingram, Pa.*, Feb. 1, 1902.

Chocolates are at their best, you know, a few days after they are made. Then we say they are "dead ripe." To-day we shall have on sale a large quantity of chocolates of our own make, and they are at their best or "dead ripe," as the expert says. There will be delightful creams, flavored with vanilla, peppermint, coffee and maple. And of course there will be our splendid chocolate dips. 40 cents a pound is the price of these chocolates, but you compare them with those you pay 80 cents a pound for, and see if we are not doing wonderful things in the making of chocolates. We leave it to you.—*W. W. Walker Co., Hartford, Conn.*

New York is the greatest candy mart in the world. There is more candy made and eaten in this city than anywhere else on this planet. And the very best candy is made right here in New York. We mean that our candy store shall become a factor in the distribution of high class sweets at moderate prices, in proof of which we offer for Saturday.—*Wanamaker's, New York.*

Delicious chocolate chips.—A confection that pleases all tastes. Three hundred pounds bought especially for the Fair trade. Take a box home with you. It fills the requirements of the higher priced candies, is as pure and as good, but does not cost as much.—*A. Harris & Co., Dallas, Texas.*

Almond and pecan croquettes.—A novelty in the candy store, and one of the daintiest candies that ever bid fair to become the rage. Jordan Almonds and Texas pecans are encased in a rich shell of shredded dates and figs and combined with cream.—*Abraham & Straus, Brooklyn, N. Y.*

This week we offer Croft and Allen's fine cream mint candy at a special price, 10c a pound. This is the soft creamy kind and could not be better if we charged double the price. Fine cream chocolates in assorted shapes and flavors, and a fresh lot to arrive this morning as nice as you please. All you want from a quarter pound up at 13c a lb.—*Geo. M. Dunlap, Philadelphia, Pa.*

Concerning confections. There is such a vast difference in candy—such a variety in quality and price that it is hard to tell when you are getting good candy until after you have paid for it. That's why we are so careful to have every

pound of our candy as good and fresh and delicious as candy can possibly be made. At our candy counter you will find many new and toothsome dainties.—*Andrew R. Cunningham, Detroit.*

Choice chocolate chips.—A real new confection, made of crisp molasses taffy dipped in sweet, wholesome chocolate. Doesn't that sound good? They taste good, too. They are called "Rare Bits," and will make a rare treat to take home. See how enticing they look in the window.—*Kingston, Denison, Texas.*

From a lover.—A lover's pure, wholesome candy, sent regularly to the adored one. All women love candy; it's symbolic of their nature—sweetness itself. But don't risk your happiness by getting it at any place but here. There may be other candy just as good as ours; but then you can't be sure of it, and here you may.—*Westfield Candy Market, Westfield, Mass.*

A well-invested quarter. Twenty-five cents buys a pound to-day of either of these most delicious candies: Silver strings. Miniature pillows, filled with cocoanut and covered with shiny, sticky sugar candy. Chocolate-covered caramels. Old favorites, but fresh and tempting.—*The Wanamaker Store, New York.*

Another week of special candy selling! This time we offer fresh-made, rich, creamy chocolates—assorted flavors—at the bargain price of 20 cents a pound. The only regret you'll have about these chocolates is that you didn't buy two pounds instead of one! But why not buy two pounds to begin with?—*Fox & Adams, Bangor, Me.*

Ever take home a box of candy on a hot day, and find a conglomerate mass inside, when you opened it? That's exactly what won't happen to these hot-weather candies. They are insulated—armor-clad—against heat and dampness. And they're delicious, too, to nibble on a summer day.—*Wanamaker's, New York.*

Take a box with you. A box of Jevne's candies. If you're going away to spend Sunday, no matter where you go, you can't buy any such candy as Jevne sells. So provide yourself with a big box of Jevne's before you start. Nothing would tickle the children so much as to have you take them some of this candy Saturday night. The reason there is such a difference between Jevne's candy and other candy is because there's a difference in the making. Our confectioner knows how to make the best candy—and that's the secret of it all.—*H. Jevne, Los Angeles, Cal.*

Comfortable confectionery.—Just as much difference between the seasonable and unseasonable candy, as there is between winter overcoats and duck trousers. Here are candies of the summer sort—ninety degree weather won't make them soft and sticky—for most of them come in waxed paper, tin boxes or glass bottles. And all are delicious to eat.—*Wanamaker's, New York.*

Are you a judge of chocolate coatings? If so, we invite you to make a comparison between ours and our competitors'. Not only is ours superior in flavor and smoothness, but it is the highest price coatings used in the Northwest. A comparison is all we ask to convince you.—*The Palm, Spokane, Wash.*

The candy department is one of the growing departments of our store. And the reason it grows so fast is because the candies are so good, so fresh, so pure. We only know how to make candies one way at our store—the best. We never get careless and let impurities or stale ingredients slip in. Just the very best candies that are made—that's the business of this candy store. That we succeed in doing it this way every piece of candy will testify.—*H. Jevne, Los Angeles, Cal.*

A box of Acker's 39c bonbons and chocolates. Put it in your trunk. We would suggest two boxes. Your friends will be delighted to receive one of them. Pack them on the top. They will be wanted early and often. When the supply runs out you can renew it by a postal order. We deliver free in many places—you may be near one of them. You will be sure of getting your candies always fresh and pure at Acker's. We pride ourselves upon that. As to quality and excellence of assortment, we challenge comparison with the finest 80c confections ever made.—*Finley, Acker & Co., Philadelphia.*

Toasted Marshmallows.—That sounds like a piquant dainty, and it is, sure enough. Pure vanilla marshmallows are rolled in toasted shredded cocoanut, and you'll never guess how delicious they are until you bite into them.—*Wanamaker's, New York.*

Wiley's pure and delicious candies are not the cheapest that are to be found. If cheapness is the only consideration, there are better places to buy; but if you want good candy, pure candy, such as you need not fear eating yourself, giving your friends or your children, we are sure of our ability to please you. Quality considered, our prices are reasonable, which is the true test of cheapness. Made

fresh every day, temptingly packed in beautiful boxes from half to five pounds.—*Wiley's, Atlanta, Ga.*

Nuts to crack for competitors in candy-making. Our dainty, pretty candies are envied by them all, but the results can not be attained by cheap materials, colors, flavors, etc., or so-called candy makers. We use only the pure, high grade materials and candy makers worthy of the name.—*The Palm, Spokane, Wash.*

Silver Moon Candy. As fine and fresh an assortment as you find in the city. Our extensive varieties of chocolate bonbons, etc., are of the highest grade, and cannot be surpassed in quality, and at the reasonable price.—*Oliver Finne Co., Little Rock, Ark.*

Candies at 20 cents a pound. Buying Wanamaker's candies below their regular prices is something like getting government bonds below par—in the admirable quality of the investment. A splendid chance, or rather two of them, for such investors to-day.—*Wanamaker's, New York.*

Candy everybody likes.—That's the reputation our candy has—everybody likes it. Why? Because it's so fresh, so fine, so delicious. We have the best candy maker we could find, and we give him only the finest and choicest materials to use in his candy making. Result is, every time you want candy, "You're safe at Jevne's."—*H. Jevne, Los Angeles.*

Clean and up-to-date are adjectives aptly applied to Peoria Candy Kitchen and Bakery. We stretch a point to avoid even an approach to anything contaminating, and patrons of this bakery may rest assured of the perfect cleanliness of every ounce of bread, cake and pie we bake.—*Peoria Candy Kitchen, Peoria, Ill.*

The glass that cheers and refreshes you on a warm day is our delicious ice cream soda. No question but what pure fruit flavors make a healthier drink than those made from acids and extracts—remember that when you want soda water. We manufacture all our flavors from the fresh fruits.—*Palm, Spokane, Wash.*

The finest candy.—It's as natural for Jevne to sell the best candy as it is for him to sell the best of all kinds of groceries. And what fine candy it is! Every piece a mouthful of deliciousness. Plain candies and fine French candies—every piece absolutely pure and perfectly fresh. Candy making is a great science. Our confectioner understands it. Buy any amount you want—but buy *Jevne's, Los Angeles, Cal.*

Of course you'll want candy. Fancy spending a double holiday with no candy in the house—particularly if you're a jolly young crowd! We've got a fine, fresh supply of delicious candies, ready for your demands to-day and to-morrow. Whether you want the simple sorts, or the best bonbons, chocolates and candied fruits, we'll supply you satisfactorily and promptly.—*Wanamaker's, New York.*

Cocoanut Jumbles, 20c a pound. Fresh, toothsome summer candy. A crisp sugar jacket enfolds a delicious cocoanut center. You'll like them, of course; 20c a pound.—*Wanamaker's, New York.*

It will make your mouth water to lift the cover from a box of Belle Mead Sweets and see how daintily they are assorted and packed. We guarantee every ounce to be absolutely pure. Make your next order for candy Belle Mead Sweets.—*Culver-Deisler Co., Saginaw, Mich.*

Doctors will tell you that a little candy now and then is good for you, like a little recreation, but it must be pure, absolutely pure candy. Wish you could see our candy factory—how invitingly clean it is—how every utensil shines—the very air itself suggests purity. Every ingredient is as carefully considered as a physician's prescription. And yet, with all this care to make it the purest, most delicious and best—it is less, very much less in price than the same grade can be purchased anywhere else.—*Abraham & Straus, Brooklyn.*

The purest and finest candies obtainable anywhere will be found at the main candy store in the basement. Some of them are imported, but most of them are made in our factory.—*Wanamaker, Philadelphia, Pa.*

Every woman is a judge of candy—and the Reeves Chocolates and Bonbons are favorites everywhere they're known. All made here on the premises—coming fresh from our candy rooms all the time.—*Reeves, Washington, D. C.*

A Bunch of Candies.—Run your eye over this list of pure, fresh, delicious candies, and see whether it doesn't set that sweet tooth to jumping.—*Wanamaker's, New York.*

A box of these candies, tastefully arranged—and we make a specialty of that—and tied with red, white and blue ribbon will make as acceptable a gift as you can take with you.—*Abraham & Straus, Brooklyn, N. Y.*

No finer candy than this is to be had anywhere in the world and nowhere but at Loeser's can you buy such candy for 60c. a pound. There are no less than

thirty different kinds of Chocolates—the chocolate in each instance being the purest Swiss milk blend. There are all the favorite Bonbons and some new dainties. Try a pound and see if it is not as fine candy as you ever tasted.—*Fred Loeser & Co., Brooklyn, N. Y.*

Everybody's Favorite Confection—Scotch Kisses.—A soft marshmallow, highly flavored with vanilla and then dipped into a coating of good, old-fashioned butter, so crisply cooked that it's like eating a candied nut—sold in other stores at 60c.; here at 29c. lb.—*Abraham & Straus, Brooklyn, N. Y.*

Moir's. The particular hostess naturally selects Moir's chocolates for a stylish social affair. When arranged in a bonbon dish, with each chocolate in its neat, fancy paper cup, they look the very essence of daintiness and refined good taste. My! how delicious they are, too! Such delicately flavored centers, containing creamy confections, nuts, fruits and jellies, concealed under the finest, smoothest coating of the very richest chocolate. The number of different varieties in each box will delightfully surprise you.—*Moir's, Ltd., Halifax, N. S.*

Leggett's Saturday candy is pure, wholesome, and genuine, absolutely free from artificial and inferior ingredients. Apollo chocolates. Fresh every week and superior in quality to any other candy, no matter who makes it or what its price. Always glad to prove it with free samples. These chocolates are handsomely packed in half-pound, pound and two-pound boxes.—*The Clifford Pharmacy, South Norwalk, Conn.*

Leggett's Saturday candy, 29 cents a pound. For flavor assortment and purity it is unequalled. Just such a box of assorted chocolates as you pay 50 cents a pound for any other day and think you were getting it cheap. Stop in for a box. Apollo chocolates—the best candy made. Free samples to convince any doubter. Handsomely packed.—*The Clifford Pharmacy, South Norwalk, Conn.*

Confections. When filling the lunch basket for the picnic, don't forget Boyd's confections. They add greatly to the enjoyment of the occasion. Sold by all leading confectioners.—*The W. J. Boyd Candy Co., Winnipeg, Can.*

We keep good confectionery and keep it in good condition. Our candies are protected against all possibility of contamination, and are kept fresh by frequent supplies. We are exclusive agents for.—*The old Corner Drug Store, Waco, Texas.*

CARPET SWEEPERS

Made of steel with all the rigidity and strength that gives—and yet this new carpet sweeper is perhaps the easiest to run of any you can use. We tried it out thoroughly before we put our name to it, and we are convinced that for many reasons it is the best carpet sweeper on the market. It will not collect hairs and ravelings in the wheels for one thing—a clever device prevents that. The dust pans operate separately, open full and when the sweeper is in use they will not dig the carpet. The “Loeser” Carpet sweeper does; a soft brush which can sweep cleaner than any other sweeper we know—though we have all the other kinds. A protecting band encircles the case and prevents the marring of the furniture, even when the sweeper is used by a careless maid.—*Fred. Loeser & Co., Brooklyn, N. Y.*

You don't know—if you have not tried—the satisfactory work this carpet sweeper does; a soft brush which cannot injure the most delicate carpet, revolves with great rapidity, throwing dust and grit into pan provided; it's better doing this than throwing it on furniture and drapings.—*Alfred Edmonson, Morecombe, Eng.*

Every piece of material used in the construction of these sweepers is of the very best kind. The releasing of the dirt from the pan is done most perfectly; every particle of dirt and dust being dropped by the pans opening full from the interior of the case. The anti-raveler is another important feature which prevents the collection of hairs and threads in a way to clog the wheels.—*Fred Loeser & Co., Brooklyn, N. Y.*

Carpet sweepers and supplies.—Very few people know that we sell extra parts for carpet sweepers. Brushes, pans, tires, etc. A new invoice of these needs arrived a few days ago. Brushes, \$1; rubber bands, 25 cents; rubber tires, per set of four, 50 cents. A larger variety of sweepers are here than most dealers care to handle. Our large carpet business is responsible for it.—*John Breuner, Sacramento, Cal.*

Carpet sweepers. Housekeeping is easier if you have a good easy-running Sweeper—and carpet wears longer. “The Wanamaker” Sweeper is made especially for us by the Bissell Sweeper Company—who lead the world as sweeper makers.

Think it foolish to have a style made specially for us? Let's see about it. Sweeper prices must be kept up, or the fun of making them would cease—so think the makers. This Wanamaker Sweeper is ours, and if we'd rather sell thousands than hundreds—through lessening profits on each, you see you are gainer. That's all. Wanamaker Sweepers are perfect; have broom action; run either way; empty the dust when you press the top; are well nickel-plated. \$3.—*Wanamaker's, Philadelphia.*

Bissell's “Cyco” bearing carpet sweeper solves the holiday gift problem. If you are in doubt what to buy for mother, wife, sister or friend, remember that Bissell's “Cyco” Bearing Sweeper never fails to please, and it is a constant reminder of the giver for ten years. It reduces the labor of sweeping 95 per cent., confines all the dust, brightens and preserves the carpets and will outlast forty brooms. Price, \$2.50 to \$4.50.—*Bissell Carpet Sweeper Co., Grand Rapids, Mich.*

Old-fashioned broom wielding may have been good enough to sweep olden time floors and rag carpets, but to-day when every household boasts carpets and floor coverings of the heaviest weave—very hard to sweep and easy to catch the dirt—something more than mere brushing is needed to clean house in a sanitary way. Nothing which we have ever seen will sweep the heavy carpets better and with less effort on the part of the housewife or servant than one of the new “Cyco” carpet sweepers we are showing in our household goods department this week. The construction of these modern carpet cleaners is very heavy and durable and the brushes are so built and arranged that they force the surface dirt out of the floor-covering into the sweeper trays. They really do remarkable work as we shall be glad to demonstrate to you.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

How do you sweep? Still stick to the old-fashioned broom or brush, or accept the aid of modern invention and use an up-to-date carpet sweeper? The sweeper is the easier way. One sweeper will outwear a dozen or more brooms and the saving in your own strength and efforts is of far greater consideration.—*The Boston Store, Binghamton, N. Y.*

CASH

Rinks—"Is your grocer in the trust?"

Jinks—"Yes, but it doesn't affect me."

Rinks—"No?"

Jinks—"No; I have to pay cash."—*Baltimore American*.

It pays to pay cash.—*Oliver-Finnie Co., Little Rock, Ark.*

You can afford to pay carfare to visit the store where cash talks.—*Green Front Market, Altoona, Pa.*

We buy for cash. We sell for cash—don't have any debts to make up.—*Jones Dry Goods Co., Kansas City, Mo.*

Business is business, and can best be done to the advantage of dealer and consumer on a cash basis. We want your good will and co-operation.

Don't ask for credit. It is unpleasant for us to refuse. You want proper attention and value for cash. We propose to offer all we can. Shade prices whenever possible, and offer every inducement to secure your trade pleasantly. Will take due bills as cash, but under no consideration will we allow credit or haggling in prices.—*Henry Carter, Simcoe, Ont.*

Where cash wins.—*J. N. Zurlinden, Kenton, O.*

We sell for cash, which means no bad debts, which means lowest prices.—*J. H. Batton, San Bernardino, Cal.*

Cash buys big values in our furniture and house-outfitting store. Cash always commands the biggest bargain. It always gets the richest value. Every day you see proof of this. We go into the market with money to plank down for what we buy. We can crowd the price down to its lowest notch. When we sell we get cash to go out and buy more big values. When we get cash we do not have to lose by bad debts or for the keeping up of an expensive credit department. That's why your cash is better here; that's why we can afford to make the low prices we do. Read the news of values below, it will pay you.—*Jones Dry Goods Co., Kansas City, Mo.*

Just for Saturday, and for cash.—*Carrow Market, Ottumwa, Iowa.*

It's cash that talks in buying meats.—*The Acme Cash Market, Binghamton.*

A credit merchant carries two stocks of goods: One in the store; the other scattered among his credit customers.

Carrying customers on the books increases the cost of doing business. It's one of the things that compel merchants to get high prices from those who pay.

Why don't you pay cash and be independent? Trade where prices are figured on a spot cash basis.—*The New York Racket, Salem, Ore.*

It Pays to Pay Cash at a Cash Store.—Our prices are positively the lowest in Pueblo. Our business this month surpasses that of any previous month since we opened. The reason is simply that in times when economy becomes necessary, trade inclines toward the store that gives the best values for the money. Having always sold for cash, we don't have to add anything to our prices to make up for losses occasioned by poor credits. This means a real substantial saving to every customer—and you'll find it so. Come and prove us. You'll find good values, even beyond your expectations.—*Bernstein's, Pueblo, Cal.*

We invite cash buyers to take advantage of our determination to still increase our Woonsocket business and defy any attempt to equal our cut prices by any of the vendors giving prize packages with sticky wares.—*Rogans, Woonsocket, R. I.*

From a credit to a cash basis. We pay cash for our goods and get the benefit of the cash discount. We sell them for cash and give you the benefit of this discount. We find that by carrying on a strictly cash business we can give our customers better goods for less money than we can by the credit system. That is the reason for the change. Judging by the crowds which visit our store daily this move on our part has met with hearty approval.—*York Bargain King, York, Pa.*

The power of the Macy cash system in creating matchless economies was never illustrated more convincingly. The interest caused by these sales is unprecedented. Practically every department in this great store contributes special values from stocks worth in the aggregate \$3,000,000.—*Macy's, New York, N. Y.*

The Dry Goods Economist says: "No man who has understanding sufficient to carry him through the first proposition of Euclid can question the contention that the merchant who sells for cash can be content with smaller margins than one who credits." If not, why, may we ask, is so much emphasis in current publicity laid upon the spot cash feature of various fortunate purchases? If the public can buy to as good advantage on a credit basis, how does it happen that the merchant cannot? If either could, surely both could, but, of course, neither can and neither does. We sell strictly for cash and are content with little profits.—*The Big Cash Store, St. Thomas, Ont.*

We sell for cash, give no discounts and pay no commissions. Our low prices are historical. The depositors' account department was organized as a convenience for our patrons—one affording every advantage of a credit system and none of its drawbacks. Deposit a sum of money—large or small—make purchases in the usual way and have them referred to the account for payment. Monthly statements, showing the condition of the account, will be mailed to you. Interest at the rate of four per cent., compounded every three months, will be allowed on your daily balance. Your deposits cannot be drawn against by check for expenditures made outside of the store, as we do no banking business; but any or all of it can be withdrawn at any time.—*Macy's, New York.*

Cash.—It is the cash that talks. If you have the money, we have the goods. We know we can save you 20 to 30 per cent. on your investment.—*Nickle-Plate Grocery Company, Alliance, O.*

Cash! Cash!! Cash!!!—Cash is the only lever which can move any goods out of our house from this date on until we give further notice.—*Geltz, Mansfield.*

When you pay cash you're entitled to the savings in cash, and get them here, too. Any item here or any item in the store will prove our prices lowest.—*Boston Store, Chicago, Ill.*

Saves you all the dealers' profit. We sell for cash only, which enables us to make our astonishingly low prices, as we have no bad accounts or excessive selling expenses to add to our costs.—*The Gold Coin Store Co., Troy, N. Y.*

When you aim to pay cash, come here and save the difference in price.—*The Bee Hive, Charlotte, N. C.*

Buying for cash, selling for cash, energy, truth and capacity are the living

principles responsible for the marvelous growth of business at this genuine, dyed in the wool "cash" dry goods store. Bay City "Cash" Dry Goods Co. is our trade mark. It means something. It stands for "cash" in both buying and selling. It stands for first quality, high grade, stylish and satisfactory merchandise at the lowest "cash" selling prices. It means all these things to the store. It means all these things and more to our customers. This store's policy is buy cheap, sell cheap and satisfy.—*Bay City "Cash" Dry Goods Co., Bay City, Mich.*

Buying for Spot Cash and saving the Profit-Sharing Coupons is just like placing money in the bank. The customers of this store always have that sense of satisfaction at having something laid aside for a "rainy day." The Profit-Sharing Coupons enable them to furnish their homes without cost, and the difference between our small profit prices and what they are forced to pay elsewhere means a snug little bank account.

Buying for cash, selling for cash—energy, truth, enterprise and modern methods, are the living principles responsible for the marvelous growth of business at this reliable "dyed-in-the-wool" cash store. We buy in enormous quantities direct from the manufacturers and sell first-class merchandise at the closest possible margin of profit. In buying here you are not paying the middlemen a profit because all our goods come direct from the largest makers and producers. Our shrewd, wide-awake buyers never close their eyes when the public's interests are at stake. Their one aim and purpose is to gain the biggest possible price concessions that ready cash, constant attention and tactful manœuvring can secure. In buying of us you are absolutely certain that the merchandise will be first-class. Anything proving unsatisfactory will be willingly exchanged or money refunded without question.—*Clarke Bros., Scranton, Pa.*

Do you want the best for the smallest cash price? If so "The People's Store" must be your watchword, and if you are a stranger in the city a visit to this store Tuesday will prove to you the truth of our claim, viz.: "We sell the best, yet the price is small." We buy and sell for cash only. That's why.—*People's Store Co., Tacoma, Wash.*

Installment dealers can't compete with our low cash prices and live. They have elaborate and expensive collection systems and their court and lawyer's fees are large items.—*The Excelsior Clothing Co., Binghamton, N. Y.*

I am selling goods for money and not for the pleasure of putting some one's name on my books. It costs a store ten per cent. more to sell goods on credit.—*Swift's, Los Angeles, Cal.*

This store is a cash store. It has the buying machinery of the Kansas City store, with all its great prestige in cash buying, at its disposal. Thirty trained buyers in the Kansas City store, assisted by the buyers who have helped to build the Kemper & Paxton business, are using cash in buying the great values for this Topeka store. The vast qualities that can be handled by this big store and the great Kansas City store combined make low prices as easy as anything can be. Then when we place our close cash prices on these goods, no risk of loss, no expensive bookkeeping, no stock of merchandise on the credit books and another in the shelves—we say when we put our close cash selling price on these close bought goods, we've got bargains no store in this western country can match.—*Jones Dry Goods Co., Topeka, Kansas.*

The Bay City "Cash" Dry Goods Store, the home of "cash" business values. The popular rendezvous of thrifty money-saving thousands within and outside the broad confines of the city. There's an every-day onward march in the Bay City "Cash" Store. Throngs of contented and satisfied buyers at every counter. There's a homelike air of comfort and confidence on every face. Confidence in the store. Confidence in the goods. Confidence in the prices. Money is power. The bed rock of our strictly "cash" plan in both buying and selling. The best of merchandise within the reach of toiling millions.—*Bay City Cash Dry Goods Store, Bay City, Mich.*

At no previous sale have we offered such Bargains at Half-Price in High-Class Merchandise. Every Dry Goods Department in the store is represented. Buy for Cash and buy all you can.—*Hills, McLean & Haskins, Binghamton.*

Now, to your profit. Nearly 75 per cent. of the Grocery business done in this country is done on credit. Every time a cent's worth is bought on credit *some one loses money.* If it isn't the merchant, it is the customer, for cash is King, and always will be all powerful in the commercial world. Any one can buy anything cheaper for cash than on time. We buy for cash, we sell for cash—treating all with the same liberality—giving all the same guarantee—"Satisfaction or Your Money Back."—*Jones Dry Goods Co., Kansas City, Mo.*

Selling for cash means no bad debts. It means also, that you do not pay an added profit to cover hire of extra bookkeepers and bill collectors. It also means we buy for cash and take the discount. This is no theory, we have had it in active practice many years. Our cash basis is a safeguard to both of us. If out of city write for illustrated catalogue.—*Mulford, Jeweler, Memphis.*

The fact that this store does offer these cash bargains is proof enough that we are able to sell for less. To buy and to sell for cash is the most clear cut way to trade we know of. When we buy goods, we buy in big quantities, because we have the outlet. We pay spot cash and thereby secure the lowest prices, which no credit store can buy at, because the store that gives credit to its customers must ask credit of the wholesaler. We add a small profit, because selling for cash does away with all the losses that a credit store suffers from bad accounts.—*Jones Dry Goods Co., Topeka, Kan.*

Midwinter, with all its drawbacks, brings one blessing to the working people. It is the season of low prices on general merchandise. Do not forget that Houghton & Dutton lead the procession in low prices, a fact made possible by our spot cash system of buying and selling. It pays to pay cash.—*Houghton & Dutton, Boston, Mass.*

Is cash your comforter or credit your worry? Vermelto and his wonderful tricks! As baffling as the credit man's monthly settlement. All day Monday, Tuesday and Wednesday Vermelto will do the wizard act in our show window. It's the "presto change" that any one can do if he only knows how. Just as smooth and slick is the sweetened talk of the fellow who charges you \$20 on credit for the identical suit we sell for \$10 cash. Vermelto has you hypnotized and so has the credit man. Vermelto is a vendor of tricks and he'll tell you all about the vanishing handkerchief for 25c. That's the living he gets out of his job. Our living is selling reputable merchandise for cash, at one-quarter and one-half less than the man whose family of non-collectibles accumulate in his ledger and the difference figured up on the good friends that pay. There are two ways to look at matters. One is through sentiment—the other through business lens. If you have an eye for business you choose to be independent from and under no obligations to your merchant. That's paying cash.—*F. E. Mistrot, Galveston, Tex.*

Cash counts.—*Clarke Brothers, Scranton, Pa.*

Selling for cash only enables us to make lower prices than credit stores can make. Watch our daily ads and compare our prices with the credit store prices.—*Weinstein's, Great Falls, Mont.*

Spot cash—that unerring business bullet—is always used by us, and we get every concession that money can give.—*N. Y. Mail Order Store, New York.*

We get cash for goods and give you the best goods cash will buy.—*John R. Siefert, San Diego, Cal.*

I have taken an oath to sell for cash only; not to trust any person at this store; not to sign either bond or note, or become security for any party. Subscribed and sworn to before C. W. Johnstone, J. P., Phoenix, Arizona, C. W. McKEE.—*McKee's Cash Store, Phoenix.*

Here is a crowded, newsy page of big, honest values we are able to offer because we buy and sell for spot cash, losing nothing through bad debts.—*Jones Dry Goods Co., Kansas City, Mo.*

We conduct a cash business—buy larger quantities of goods than any other similar house on the Coast. Our prices, of course, are much lower than firms which buy in small quantities—the percentage of profit may be the same—still our prices are considerably less—no doubt you catch the point.—*John Breuner Co., Sacramento, Cal.*

Cash here, versus credit elsewhere. No man who will stop to think a moment can question the contention that, everything else being equal, the merchant who sells for cash can be content with smaller margins than one who credits. If not, why, may we ask, is so much emphasis in current publicity laid upon the “spot cash” feature of various fortunate purchases? If the public can buy to as good an advantage on a credit basis, how does it happen that the merchant cannot? If either could surely both could. But, of course, neither can and neither does.—*Wise, Smith & Co., Hartford, Conn.*

Our cash system of selling meats, vegetables and fruits is a sort of savings institution that Portland people seem to appreciate. It puts us in a position to quote low prices that the credit merchant can't touch. Through fostering economy in our patrons it sews up many a leaky pocketbook.—*Mercier Meat Market, Portland, Me.*

Prices—What a world of power in the price. The strength is in their little-

ness. Keeping hammering away day in and day out, shopping around with cash and then selling for cash is what makes this the busy store in summer. Listen to the bargains we are able to offer for to-day.—*Jones Dry Goods Co., Kansas City, Mo.*

We buy the best produced. We sell no goods on the installment plan. Therefore we have no bad accounts for you to help pay. Neither do we charge you for the services of collection, as we have none.—*C. F. Hausberger & Co., Columbus, O.*

We do as we advertise. Satisfaction or money back. No charges made—Strictly cash.—*The Hub, Bay City, Mich.*

Arouse—Arise—Assert Your Rights.—Shake off the shackles of high prices and legalized extortion. Prepare for a week of unparalleled cheap selling at the Bay City “CASH” Dry Goods Store. A seething maelstrom of values in a whirlwind of panic stricken prices. Every department in the store is at the kind and tender mercies of a money-saving people.—*Cash Dry Goods Co., Bay City.*

Spot cash—the gospel of good business. It was ready money that made this manufacturers' clearance sale possible. Anxious to sell, willing to sell cheaply, we caught the manufacturers when courage was weak and the market nervous. We struck them with spot cash, money down, meant immediate relief and they took their medicine—not without a grimace, but they took it. The Globe doesn't invest spot cash in questionable property, not at any price. Quality the steel, low price the flint, the spark struck from the two, that's a Globe store bargain. That's worth remembering just now.—*The Globe, Youngstown, Ohio.*

The cash buyer gets the closest possible price, as he should; the credit buyer pays what the accommodation costs and knows precisely what the cost is—an advantage possible only when dealing with a one-price firm.—*Geo. T. Brodnax, Memphis, Tenn.*

We sell for cash, give no discounts and pay no commissions. This is the only big store we know of that does a strictly cash business, and yields no concessions that all may not share. Such a system creates money-saving opportunities and enables us to undersell—easily undersell—all other stores. It provides the best values for those who spend money open-handedly, as well as for that larger class whose purchases are controlled by the strictest economy.—*Macy's, New York, N. Y.*

The Stone, Fisher & Lane stores do business on a cash basis. And, after all, that's the right way—for who was it said in the senate: "Gentlemen, I have found it—the philosopher's stone that turns everything to gold—it's pay as you go!"—*Stone, Fisher & Lane, Tacoma, Wash.*

Our cash plan and economical business methods make it possible for us to sell goods at a smaller margin of profit than "regular stores." That's why we give you better goods for the money than you can find elsewhere.—*E. T. Barnes, Salem, Oregon.*

Debt will knock you out. We are steering this business to increasing success on the rational, riskless cash basis. Don't buy on credit. Little debts multiply with marvelous rapidity, and before you can realize their aggregate magnitude they assume the immensity of a mountain. And how they burden and depress and take all the snap out of business and all the flavor out of life!—*McCord-Stewart Co., Atlanta, Ga.*

That's what you are entitled to at the Halpert & Jacobs' store—a running account—a charge account—it's all the same. Instead of paying cash, you open an account, settle your bill in divided amounts instead of in a lump sum. There is no mystery about this plan—no unfairness—the splendid success of the plan stands as proof conclusive. Would this modern plan of carrying accounts have gained such a triumph in two years otherwise? The minute you open an account with us you have the goods—you enjoy their use at the time when you need them most. As you are paying a little right along, your account keeps growing less. You don't mind the outlay, because of the small, divided payments—and you are dressed comfortably and fashionably, too. Either cash or credit are yours at cash prices—either way price and quality are just the same, you can depend upon it. Which way is the easier for you?—*Halpert & Jacobs, Binghamton, N. Y.*

"The way to wealth, if you desire it, is as plain as the way to market."—Benjamin Franklin. Watch your expenditures! Know how much you spend and for what you spend it. This information comes to you once a month—in compact, detailed form—if you avail yourself of the conveniences, advantages and economies of Macy's depositors' account department. You have all the conveniences of any credit system, without any credit system faults. You enjoy all the economies of Macy's cash system—and you get 4% interest on your daily balance, compounded every three months. Every penny and every dollar earns interest for you daily until withdrawn. You may deposit as much or as little as you care to and have your purchases referred to the account for payment. There is no waiting at the counter for change when on a shopping trip. Every month we will send you a detailed statement showing what you have bought and how much money remains on deposit. While your deposit cannot be drawn against by check for expenditures made outside of the store, you are privileged to withdraw any or all of it at a moment's notice. Macy's is a strictly cash store. It grants no concessions that all may not share, and it treats alike the million and the millionaire. You know that no store can sell goods as cheaply as a cash store. (No argument is required to prove that the customer must pay the store's expenses, including its bad debts—its premium devices, its trading stamps and all other schemes.) Thousands have opened deposit accounts with us, realizing the value of this "up-to-the-times" saving method. We urge you to give it a trial.—*Macy's, New York, N. Y.*

Quality, seasonable merchandise in large quantities at prices that have gained us fame, as "The Always Busy Store," "Givers of Best Values," "House of the People," "Cash" buying and "Cash" selling, is the secret of our supremacy.—*Bay City Cash Dry Goods Co., Bay City, Mich.*

“CHRISTMAS”

“Vot did you vish?” set der young woman.

“I vas looking for a Christmas present for my vife,” I set. “I vish to buy somedings dot vill bring a great choy into her heart ad dis habby Christmas season, und vich I could afterwards use for a pair of carpet slippers or a shaving mug.”

Der young lady looked ad me mit short, sharp glances.

“Dot makes 27,493 peoples dot haf came in dis compartment store to-day midoud knowing vot dey vas didding here, und I refuse to ged \$8 a veek und be a human encyclopaedia.”

I began a short apologization, bud she reached down unter der counter und pulled ub a club.

*“Dis,” she set, mit a vild look in der eyes, “dis is der habby season uf peace on earth, goot vill to men, bud der neard person dot leaves his brains ad home und tries to make me tell him vot is a goot Christmas present vill ged a bitter svipe across der forehead.”—From “Dinkelspiel Goes Shopping,” in *New York American*.*

Christmas is rapidly approaching—only twenty-four more buying days remain, and the last twelve of them will be days of such tremendous activity that this great organization will be taxed to its utmost capacity. We take this opportunity to urge every one to consider this condition and make full use of the advantages the present week affords for satisfactory and comfortable Christmas shopping.—*Marshall Field & Co., Chicago.*

The greatest Xmas store. Gimbel's is not only the biggest Christmas store, but it is the most beautiful and carries more merchandise of true worth than any store in the West. It offers more attractions for young or old, in fact has made shopping at the big store reach the highest degree of pleasure. Note this too: We afford you the greatest opportunities for buying Christmas gifts at a lesser expense than anywhere in town.—*Gimbel Bros., Milwaukee, Wis.*

What shall I give for Christmas? This very pertinent question is answered—exhaustively, thoroughly, comprehensively, suggestively. We mention gifts appropriate for every member of the family—father, mother, brother, sister, relatives, friends or sweethearts. And with the selection as varied and attractive as it is this year at this store, Christmas shopping and gift selecting is more of a pleasure than a drudgery. You come in this store and see so many beautiful

things that are suitable gifts for the loved ones in mind that you are happily perplexed in not knowing which ones of the hundreds to buy. We offer you the result of years of buying and looking around for Christmas goods. While we are always desirous of selling just as low as we possibly can, yet quality is our foundation, and you can rest assured that any article bought for a present will give satisfaction and pleasure to the recipient every time he or she has occasion to use it. We are mentioning a few of the appropriate articles suitable for Christmas and are purposely omitting prices in order that you may forget all about the cost in anticipation of the pleasure of giving.—*Wilmington Furniture Co., Wilmington, Del.*

Xmas favors. All this talk about no chimneys for Santa Claus to explore has been exploded, for in our basement are favors enough showing the good old-time brick and mortar chimneys that would make Santa Claus chuckle as far as he could see them. Snowballs, Christmas bells in white and in red, tiny sleds, garlands, reindeer mounted boxes, feathered turkeys, baskets of fruits and vegetables, snow babies, holly in sprays or in bunches, bells that really ring, stars, garlands and stockings that are candy holders; these and a great many other pretty decorative, useful-for-Christmas favors are to be found in the basement.—*Abraham & Straus, Brooklyn, N. Y.*

Christmas suggestions from Lansing's growing dry goods store. Do your Christmas buying now before the real rush begins. The crowds are gradually becoming larger and each day this busy place gets more popular among Xmas shoppers. Do not put off your buying another day. Come now while the selections remain good. It's a positive fact you will be more satisfied all around, by so doing, for many others, no doubt, are like you, waiting till the last few days.—*Dancer, Brogan & Co., Lansing, Mich.*

To our friends out of town. We address this word particularly to people out of town, in an effort to present our broad Christmas stocks of furniture, rugs, draperies, etc. In recent years gifts have been running more and more to the practical, and never before have we had such fine assortments ready at such an early date. We beg to advise you to make early selections, and when this is done we will pack the article carefully, when requested, hold till a few days prior to Christmas, and ship or deliver free of all charges on five dollars or more, to any address in Central Illinois.—*Schipper & Block, Peoria.*

The Browne Pharmacy where you meet your friends. Appropriate, acceptable Christmas gifts! You really must see the display of this, the leading drug store, to fully appreciate its magnitude and variety. The suggestions that are to be found here will furnish selections for many pleasing Christmas gifts. Throughout the line—the high standard of quality is maintained—and prices consistent with the values range to the popular fancy.—*New Bedford, Mass.*

"There is one thing about the Loeser store," says a woman. "If you read about something in the store news and then go and buy it, you always find it comes up to expectations when you get it home." Of course it does. The store holds its special place in this community because of the thousands of friends it has made and keeps. And the way to make friends isn't to fool them on something that they paid out their money for. As the Christmas season draws on, it is well to remember these things and to depend on the store that you know by experience is dependable. A great deal of the Christmas shopping is done in a rush. There isn't time to think over things and to make comparisons as carefully as you might at other seasons. So it is the every-day-in-the-year dependable store that it is safest to pin faith to at this season. A

thoroughfare has been made between Fulton and Livingston streets through the store by the opening of a main door to Livingston street. And along this new thoroughfare at all times you will find special values as notable as are to be had anywhere in the store. It is one more addition to the store's convenience and completeness.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Only eight more shopping days before Christmas. Early preparation makes you glad to see Christmas coming, but what a worry and flurry and hurry there is to spoil Christmas for those who delay. The store is lively enough these days, but owing to our enormous floor space we are able to serve you comfortably and carefully. If your Christmas puzzle has not as yet been solved, come to Barney's—the greatest Christmas store. Our stocks were never as complete and the price never as attractive.—*H. S. Barney Co., Schenectady, N. Y.*

Let this be your Christmas store. We come to you with this announcement in ample time to save you worry and money besides. We want everybody to feel that this is their Christmas store—that the big place is capable of meeting the demands of all and giving the best gift satisfaction to be found. One thing sure you can depend upon—and it's important—and that is, there'll be no after-holiday regrets through anything not measuring up to your fullest expectations. Another important thing we want to mention, too, is the fact that we trust you. Simply open a charge account and pay for the gifts after Christmas—a little at a time. It's a good time to pick out furniture gifts now. There's no immediate rush, excepting for your comfort. Those who like to shop leisurely and who want to go into the merit of everything critically—can come in now and go over the entire furniture display and then have anything "tagged" and put away. Then again you get absolutely first choice.—*Hurley-Tobin Co., Trenton, N. J.*

Peoria's Christmas store—*Schipper & Block's*. There are less than five full shopping weeks between to-day and Christmas—and the Big White Store's holiday stocks are now practically complete. Remember that an hour's shopping in the morning is worth two in the afternoon, and that the first selections are always the most satisfactory. The resources of our store were never more fully proved than in the magnificent showing of holiday merchandise now ready. Goods stored when desired.—*Schipper & Block, Peoria, Ill.*

Every department in this progressive store is now filled with an endless variety of holiday gifts. Christmas shoppers find extra pleasure in making their purchases here on account of the neat price saving on each article. Everybody invited. Goods stored till Christmas. Come early to avoid crowds.—*Lochman Bros., Springfield, Ill.*

Preparations. Two weeks more and then—Christmas, the favored time for countless thousands of bounteous feasts, cheery social functions and happy reunions. Christmas, the greatest incentive for painstaking housewives to make their dinner table exceedingly delightful to the eye and surpassing gratifying to the appetite. Women with such thoughts in view will find the Kaufman store splendidly ready with the many needfuls of this great feast day, in abundant variety, of character to do credit to the taste and judgment of exacting housewives, and at prices especially favorable.—*Kaufman's, Trenton, N. J.*

Begun in earnest. Any one who walked through Loeser's this morning could have no doubt of it. The Christmas shopping has begun in earnest. There is a holiday atmosphere all through the store. And in these early days of the holiday season there is a freshness and special charm about the Christmas merchandise that makes it well worth while to begin now. In this one store is assembled over four million dollars' worth of high grade merchandise—merchandise of the Loeser standard. It is a tremendous stock. But it is because of the completeness of the stock and its special readiness to suit every personal need rather than on account of its immense volume that we believe the store to be in even better holiday trim than ever before in its history.—*Frederick Loeser & Co., Brooklyn, N. Y.*

If you have thought of replenishing the dining-room, this is surely the time to do it. You ought to have the dining-room in shape so that you can enjoy your Christmas dinner. We have a magnificent showing of dining-room furniture as complete as can be found in any store in the country.—*The Fair Store, Binghamton, N. Y.*

Two very important results from early Christmas shopping. First, you can serve your own interests so much better, there's greater variety to choose from, the goods are fresher, there's less inconvenience, there's less jostling and elbowing now than later on, there's much that will profit you personally in early

shopping. Secondly, you can do a world of good to employes—from check boy on up to salespeople, on through to the drivers and the horses, by shopping early; you can lighten the labors of all, for which they would be sincerely grateful to you. So with a trifle of forethought you can serve both factors—employe and yours loyally.—*S. P. Dunham & Co., Trenton, N. J.*

Christmas stocks at highest point of completeness now, and exceptional values rule. The holidays are almost here and Christmas gifts will readily suggest themselves if you visit this great Christmas store. The splendid readiness of our immense stocks now makes selection a pleasure. We would direct special attention for to-morrow to the great money-saving reductions on many seasonable lines, while the fact that these great special offerings are suitable for Christmas gifts give double importance to these time sale events. To-morrow will present the opportunity of all opportunities to supply your present or Christmas needs.—*Thos. C. Watkins, Hamilton, Can.*

A good beginning makes a good ending to Christmas shopping—shop early. Days are flying as they always fly when the Yuletide season comes around—when there is so much to do in preparation. Christmas eve will be here almost before you know it—only twenty-two shopping days left. If you haven't begun your Christmas shopping, begin now—slow beginners are apt to prove slow finishers, and judging by the last day's Christmas rush of a year ago, we will have more than we can do to give that perfect service that we would like. Help us, help yourselves, help our drivers, help our salespeople by doing your Christmas shopping early—early in the month, early in the day. First week of December Christmas shopping will be a pleasure. Second week it may be satisfactory. Third week it will be a whirl. The last half week it will be a crush.—*The T. Eaton Co., Winnipeg, Can.*

Add to the pleasure and merriment of the holidays by brightening and beautifying your dining-room. Our desirable showing in this line is the newest and gives the greatest satisfaction. Comparison convinces of a genuine saving.—*Mason's, Brooklyn, N. Y.*

Don't let the pleasure of the coming holidays be marred by a single oversight. Look at your table linens, your furniture, your larder, your glass, china, cutlery, etc., and fill in whatever necessary.—*H. Batterman, Brooklyn, N. Y.*

Odd, decorative brass. A studio exhibit and sale. Get a fine jar or candlestick of hammered brass and you have something genuinely artistic and individual. The studio has been collecting such things—there hasn't been in Brooklyn before a showing of brass pieces to equal the one now ready. There are massive jardinières and pedestals, and there are also dainty little brass fern holders. There are trays, jars, candlesticks and many other pieces. Most of them show the hammer marks very plainly.—*Frederick Loeser & Co., Brooklyn.*

Sale of Christmas goods. Christmas gifts are included in this big list of saving opportunities. Everything mentioned is a seasonable need—goods you want. Remember, there are only twenty more shopping days till Christmas, and best choice is always obtained by early buyers. Some sales of more than usual importance for Saturday are: The book sale, some 3,500 gift books going on sale at 19c, 25c, 35c and 40c. The sale of Christmas ribbons—over 100,000 yards specially bought for this event, on sale at 4 yards for 5c, 3 yards for 10c, 5 yards 25c and 12½c yard. The sale of gift china—many hundred pieces ready at very special prices. The room-making sacrifice sale of footwear and the sensational coat sale. From top to bottom this immense establishment, containing the space of any other two stores, has turned into a Christmas store, and holiday buying can be accomplished here with the maximum of comfort and the minimum of money. Start right out with your list to-morrow morning, 8.30 sharp is none too early.—*The G. W. Robinson Co., Ltd., Hamilton, Can.*

Electroliers for fine giving. The complete Christmas stock now invites you, and immediate choosing is far best, since there will be no duplicates of the artistic specimens, as overcrowding factories can not take orders at this late day for holiday delivery. Mr. Man, your wife wanted an Electrolier last year, didn't she? You didn't get it, perhaps. If so, we suggest that it will solve this year's problem as almost nothing else.—*Schipper & Block, Peoria, Ill.*

Dainty Christmas novelties in fancy goods. The hundreds of women who daily turn to this section for the inexpensive remembrances which are included on every Christmas list will find in our present great assortment not only the widest varieties of new and effective ideas, but many remarkable instances of unequaled value-giving.—*Marshall Field & Co., Chicago, Ill.*

Our preparations for Christmas. If you will note our advertisements from day to day we are sure it will help settle many vexatious Christmas problems, for we have racked our brains to make it as easy for you as we know how. There are not many shopping days remaining before Xmas, so for your benefit as well as ours, we advise early buying, which gives you the benefit of choice selection and better service.—*The B. & M., Peoria, Ill.*

If you are not sure what to give, give a 1907 calendar. There is hardly a gift need that a calendar will not appropriately fill—whether you want to mail only a dainty remembrance or a substantial present. Anybody can send anybody a calendar—like books or flowers—and even the woman who "has everything" will be sure to appreciate one of the beauty things. Never were the calendars more charming than this year. All the favorites are here—the Underwood, the Christy, the Madonna calendars, the Posters, the Cat calendars, and dozens of new designs, ranging from 19c up to the exquisite platinum prints tinted with hand colors at \$2.80. Widest and best choosing at Loeser's—and wisest choosing while stocks are fresh and unhandled.—*Frederick Loeser & Co., Brooklyn.*

Holiday photos. No gift gives greater pleasure to both donor and recipient than a photo—especially if it be a Miller photo, which embodies all the virtues of art in photography.—*Miller Studio, Minneapolis, Minn.*

The Christmas picture frame. It should be ordered now. We are prepared to take good care of the holiday rush orders, but, of course it is advisable to place your order as quickly as possible, thus insuring prompt service and all around satisfactory execution of your order. We have a very extensive stock of frames, we employ experts who know the framing business from a to z, and we charge prices that are unquestionably the most moderate to be found anywhere for like high class work. Place your order now.—*Kaufman's, Trenton, N. J.*

Any one desiring to give silver for a wedding present or Christmas gift will particularly be interested in this splendid showing of beautiful pieces in sterling silver, at Mayer's. The collection at the present time offers such variety as will not be found later on in the season. Now is the right time to select the choicest gift things for Christmas. We lay goods aside for later delivery.—*Charles Mayer & Company, Indianapolis, Ind.*

Take out your calendars, men and women folks, and see what little time there remains before the joyful Christmas. Here the Christmas spirit is already asserting itself from basement to roof. Holiday stocks are being installed, our sales force is being augmented in anticipation of heavy holiday buying, and facilities have been increased throughout to meet all demands. Experience is the best teacher. Don't delay your holiday buying.—*H. Batterman, Brooklyn, N. Y.*

Never has the far-famed present store of the metropolis succeeded in displaying, so early in the season, such a magnificent array of goods suitable for gifts as will be shown the coming week. We have positively outdone ourselves.—*Higgins & Seiter, New York, N. Y.*

Christmas is coming, so is Santa Claus. Next Saturday will find him in his little red house at Loeser's. By wireless he sends another message from Newfoundland: Saw Peary's ship, the Roosevelt. Did not stop to go on board—too anxious to reach Loeser's by Saturday. Everything is ready for Santa Claus—the finest collection of playthings that even the Loeser store ever had to show, and the telephone in first rate working order for this year again. Children may telephone Santa Claus every night between 6 and 8 after December 1. And just a word in the ear of parents: Do the important Christmas choosing now, while all the playthings are at their freshest and stocks are full, and before the presence of Santa Claus brings throngs at all hours to the toy store. No toys anywhere like these at these prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We are ready for Christmas—are you? The experience of previous years endorses the advisability of early preparations and early buying—especially if the gift is to be garments to measure, etc. We are splendidly prepared. Our wonderful toyland is boundless in the assortment of Christmas presents for children of all ages, temperament and preference. It is as though a fairy story had come true—no description could correctly picture the astonishing variety and immensity of this great wonderland of toys, dolls, books and games. Mechanical inventions most extraordinary are here. The doll display is the largest and finest we have ever shown—a magnificent carnival of dolls of many nationalities, sizes and kinds that's making the eyes of hundreds of little girls stand wide open. There are books and games for old and

young, old favorites and those that make their bow this year. Every department in this big Christmas mart is in holiday array and filled with useful, appropriate gifts for every member of the family. For several weeks already we are very busy filling and reserving orders for throngs of merry holiday shoppers.—*Kaufman's, Trenton, N. J.*

We are preparing to make the store this year again the Christmas store, and, as the law of our progression demands, we have gone about making preparations in a more elaborate way than ever before. The store is already full of Christmas hints and in more ways than one people can advantageously start their Christmas planning now and call on this store right off to help—you'll find it ever ready.—*Bloomington's, New York.*

Only 23 buying days until Christmas and the last 15 of these will find the store inevitably crowded, leaving about 8 days for that leisurely selection which is so much desired by discriminating purchasers. A great many people are already taking advantage of this opportunity and Christmas buying is well begun. The present condition of our stocks afford a wide selection of gift articles suitable for the holidays.—*Columbus Dry Goods Co., Columbus, O.*

Will you want sleds or skates for the children at Christmas? If you do you would better make your selections now, while our stock is complete. We will put them aside for you if you wish it.

Shabby furniture mars the effect of the finest feast. Don't let your Christmas dinner be spoiled by retaining articles that are the worse for wear. You will be able to find furniture in our warerooms that will suit your rooms, your taste and your pocket. The styles are the very latest and the quality is guaranteed. Select what you require now in time to adorn your home for Christmas, and be happy in the knowledge that it will give perfect satisfaction at many future festivals.

The experience of everybody supports the wisdom of early shopping for Christmas. Our holiday lines of merchandise are now more complete than ever before at this date—and your friends to be remembered are known. The better selections and the more leisure possible now make early holiday buying a pleasure. Many people are already busy with their Christmas shopping lists. This store is much more conspicuously than ever before the recognized headquarters for Christmas goods.—*Marshall Field & Co., Chicago, Ill.*

"To Bloomingdales' again for *Christmas* shopping." That's the byword of the multitude of practical people who know that this all-year-round store is always to be implicitly relied upon at holiday times—its workings are as smooth as brains and experience can make them, and so Christmas "shopping worry" is unknown to its patrons.—*Bloomingdales, New York, N. Y.*

As beautiful with lights and flowers and decorations as the cramfull stocks would permit is the "Sisson" store just now. Large stocks are of vast importance, of course. Every one that has to do with *Christmas goods*, and few have not, is just as full of good things as possible. The pretty things and useful articles are themselves decorations and nothing could be more interesting.—*Sisson Bros.-Welden Co., Binghamton.*

Enormous stocks constantly passing in and out of the big store. "You keep turning your stocks so rapidly that nothing ever remains long enough to lose the lustre of its freshness," remarked a visitor the other day. That's true. We don't believe in lingering conditions. We operate during the *Christmas* season as we do throughout the other periods of the year. Stocks must sell rapidly. And they do! We have what the greatest number of people want, and we price everything in a way that meets with the promptest approbation of the largest number of shoppers. That policy has been followed unswervingly ever since the store opened. Moreover, we extend to our customers every shopping comfort and facility. If any fault crops up we endeavor immediately to rectify it. If it escapes our observation for the time being we feel under obligation to whosoever brings it to our attention. By so doing we are constantly making our organization and service more perfect. We go into the world's best markets for the best merchandise. We spare no money to make the store attractive. We stop at nothing legitimate to make you a firmer friend and a more frequent patron. A visit to The Siegel Cooper store at any time will readily convince you.—*Seigel Cooper Co., New York.*

Holiday goods, are coming fast now—almost the entire second floor of the Main street section is devoted to this

display. Come as often as you will and see them. Goods laid by for you. Early selecting is desirable.—*B. & O. Gann, Pueblo, Colo.*

"If I had my own way about gifts" I would give to all people just what they want. If I couldn't tell what they want from their tastes I would ask them. I would never give a cigar clip to a man who doesn't use tobacco, nor a stop watch to one who never saw a horse-race. I would give clothes, shoes, hats, if I thought people needed them—without the slightest hesitation. I would measure his old coat around the chest and pick out a "house coat." And I would look at the number inside his shoes, so that his slippers would fit when they came home. I would stuff the stockings of children with warm wraps and dresses and underwear, rather than with sweets. Santa Claus attends to the toys and candies. I would like gloves and neckwear and collars and shirts, and I would see that every one got a dress pattern or two, of cotton, wool or silk—for they can be made up whenever wanted. I would give to every one at least one book. I would give jewelry to those who can afford to wear it, and watches to those who are habitually behind time. To that golf fiend—I mean friend—of mine I would send one of those Angora jackets—and get it now before they are gone. To that girl who plays all day next door on the old piano I would give a new Chickering or Vose; and to every child I would give some sort of musical instrument, for I believe every one should learn to play something. Besides, it would keep them out of mischief. If I had my own way I would have Christmas every day in the year—making everything bought a gift to some one.—*Wanamaker's, Philadelphia, Pa.*

Some gift suggestions: For a sweetheart—The diamond ring and your heart, too, a locket with the miniature in it, a dainty picture in a gold frame, stylish stationery, a gift clock for her bedroom, silver articles for her writing desk. For a wife—A new watch, diamond eardrops (coming in again), cut glass pieces, or sterling silver for the table, hand-painted china, fine opera glasses, silver buckle belt, that diamond ring she never got.—*C. L. Byrd & Company, Memphis, Tenn.*

CIGARS AND TOBACCO

Christmas *cigars* for ladies to give the gentlemen. When it comes to buying cigars for gift purposes, we're prepared to meet you on the ground floor with a big collection of popular brands in boxes of all sizes. Ladies need not hesitate in the least from buying here, for we're familiar with the tastes of New Bedford smokers and carry a stock of most selected brands. Prices from 50c to \$5 the box.—*Brown's Drug Store, New Bedford, Mass.*

There is nothing that will please a man better than a box of fine-flavored cigars—or a beautiful pipe. Every man wishes a good pipe and every time he smokes he will thank the giver; the better the cigars or pipe, the greater the thanks. Our stock is carefully selected to please particular men, and ladies can safely trust to our judgment in making selections. Although ladies do not smoke, they enjoy the delicate fragrance of a good cigar. The aroma of our splendid brands is most agreeable to the smoker and to those around him. We carry in stock every variety of pipes from the penny clay to the elaborately carved meerschaum. We save you money if you make your Xmas selections here. Every dollar spent in our store reaches the limit of its purchasing power. Come in and make your selections now. Ladies—watch our advertisement for Friday and Saturday. There will be big bargains.—*The Brunswick Cigar Co., Allentown, Pa.*

Why Uncle Sam is thankful is no puzzle, for he smokes Miles Standish special *cigars*, the best in the country. For an after Thanksgiving dinner smoke they are just the thing, giving that delightful sensation where good digestion waits on appetite.—*R. B. Kook & Co., Fargo, N. D.*

✓ "First come, first served." Such an offer isn't made every day, can't last forever. But to introduce the General Hartranft *cigar*—fine quality and a good smoke every way—it will be sold for a nickel. When you try it you'll say it's worth more. This asks only the trial—you'll do the rest. 25, 50 and 100 boxes for sale at all stores.—*C. E. Blair & Sons, Makers, Harrisburg, Pa.*

Women needn't be timid about giving cigars. There's a brand that can be depended upon to please the smoker, no

matter how particular he may be. Many women want to give cigars for Christmas gifts, but are undecided because they know so little about tobacco. Women are urged to note the significance of the long record of the famous King Oscar cigars, 5c. Fifteen years of steadily increasing popularity—such a service is worthy of confidence. Fifteen years of regular quality, of satisfaction, of keen enjoyment. Sure!—any man will welcome a box of these good nickel cigars.—*Harrisburg, Pa.*

There's real satisfaction is smoking Hyperion Perfectos—the man who has not tried them has missed a real treat. Hyperion Perfectos are made from the very finest quality of Havana tobacco, which is called in the market *Vuelta Abajo*. The wrapper is Connecticut broad leaf, making the most satisfying combination you could wish for. Why not ask for Hyperion Perfectos to-day and enjoy a really good smoke?—*J. Kilfeather, New Haven, Conn.*

The El Toros now on the market are finer in quality than ever, because of the unusual excellence of this year's crop in Porto Rico, only the best selections of which are used to make the El Toro. Made in a thoroughly modern factory, with facilities and methods unequaled by any other manufacturer. El Toro cigars are unquestionably the finest 5-cent cigars Porto Rico has ever produced. Every El Toro *cigar* is now branded so you can be sure you get the genuine.—*Porto Rican-American Tobacco Co., St. Paul.*

Each leaf of tobacco that enters into the manufacture of this cigar is treated by a process of sweating that reduces the remaining nicotine to a minimum. Result—you can smoke all the Taco cigars you want without experiencing that "sleepy stupor."—*The Tracy & Avery Co., Mansfield, Ohio.*

From a crop of tobacco as fine as any grown in the world, the tobacco is specially blended so as to form a most delicate and delicious smoke. The cigars are handmade in a clean up-to-date factory. Rigby's Dolly Dollars.—*Rigby's, Mansfield, Ohio.*

A delicious blend of Havana tobaccos, silky imported Sumatra wrapper, and expert workmanship make this a most enjoyable cigar and big value for the price.—*F. G. Wilcox, Rome, N. Y.*

This is one *cigar* you can be sure is Porto Rican, made in Porto Rico, entirely of Porto Rican tobacco. For years its high quality has been a prime factor in popularizing Porto Rican cigars among discriminating smokers. The El Toro cigars now being marketed are particularly recommended because of the unusual excellence of this year's Porto Rican tobacco crop—from only the choicest selections of which El Toros are made. El Toro is to-day the best cigar Porto Rico can produce for five cents. There's a band on the genuine.—*Porto Rican American Tobacco Company, Tacoma, Wash.*

Here is a clear Havana cigar at five cents that we want you to judge side by side with regular Key West brands that have sold for years at 3 for 25 cents and 10 cents straight. Cuba-Roma, all-Havana cigar, five cents, is a new and sensational value in the cigar business. Where, outside of national cigar stands, can you get a large, well-rolled, full-weight cigar, made entirely of fine, imported Havana leaf, and thoroughly seasoned for five cents? That is what we sell you in Cuba-Roma. National cigar stands save you the unnecessary middlemen's profits made on the ordinary Key West brands.—*National Cigar Stands, Schenectady, N. Y.*

An ideal *cigar* for the refined taste and a slim pocketbook is the General Hartranft. You get as much satisfaction in fragrance and solid enjoyment for five cents from this well made excellent cigar as from many others that are higher priced. When you want a good, moderate priced smoke try a General Hartranft. All dealers.—*C. E. Blair & Sons, Harrisburg, Pa.*

How do you know a good *cigar*? You can now buy cigars with the maker's guarantee on every box—a mark of merit that distinguishes scientific methods systematically applied to cigar production—a mark that stands for improved quality—better, riper tobacco, thoroughly natural and actually blended—smooth, even-smoking cigars, absolutely clean—without increased cost.—*American Cigar Co., Cleveland, Ohio.*

Why Hyperion Perfectos cost 10 cents straight. First—The Havana tobacco used for filler is the finest grown on the island of Cuba—known to the trade as Vuelta Abajo, crop of 1904. Second—The binder and wrapper are carefully selected from the best Connecticut broad leaf crop of 1904. Third—Hyperion Perfectos are five inches long and weigh as much as imported cigars costing

twenty-five cents each. Fourth—Every Hyperion Perfecto is hand made by the most expert cigar makers known to the craft under the most perfect sanitary factory conditions. Fifth—Hyperion Perfectos 10 cents straight are unequaled in flavor and aroma. A trial will prove to you all we claim for them. For sale at all leading cigar stands. Manufactured by *J. P. Kilfeather, New Haven, Conn.*

You'll enjoy the cigars you buy at our counter. We sell reliable brands only. We keep our cigars at just the right temperature, keeping them always in perfect smoking condition. We suit your cigar taste exactly, for we sell everything in cigars the smoker can think of or need.—*The Caldwell & Bloor Co., Mansfield, Ohio.*

Smokers make our *cigar* case your supply headquarters and you will always get a nice moist cigar—one that smokes like you want it to smoke. All the popular brands.—*Reynolds' Drug Co., Denison, Tex.*

Cigar talks. Uniformity of quality is the one great feature of the Hyperion Perfecto cigar. Every cigar in each box is as near alike as human hands can make them. We buy our Connecticut broad leaf and Havana tobacco in large quantities, far in advance. Even now we are still using 1904 crop which is particularly fine. Hyperion Perfecto cigars at ten cents. Will please the most particular and exacting smoker. Stop in any cigar stand and ask for Hyperion Perfecto. Insist upon having it. Your judgment will prove all we say about the superior quality.—*Kilfeather, New Haven, Conn.*

We have taken every odd lot and box of Key West and imported cigars in our stock and price-marked them down to cost or less. And cost or less with us means what it says. In some instances cigars that are real old—"storekeepers"—the price cut is as much as 40 per cent. below net cost. Seeing is believing—there's a plain white chalk pricemark on each separate lot—step in and paw them over. As our stock never contains trash this sale means good cigars (but old) at real bargain prices.—*Edw. E. Hall & Son, New Haven, Conn.*

You can scour the town and you will not find a cigar for five cents that comes anywhere near the Kook's Templar for quality, flavor or genuine satisfaction. When you want a gentleman's smoke at a medium price, try one of our Kook's Templar 5-cent cigars.—*R. B. Kook & Co., Fargo, N. D.*

"Joe" sells the Barrister cigar at less than anyone else does. For good reasons he doesn't advertise the price. Maybe if he did he wouldn't be able to offer you these cigars in the future. But take a tip from Joe, the Cutter, and buy Barrister and Little Barrister cigars in boxes of twenty-five and fifty at a price that will surprise you. Do you understand? For further information call on *Joe Graziano, Trenton, N. J.*

You ought to knock when you get a poor cigar—and you don't know who made it—how are you going to avoid the other brands of the same manufacture? Don't you see that there is no way to prevent dishonest or incompetent manufacturers from repeatedly imposing on you by offering you unidentified brands of different names?—*American Cigar Co., Atlanta, Ga.*

There are intervals day and night when you feel the need of a short smoke. Between lunch and business. Between office and home. Between trains. Between calls. Between acts. Between courses. Cigars are too long a smoke—and cost too much to throw away. It is just for these little intervals that Prince George Cadets are made. They give you all the delicious flavor and aroma of a choice domestic cigar. They are positively the best little cigar we have ever known at anything like the price.—*United Cigar Store Co., New York, N. Y.*

We're going to take you into our confidence and tell you just how we can afford to sell these Clear Havana cigars for 4c, 5c and 6c each. Heineman Bros., makers, Baltimore, Md., shipped these cigars to a local firm. The case was lost in transit and the Chicago & Alton railroad settled with the shippers. Later the case turned up in the railroad freight house and the C. & A. sold us the cigars to get back some of the money they had to pay the consignor for the loss of the case. The cigars are in perfect condition—couldn't be better if they'd been kept in an air tight vault.—*Jones Dry Goods Co., Kansas City, Mo.*

Whenever you buy a Bristol you get a cigar that is all Havana filler. Reliable in every way. Call for the Bristol and you can't go wrong.—*Walter S. Allen, Bangor, Me.*

You may be a good judge of cigars and still be taken in on a purchase. You can't be blamed for being nipped once, but it's your own fault if you don't profit by the lesson of experience. Why are you perfectly safe in coming to us for your cigars? We handle good cigars. By this we mean not only that we handle

good brands but we keep our cigars in good condition, neither too damp nor too dry. The condition of a cigar has much to do with its smoking properties. We study this and never hear any complaints.—*Mackenzie, Pictou, N. S.*

Well, Mr. Smoker, after you have tried all the cigars on the market, come to one of the Sun's Broadway stores and get a good smoke. You'll wonder why you haven't been here before. We want you to try a Valley Sweet cigar. It will please you immensely.—*The Owl Drug Co., Los Angeles, Cal.*

Try us! We feel confident we can suit your particular taste. Don't labor under the fantastic delusion that because you are smoking a fairly good cigar there is no chance for improvement. We've got cigars to suit all mankind.—*The Nete Cigar Store, St. Joseph, Mo.*

"Concentrated Solace" little symphonettes. From the touch of the match to the last lingering whiff they are exquisitely sweet. The more you know about tobacco the more you will like them.—*Frankle Bros., Youngstown, Ohio.*

If you smoke and desire a Havana-filled cigar and an enjoyable smoke at a price that makes smoking an inexpensive luxury, the Sun's suggest the Santanola Crooks.—*Sun Drug Co., Los Angeles, Cal.*

The reason why we are gaining trade every day is not hard to understand—our cigars have stood the test—our stock is kept perfectly—our method of doing business is right and we are daily adding to our list of appreciative and satisfied customers.—*The Nete Cigar Store, St. Joseph, Mo.*

Sunday's not Sunday without good cigars—You'd be as uneasy as a fish out of water, if you couldn't put your hand on a generous supply of smokers. Might as well have the best, while you're about it. The "Best Cigars" are not expensive when bought here. We have prices on cigars that are peculiar to this store. Here are two splendid brands, either of which will make the day a day of rest and enjoyment for you, if you smoke them.—*Schlotterbeck & Foss Co., Portland, Me.*

Talking about *cigars* we would say—and stand by our statement—that for a mellow, ripe flavored, palate tickling, all round satisfying smoke you can't pick up a better cigar for the price—10 cents the one, \$2 the box of 25—than the Miles Standish. Large assertion with larger proof by thousands of men who have tested the Miles Standish.—*R. B. Kook & Co., Fargo, N. D.*

The tobacco is an expert selection from the finest growths that Cuba produces, the famous Vuelta Abajo leaf. The selections are blended in the leaf, and lie ripening for two years before they reach the cigarmakers, resulting in blend absolutely harmonious and uniform. The cigars are made in Tampa by expert workmen—Cubans and Spaniards who have, through the skill inherited from generations of cigarmakers, perfected by their own long practice, become known as "Regalia Workmen," the proudest title in the craft.—*United Cigar Stores Co., New York, N. Y.*

We know of several good reasons why you should select them here. We might mention that our stock is large, that we have many brands, sizes and colors to select from; that our salesmen know how to interpret your wishes; that they are specialists in their line of business; that we deliver to any place and at any time you say; that we aim to satisfy you in every way, and that our prices are consistent with the quality offered. Then let's get acquainted—the benefit will be mutual.—*Goldberg, Brown & Co., San Francisco, Cal.*

Do you smoke? If so, have you tried our Francis Wilson cigar? A regular 10c seller, but now selling for 5c. If you have tried them you are a regular customer and if you have not, come in and get one and you will be a customer. The ladies who are in the habit of buying hubby a box of cigars can make no mistake in buying the Francis Wilson. A box of 50 for \$1.90. We sell them this way 'cause we are selling the kind of cigars you're wanting at prices you're tickled to pay.—*Tucker-Jonz, Denison.*

The wrapper of a cigar does not tell you the quality of the filler. But we tell you that selected long Havana filler is all that is used in "First Consul" cigars. After you have smoked one you won't have to be told. The flavor and fragrance will be such that you cannot possibly mistake the quality of the cigar except that you may think it a much higher priced one than it is.—*Exchange Drug Co., Montgomery.*

Most everybody who has ever smoked imported Havana cigars has smoked Bock Panetelas—no other cigar imported from Havana is known to as many people. It is a very mild—fine flavored, occasional smoke, desirable for use when larger and heavier cigars are unsuitable. The leaf of which this cigar is made is grown on the plantations operated by this company and is now strictly uniform in quality, so that there is no

variation in the different shipments as received from Havana.—*Havana Tobacco Co., New York, N. Y.*

The American Cigar Company's scientific system of handling the tobacco leaf has made it possible to guarantee absolute uniformity of quality in every one of the cigars it produces. The American Cigar Company knows where its tobacco comes from. It maintains a great buying and storing service in each tobacco-growing district; and buys exactly the tobacco it wants. Its tobacco is all harvested under the direct supervision of its own experts, and the plants are cured in its own storing houses on the plantations. The new two-year fermenting process is what gives to the cigar the best smoking qualities. It extracts every last trace of the original harsh greenness and develops to perfection the aromatic fragrance of choicest selected leaf. The blending process combines in an actual blend the characteristic goodness of each required variety of leaf. The particular brand that suits your taste to-day will be exactly the same next year—in strength, flavor and grade.—*Metropolitan Cigar Co., New York, N. Y.*

The Japanese have had the best of the disagreement simply because they were thoroughly prepared for it. The tobacco used in Royal Bengals is prepared by a method which requires two years to complete. It reaches the factory ripened, mellowed, enriched and refined by wholly new processes of fermenting and blending that intermingle all its aromatic qualities and bring them out to perfection.—*Metropolitan Tobacco Co., New York, N. Y.*

A corner in cigars might be a fitting title for our story, but we won't claim it. Nevertheless, we have about as clever a monopoly on incomparable five cent smokes as it is possible to get. New ones and old ones. Let us serve you.—*Ostrom's, Binghamton, N. Y.*

There's many a bad cigar on the inside of a Sumatra wrapper. There's many a good cigar that never saw a Sumatra wrapper. Sumatra wrappers cost a good deal—don't add one iota to the smoking qualities of the cigar—simply make the cigar look pretty.—*Shryock-Johnson Mfg. Co., St. Louis, Mo.*

Ask the cigar man what is the best 5c cigar. If all he cares for is profit, there's no telling what he will answer, but if he wants your patronage and is a wise man he will surely answer "Spanaflora."—*Jordan, Gibson & Brown, Memphis, Tenn.*

Our cigars are embodiment of all that makes smoking a pleasure. The realization of the smoker's expectations. The perfection of conscientious effort.—*Barnes, Smith & Co., Binghamton, N. Y.*

This cigar is just as good as it can be made. To improve it, it would be necessary to improve on Nature's choicest product in Cuba; to improve on the best manufacturers' scientific methods of curing and blending; and to find better workmen than the life-trained Cubans and Spaniards, who roll these cigars in Tampa.—*United Cigar Stores Co., New York, N. Y.*

Just as well as ordinary ones that are sometimes injurious, if it is a mere matter of economy with you. We sell fine cigars at less than the average poor ones cost. Take these smooth, easy smoking, fine flavored Key West Clear Havana Cigars—El Estivo, made by one of the famed factories of Tampa—and imagine them at a little over 6c apiece!—*Abram & Straus, Brooklyn, N. Y.*

A little smoke, but one that will save your money. There is a whole lot of satisfaction in a small roll of tobacco when it is blended like the Venus. If we knew of any five center to compare with it we'd ask you to make the comparison. Every dealer who handles good smokes can sell you a Venus—5c.—*Geo. W. Barton's Sons, Owego, N. Y.*

Our pet hobby is to be able to hand over our counters just what every man likes best in smoke. The result is that you can get what you want at our stores, either one at a time or in large quantities, and as they should be—moist, fresh and fragrant.—*Ostrom's Cigar Stores, Binghamton, N. Y.*

A cultured smoke is the Capdevila cigar. A cigar that adds pleasure to the time one appropriates for its smoking—in its unusual quality and flavor—it has an individuality that at once creates an impression of preference.—*Hall, Luhrs & Co., Sacramento, Cal.*

Giving better cigars for the money. The price part is important, but it isn't everything, and in fact it is the easiest part of our duty to the public. Our application to the cigar business of the modern principles of direct-buying direct selling—cutting out intermediate profits and utilizing all the advantages of an enormous outlet—makes the giving of better quality-for-price a simple matter. And the shield stands for that, whenever you see it.—*United Cigar Stores Co., New York, N. Y.*

The kind that makes a man risk burn-

ing his lips to get the last whiff. They are the "come again" sort. Try one and you'll buy more.—*Austin, Nichols & Co., New York.*

Lord Vincent means all that is good in a clear Havana cigar. Smoke one or two of them and note the delicate taste, the sweet and mellow fragrance and you'll not wonder at their popularity.—*Cobb, Bates & Yerxa, Taunton, Mass.*

Put that in your pipe and smoke it. What? "Our Own Mixture," the sweet, fragrant smoking tobacco that has been our pride and the trade favorite for fifteen years.—*Sig. Sichel & Co., Portland.*

"New Tariff" cigars mean economy. The smoker of five-cent cigars can now enjoy a quality cigar worth ten cents at the price of his regular smokes. The new commercial treaty between the United States and Cuba did it. The reduction of the duty on Cuban grown tobacco made it possible. Remember "New Tariff" and get a cigar of rich aroma and fragrant bouquet. Smoke one today—to-morrow you will "hanker" for another. The "New Tariff" cigar is the product of a great system that regulates every step from the planting of the seed to the sealing of the box. Above all else the scientific modern methods of this system produce a perfect blend of the special characteristics of each tobacco combined in the cigar.—*Wm. A. Stickney Cigar Co., Kansas, Mo.*

There's luxury in the smoke of a Capdevila cigar; so much flavor—it tastes good down to the last, and then it is such an easy smoker so nicely made.—*Hall, Tuhrs & Co., Sacramento, Cal.*

Scientists have recently proclaimed that the cigarette is the least injurious form in which tobacco may be smoked. However that may be, we have all the new ideas in cigarettes as well as tobacco. A novelty shown in our windows is cigarettes put up in glass tubes—so kept free from air or dust from the instant made until smoked—5 cents apiece. Also have the same cigarettes in 4 inch length without glass tubes for 10 cents apiece.—*Ostrom's Cigar Stores, Binghamton, N. Y.*

When you want a good smoke but haven't time for a long one, buy a Venus, five cents. In this little roll of fragrance, you will find everything for fragrance and nothing to displease. If not acquainted with our Venus, try it.—*Geo. W. Barton's Sons, Owego, N. Y.*

You are the judge of what sort of a smoke suits your taste. But no matter what it is you'll find it here, or if it isn't in stock we'll get it for you.—*Smoke Shop, Waterbury, Conn.*

This size is one of the very choicest products of Havana, and has only recently been brought to this market in sufficient quantities to give it wide acquaintance. For many years it has enjoyed the highest degree of favor among the comparatively few connoisseurs who had learned its exquisite qualities. It has long been especially popular with navy officers, the *Ynclan Perfecto* being the ward-room smoke *par excellence*. We are now enabled to offer a complete line of sizes in this brand, in cigars especially selected for their choice color and workmanship.—*The Royal Co., New York City.*

Everything that makes a smoke better, enters into the manufacture of "Anna Held" cigars. The tobacco is selected in the seed; planted, cultivated and harvested under the direction of experts—cured, sorted, mellowed, graded, fermented and blended especially for Anna Held cigar—5c. The product of the American Cigar Company's exclusive system which insures absolute uniformity of quality and flavor in the millions of them which are made. You save nearly half the former cost of a good cigar by buying the "Anna Held" and get an exquisite smoke.—*Platter Tobacco Co., Dallas, Texas.*

The selection of tobacco takes time and great care—the conditions of its growth, the soil, the planting, and the cultivation, must all be considered. I have studied tobacco from the seed to the cigar. I have a thorough knowledge of the qualities grown on the different plantations in the Manicaragua district of Cuba, where the best tobaccos are produced. It is from the best of these plantations that I buy the filler of my Pharaoh cigar. I was the first manufacturer in Canada to use Manicaragua tobacco. It proved such a winner that the tobacco agents in New York sell thousands of bales of tobacco under that name that was never within one hundred miles of the district. I visit these plantations every season, and personally select the tobacco I buy. The growers there call me a tobacco crank because I am so careful and particular in the selection of my tobacco. I would rather be thought a crank than jeopardize the quality of my Pharaoh cigar. I know that every time you smoke a Pharaoh cigar you will thank me for being a tobacco crank—that is full recompense for my trouble and care.—*J. Bruce Payne, Granby, Que., Can.*

Pay your bets with Turf cigars. No cigar ever gave such universal satisfaction as the Turf has done, and is now

doing. Everyone is perfectly made. A trial will please you immensely.—*Hou-singer, St. Thomas, Ont.*

Well, now Mr. Smoker, after you have tried all the cigars on the market, just come here and get a good smoke. You'll wonder why you hadn't been here before.—*Eyler, Kenton, Ohio.*

Did you ever smoke a Bristol?—If not, try a quarter's worth the very next time you invest at the cigar counter.—*Walter S. Allen, Bangor, Me.*

If you can appreciate hustling enterprise and up-to-now business methods, sprinkled with courteous treatment, and a store chock full of fine cigars kept perfect, under the most approved sanitary conditions, the Nete cigar store, 615 Edmond street, should command the patronage of those who are particular what they smoke.—*The Nete Cigar Co., St. Joseph, Mo.*

The vacation trips are certainly delightful, but to the smoker none are complete without his cigar case is filled with good cigars. Take with you a box or two of the well-known Brownie's Perfecto Cigars. They will add greatly to your enjoyment. They possess a rich Havana taste and a fragrant aroma which distinguishes them from all other cigars and satisfy the most critical smoker.—*Buffalo Cigar Co., Buffalo.*

Solid comfort is only to be had by smoking the Province Cigar. Try one and be convinced.—*Providence Cigar Co., Victoria, B. C.*

In ye old Colonial days everyone smoked a pipe. Nowadays everyone smokes the Havana Sprig Cigar.—*Galesburg, Ill.*

A good cigar is enjoyed by every man. We have the cigars and want you to enjoy them. If you haven't been smoking this kind you had better come here and try some of our choice brands.—*Eyler Tobacco Co., Kenton, Ohio.*

This cigar always receives a hearty welcome. It is a pretty smoker, good shape, tempting looking and well made of the cleanest, brightest, best tobacco grown. It possesses a mild, rich, fragrant aroma of such exceptional qualities that it cannot be excelled. A halo of satisfaction gleams from the face of every man who smokes this cigar.—*Burg Cigar Co., New Elm, Minn.*

Cigars.—When you want a good cigar you'll always find it here. The very best pool and billiard tables in the city. Also good candies.—*The Brunswick, Kenton, Ohio.*

J. Pierpont Morgan and John D. Rockefeller may pay bigger money for their cigars than the average smoker, but they can't enjoy a better or sweeter smoke than is offered to the man of moderate means in the Bachelor 5c. cigar. He will be content and contentment is better than riches.—*Jno. E. Tyler & Co., Pueblo, Col.*

A man is known by the company he keeps. Men are in good company when smoking our cigars.—*Robey, Kenton, O.*

You will find among these cigars almost every shape and size a "particular" smoker looks for. Value in every smoke.—*Reid, Yeomans & Cubit, New York.*

It's the difference between the ordinary cigar store and ours that stamps ours as being "up-to-now."—*The Nete Cigar Store, St. Joseph, Mo*

Sun's summer for smokers.—While on your vacation we couldn't suggest a cigar that would give more genuine satisfaction than the Cuesta Rey & Co.'s.—*The Sun Drug Co., Los Angeles, Cal.*

The more you know about cigars the better it is for us—the better it is for you. If you are not a judge of cigars you must trust the manufacturer. Here is where reputation comes in play. The Brownie's perfecto cigar is made by a large successful house, whose reputation for producing high grade goods has long been established. No other cigar is enjoyed so universally as this popular brand and its high standard is always maintained.—*Buffalo Cigar Co., Buffalo.*

More men than ever smoke the Roger II cigar. It's a cigar that's always smoked to the finish—it's so mild and delicious that the experienced smoker likes to get "all there is in it."—*The Owl Drug Co., Los Angeles, Cal.*

Little Opera Cigars.—Yes, they're little fellows, about three and three-quarters inches in length, but they're made of 10-cent cigar quality stock. Hand-made, and just the right size for a short smoke.—*Gedney's, East Orange, N. J.*

Be careful that you don't burn your good money for bad cigars. The only way to be sure about it is to buy your cigars, cigarettes and tobacco at this establishment. You'll never get left—You'll always be put right.—*J. P. Sebastian, Logansport, Ill.*

Cigars that make a man risk burning his lips to get the last whiff. That's the kind of cigars we sell. Our patent case keeps them in perfect condition, not too moist—not too dry—just right. We would like to have you try our cigars.—*Andrew R. Cunningham, Detroit, Mich.*

The man who smokes and smokes well and appreciates the best is the man we're after. Try us once—our Broadway stores.—*The Sun Drug Co., Los Angeles, Cal.*

Talking about cigars we would say—and stand by our statement—that for a mellow, ripe flavored, palate tickling, all 'round satisfying smoke you can't pick up a better cigar for the price—5 cents the one—than ours.—*C. E. Bair & Sons, Harrisburg, Pa.*

Little Opera Cigars.—A little cigar, about three and three-quarters inches in length, but the quality is extra fine. Everything about them, the filler, binder, wrapper and workmanship, is 10c quality—the small size only, enabling the working up of small stock, is accountable for their low cost.—*Gedney's, East Orange, N. J.*

"Uncle Oscar."—He's a good one when he gets one of our Uncle Oscar cigars—and got it at a price that he can get a box if he wishes without feeling the expense. Every one admires the fine workmanship, rich flavor and general enjoyable qualities of our "Uncle Oscar" cigars. It is the best five-cent cigar made.—*Hene & Co., Omaha, Neb.*

If you see a gentleman smiling to himself in the cars, going into town about 8 or 9 a.m., you can bet dollars to doughnuts, he has half a dozen of McCaffrey's genuine Porto Rico cigars in his vest pocket—and he's just counting the minutes till he gets to the office to enjoy the same.—*McCaffrey's, Philadelphia, Pa.*

All are satisfied with their smoke. They couldn't have better grounds for contentment. The flavor and odor that come from the finest leaf tobacco are never wanting in our cigars. Old smokers accept our specials as the models by which all smoking quality is measured. Nickels and dimes obtain great consideration here.—*Robey Tobacco Co., Kenton, O.*

Smoke up, fellows! Here are some cigars worth the while, and something good to chew.—*J. T. Cowan, Crowley, La.*

Yes! they are good, is what every man says with each puff of a Bachelor cigar. They are the best for the money that can be procured, and for five cents you can get more enjoyment from this luxurious smoke than from any cigar made. Try a Bachelor cigar and you will never smoke any other.—*Jno. E. Tyler & Co., Pueblo, Col.*

Ladies don't smoke, but you can buy choice cigars in attractive packages for the men folks, for \$1 and upward at *The Browne Pharmacy, New Bedford, Mass.*

An enormous quantity of Sumatra wrapper mixed Havana filler Cigars at less than cost of tobacco. We bought the entire surplus stock of high grade domestic Cigars from a prominent local manufacturer at an enormous concession in price, and now we are enabled to offer two big specials which will startle the cigar smoking populace.—*Siegel Cooper Co., New York, N. Y.*

If you are going out in the air, boating, driving or playing some game, you do not need the finest cigar—in fact, it's a shame to smoke them. A smooth drawing, sweet blend will taste better. It is after dinner that a pure Havana speaks of quality and the refinement of enjoyment itself. Now we have cigars for all at most pleasing little prices in the city.—*Abraham & Straus, Brooklyn.*

When starting for business put a few Bachelors in your cigar case, and one in your mouth. The one you smoke will make you cheerful, those you give away make your friends and patrons sweet tempered.—*Tyler & Co., Pueblo, Col.*

It's no puzzle to pick out the man who smokes our special 5 cent cigar. Signs of nervous prostration are not depicted on his countenance, but rather self-satisfaction and content, for he knows a good thing when he sees it. Our Bachelor 5 center is all right every way; but, if you like something even better, nothing can fill the bill more completely than our Lancaster at 10 cents.—*J. E. Tyler & Co., Pueblo, Col.*

Choice Cigars.—When you want a good smoke, try some of my selected brands.—*E. E. Wright, New Bedford, Mass.*

To Smokers: You know about Martin's Cigar Store on Broadway, don't you? Well, I have bought it, had it remodeled, and am now prepared to supply you with the best line of cigars, tobacco and pipes in the city at the right prices.—*S. H. Williamson, Troy, N. Y.*

True joy—a nice girl and a good cigar—you find the girl, we'll furnish the cigar. If you smoke the Lancaster cigar you'll be happy whether you have the girl or not. There is no better ten-cent cigar made for those who enjoy a really good smoke.—*J. E. Tyler & Co., Pueblo.*

Known Cigars.—You never bought cigars so low as we sell them. We don't sell cigars of unknown quality; every item in this list for to-morrow's selling is a well known popular smoker.—*Jones Dry Goods Co., Kansas City, Mo.*

Webster Cigars.—Best of Key West Cigars, and we sell them to you at wholesale prices. Every good smoker knows

that the Webster cigars are the best Key West cigars in the country. They are fine and silky. They are fragrant and not too strong. There are many sizes, many styles, and of course many prices. Here are a few choice ones, and the prices.—*The Lathrop Co., Hartford, Conn.*

Cigars that are cheap.—The busiest, fastest growing cigar store you'll come across. It's because we sell known cigars at unknown prices.—*Jones Dry Goods Co., Kansas City, Mo.*

Samuel Smiles, Select, Columbia Club and Margaret Deland Cigars.—A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a day dream, a reverie.—*H. F. Brown, Crookstown, Minn.*

The lion and the lily will submit their differences to The Hague. We submit to the smoking public the question of quality of the Bristol cigar. Many brands are as good, but none better.—*Walter S. Allen, Bangor, Me.*

A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a day dream, a reverie.—*H. F. Brown, Crookstown, Minn.*

In domestic cigars I carry a full line of the best brands, at all prices, and can please the most fastidious smoker. No matter what you want in high grade cigars I can suit you. The popularity of my place with the most particular smokers is the best possible evidence that I sell the finest cigars.—*C. T. Fitzpatrick, Montgomery, Ala.*

You will, we are sure, agree with us that a box of cigars as a remembrance is always in good taste. Thackery—you will remember—causes a cigar to be the cementer of friendship. If, therefore, you are thinking of sending something to your friends at Christmas—what can be more acceptable than a box of good cigars? You see if that box contains one hundred cigars your friends will have occasion to think kindly of you one hundred times. (Turkey lasts one day.) May we not send you a few boxes for your inspection on the terms below named?—*Martin Brothers, London, England.*

If you haven't the price of a Jules Verne cigar, go borrow the money, for they satisfy.—*The Denison Grocer Company, Denison, Tex.*

Any port in a storm is what the lover of a good cigar thinks when he has to purchase a poor cigar at a medium price. All he wants is a "tip" of where to get a first-class cigar for the same money that he will pay for an inferior grade. We will give it to you free. Try a Bachelor at 5 cents and you will never smoke any other.—*Jno. E. Tyler & Co., Pueblo, Col.*

Behind the times? Certainly we are—we admit it freely—we are at least thirty years behind the times and we are glad of it—so are our customers. We have from the very beginning stood stock still with both feet planted like an obstinate mule, when we found the so-called progressive dealers and manufacturers sweetening and chemically changing what had originally been given to man as a solace and comfort, an anodyne and a fast friend. Honest tobacco, just as naturally provided, was what our fathers smoked, and whether Connecticut, Virginia or Havana the flavor was pure and typical, satisfying to the expectations and appropriate to the label. We refused to enter this new field and so plead guilty to the indictment with no apology to offer.

Don't you think our cigars, domestic and otherwise, come nearer to your ideal than if we changed and scented an inferior article into some semblance of a higher grade?

Most of our customers think so and therefore are willing to be with us behind the times.—*Jos. Jonas, New York.*

Selected cigars. Success lies in selection—and choice selection means painstaking experience. A simple explanation of the fact that Waldorf-Astoria cigars are favorites with discriminating smokers.—*The Waldorf-Astoria Cigar Co., New York, N. Y.*

Straiton & Storm's Owl cigar. When you want the real genuine Owl—made of selected leaf, mellowed by the tropical suns and blended by the most expert makers—it is usual to deposit the customary fee of five cents on the cigar man's counter for each and every Owl you buy.—*George L. Storm & Co., New York, N. Y.*

The stock of cigars we carry regularly to supply the box trade demand would swamp three or four ordinary cigar stores, so there can be no comparing this with the ordinary cigar "emporium." This is more in the nature of a clearing house, able to distribute vast quantities,

and when vast quantities of cigars or any other merchandise are purchased the cost is so little above actual cost of production that we are practically on a level with the largest manufacturers.—*Macy's, New York, N. Y.*

An enormous quantity of Sumatra wrapper long mixed Havana filler Cigars at less than cost of tobacco. We bought the entire surplus stock of high grade domestic Cigars from a prominent local manufacturer at an enormous concession in price, and now we are enabled to offer two big specials which will startle the cigar smoking populace.—*Siegel Cooper Co., New York, N. Y.*

A clearing sale of choice aromatic cigars seldom comes within the reach of smokers without instantly causing brisk all-day selling in our popular cigar store.—*Siegel Cooper Co., New York, N. Y.*

Just get it out of your head, you particular smoker, that we cannot do just as wonderful things in the cigar line as we do in any other branch of our business. If you are doubtful and think we sell only the cigars that the fair sex innocently give you at Christmas or on your birthday, just try some of this lot and you will recover from your mistake to your own good. They are clear Havana cigars, made by a manufacturer who makes the fine, imported, smooth, soothing smokes, Cuban hand-made, that generally sell for high prices. Dissolving partnership sends us this less than cost.—*Abraham & Straus, Brooklyn, N. Y.*

During the first three months of the present year we thought the Blackstone cigars were as good as they could possibly be made; but we had a large lot of Havana tobacco in Cuba which we have recently imported. We are now blending a large percentage of this in combination with our other choice Havana. These goods are on sale generally, and we are not afraid to put them in competition with any fifteen cent cigar on the market. Warranted clear Havana filler and fine Sumatra wrapper.—*Waitt & Bond, Bangor, Me.*

Ever smoke two cigars at one time? It's the only way to judge cigars. Smoke one you know, and the one you want to compare with it, at the same time. That's the way experts judge tobacco.—*Herbert D. Shivers, Philadelphia, Pa.*

These Porto Rican Brevas are much better than a pipe and more satisfactory than a heavy Havana, as you can smoke more without feeling it injurious to health or pocket.—*Abraham & Straus, Brooklyn, N. Y.*

That these are the best Porto Rican Cigars we have ever seen is good word of their quality. They come from one of the leading factories on the island; the highest grades of Porto Rican leaf are used in them, and they are made as carefully and particularly as the best cigars sent out from the neighboring island—Cuba. They are distinctly different from any Porto Rican cigars we have shown heretofore.—*Macy's, New York, N. Y.*

In supplying the demands of smokers of all tastes and desires, our task has been a heavy one. For years we have made change after change; adding a brand here, cutting out a brand there, and now, we can consistently say we have the most perfect stock of high-grade cigars in the South.—*Sanger Bros., Waco.*

Try this Tobacco Shop for your next Cigar and you will continue trying it, for not only will you get the best smoke, but positively save money. The good smoker and the connoisseur all find the greatest satisfaction in their purchases made in this Little Tobacco Shop.—*Abraham & Straus, Brooklyn, N. Y.*

Half of the enjoyment of your coming holiday depends upon the quality of the cigars you take along. Don't run the risk of getting what you want when you get there. We've something special for every taste.—*The 14th Street Store, New York.*

The favored brand among all good judges of cigars is La Favorencia. Being Cuban hand-made, with a choice Havana filler, wrapped with the finest grade of Havana, they offer an especially sweet smoke. Their quality is always uniform, owing to the skill with which they are rolled, and experience used in selecting the stock.—*Cuban Cigar Co., Inc., Spokane, Wash.*

Cigars like you like 'em. Our cigars are always so fresh and nice it's no wonder our cigar case is so popular. Make it your headquarters and you will get more pleasure out of the money you spend for cigars. Ask us about some of our special favorites.—*The People's Pharmacy, Denison, Texas.*

Go around the world cigar hunting and when you taste a Kook's Templar you'll wonder why you traveled so far from home. For the Kook's Templar is a cigar of quality, despite its low price of 5 cents for one, \$2.00 for a box of fifty. Settle down to solid enjoyment with a Kook's Templar between your lips.—*R. B. Kook & Co., Fargo, N. D.*

It's up to you to try our Genl. Hart-ranft cigars—we've done all we could to furnish you fine ones. The tobacco in our cigars is long filler and of the best quality, and the people who roll them thoroughly understand their business. So, as we said before, it's up to you to smoke 'em. If we can succeed in having you make a trial of one cigar, you are very likely to finish the box.—*C. E. Bair & Sons, Makers, Harrisburg, Pa.*

King Oscar cigars will be as good during 1907 as they were in 1906. This is not buncombe, but real fact. Buying tobacco in carload lots means regular quality—means the same good flavor. A good cigar every time you want a good cigar.—*Harrisburg, Pa.*

Uniformity of quality is the one great feature of the Hyperion cigar. Every cigar in each box is as near alike as human hands can make them. We buy our Connecticut broad leaf and Havana tobacco in large quantities far in advance. Even now we are still using 1904 crop which is particularly fine.—*J. P. Kilfeather, New Haven, Conn.*

Six reasons why the Taco cigar is gaining favor with the smokers of Mansfield. Each cigar, after leaving the cigar maker's table, is packed in a cedar box, put under pressure, and must remain in the curing room three months before placing on the market. That's one reason.—*Mansfield, Ohio.*

A good cigar means a Happy New Year and he who smokes the Duke of Albany special hand made Havana filler Sumatra 5c. cigar cannot fail to receive all the happiness it is possible to get out of good tobacco. Now that nineteen-seven has arrived, turn over that new leaf and smoke only the cigar that you know is of the best uniform quality. If you have not tried the Duke of Albany you do not know what you have missed. Made by *Dearstyne Bros., Albany, N. Y.*

The tired man's comforter is a little roll of weed scarce six inches long with the magic name tobacco. Since Raleigh's day the civilized world has shared the Indian's delight. Our modest share in the business of bringing peace is the manufacture and supply of General Hart-ranft cigars. From heart to wrapper it's a wholesome, aromatic soother for the man of work, worry and care. Five cents for one.—*C. E. Bair & Sons, Makers, Harrisburg, Pa.*

CLEANING AND DYEING

Most Brooklyn women know of the excellent work in dyeing and cleaning which we do because we have our own establishment under skilled supervision. We make a specialty of cleaning lace curtains and blankets. We make a specialty of dyeing wool and silk garments in the perfect colors that are absolutely "fast." The work is done promptly—and for very little cost.—*Frederick Loeser & Co., Brooklyn, N. Y.*

There's no need to wait for a man with a stick to come and beat your carpets—you'll never get your house put back to rights if you do. Just call us over the 'phone, instructing us to call for your carpets and rugs, and in a reasonable time after they are in our hands we will return them to you, cleaned thoroughly, no dust—the color brighter. Don't wait.—*Grand Forks Steam Co., Cleaners and Dyers, Grand Forks, N. D.*

Remaking dyed carpets has long been a feature with us. We dye your carpet perfectly and if necessary remake it. Use it for another room and save the cost of buying a new carpet. Our dyeing facilities are the best in the world.—*Youngtown Laundry, Youngtown, O.*

Faded and soiled garments can be dyed and made to look like new—everything dyeable dyed.—*Stevenson Bros. Dye Works, Dundee, Scotland.*

Soiled curtains cleaned by our process are bright and fresh like new, and perfectly intact. 75c. to \$3 per window.—*Selected.*

House Cleaning is now in progress in earnest. Do not let what is generally considered a disagreeable task, annoy you. No more promiscuous profanity generally accredited to the head of the family under the trying ordeal of setting up stoves and adjusting stove pipes. The hardware man now does this at nominal expense. Perhaps what worries you the most is taking up, re-cleaning and relaying the carpets. We can do all this at a very reasonable price. If you just want us to clean the carpet, we can do that for less. You would be surprised how little it will cost you and also pleased with the first class work done. Let us call and give you an estimate—that will cost you nothing.—*Winona Steam Carpet Cleaning Works, Winona, Minn.*

Where there are children the money saved in renovating, cleaning, scouring or dyeing their cleanable clothes is a big item in the year's expense account. To reduce it to a minimum and get a maximum of satisfaction with least possible work and worry patronize this establishment.—*Davis Steam Dye Works, Scranton, Pa.*

We can dye your carpets. Has it ever occurred to you that your carpets and rugs can be successfully dyed and made to look like new? We have been experimenting along this line for the past two years and have perfected a method by which a carpet or rug can be dyed. Sun fades can be nicely covered and the color will be bright and lasting as when new. We have dyed a great many this fall and each and every one has given unbounded satisfaction. With few exceptions the cost of this work will be only 20c per yard. Our dyer will explain it further.—*Iowa Steam Laundry Company, Ottumwa, Iowa.*

Your ties can be dry cleaned. Don't throw them away because they are soiled and out of shape, just put them in with your laundry and order them dry cleaned. They will be returned looking like new. Now is a good time to have your fall and winter garments cleaned and pressed, ready for use the day you want them. If you wait until that time to have the work done you will find us with a house full of work and unable to attend to your wants promptly. If in looking through your wardrobe you find some garments faded or any of objectionable color bear in mind we are dyers as well as cleaners and can undoubtedly make them of value to you again.—*Iowa Steam Laundry Co., Ottumwa, Ia.*

The new woman of to-day is she whose garments have been renovated here. She looks just as if she had stepped out of a band-box. From her ostrich feather in the hat down to the hem of her dainty skirt everything looks brand new, yet it is all last season's goods, cleaned or dyed by us to "look different." Well, few beyond herself would know that every article was not new. There is delightful freshness about the clothes that reflects great credit on us.—*Smith's Dye Works, Jacksonville, Fla.*

CLOTHING—BOYS

To *clothe boys* economically and well is the object of endeavors of the Burk Store. Untiring efforts to enlarge and increase the clientele of buyers in this section by the soundest and firmest business principles of supplying better garments at a much lower price than can be had elsewhere are emphatically demonstrated in the unusual value placed on sale for Monday special selling.—*Burk & Co., Memphis, Tenn.*

The *boys' clothes* question. It's an interesting subject to study and, as a rule, a most difficult problem to solve. We have studied boys' clothes—concluded that boys are "bound to be boys," and that they must have a certain amount of sturdiness, along with the style, in the make of their garments.—*U. S. Clothing Co., Denison, Texas.*

Mothers, we want you to see our splendid display of suits, top coats and overcoats for big and little boys. Never have we had such styles before. It's not an uncommon thing to hear mothers say when they first visit our boys' department: "My, I had no idea they had such a fine display as this."—*The Leader, Memphis, Tenn.*

There are no better elsewhere at a couple of dollars more. You may pick to-morrow and Saturday from a wide variety of handsome suits and top coats for boys in double breasted, single breasted and Norfolk styles with regular or knickerbocker trousers. Some of the suits have two pairs of knickerbockers; in pretty grays, browns, olive checks and plaids and plain color; and some very pretty sailor and Russian blouse suits, top coats and reefers—all from our regular \$5.98 lines, well known for their excellence and equal to most suits sold for a dollar more.—*Hahne & Co., Newark.*

Eaton tailored boys' clothing. Boys' clothes should be made of boiler plate, is the complaint of mothers the world over. And so it should be as far as wear and tear is concerned. But if mothers only realized the splendid qualities of Eaton tailored boys' clothing, few would care to buy boys' clothing elsewhere.

These are the best materials that mills can weave specially for the Eaton tailoring factories to cut up into boys' wear. And the styles! Dressy, manly, little suits that serve as an education to the boy in the matter of good form in dress

besides making him a pride to his parents. And Eaton boys' clothing is a revelation to mothers the way it retains its good looks and holds its shape—even after months of hard wear. It's all in the clever conscientious tailor work—the best boys' clothing made in Canada without a doubt.—*The T. Eaton Co., Winnipeg, Can.*

The *boys' clothing* department is the beauty spot of the store. It occupies the entire third floor of our building. It is the best lighted, best ventilated, most commodious juvenile department of any store between the oceans. It is, perhaps, the busiest spot in Denver these days and presents a most animated scene. The sun-browned rompers—full of bounding life and spirits—and their fond parents, crowd the floor every day—especially after school hours. The youngsters are delighted with the new styles. Their parents are more than pleased with the vast variety and with our more than reasonable prices. Here they find all that pleases the eye and satisfies the most economically inclined—in school suits—and general outfittings—in abundance and assortments unmatchable elsewhere—anywhere. The good, better and best grades of this country's foremost manufactures—confined exclusively to us for this city.—*The May Co., Denver, Col.*

A brilliant gathering of children's novelty suits. In stocking our boys' and children's department you might say that we have scoured the country with a fine tooth comb and there isn't a novelty in existence—and worth considering—that we haven't added to this extensive department. We have likewise had the courage and enterprise to buy many extreme fashions and exclusive styles—the hand-finished kind, which are not duplicated elsewhere for the reason that they are not made in volume. It is impossible to find in the entire Northwest a more complete or high class array of new fashions for boys of all ages and sizes. We display a wealth of beautiful creations in Russian, Sailor and Eton suits, including every new color tone in gray, blue, tan and other shades, as well as smart plaids, checks and stripes; some elaborately trimmed, others more conservative. Values that insure a substantial saving.—*The I. X. L. Clothing Co., Spokane, Wash.*

Perhaps you are not content with the sort of clothes you have been able to get for your boy. Perhaps they haven't the manly look you would like, or the evidences of good tailoring that mark the clothing the boy's father wears.

If you feel that way, there is a remedy—and in this Boys' Clothing Store.

Like other good stores, we used to sell this sort of clothing for boys. It was the best that could be bought from the best wholesale makers. They could not be made to see that it should be better.

But we believed that boys' clothing of a better standard than any sold in the city might be developed, and so we started to originate boys' clothing ourselves, directing every process, suggesting new patterns, insisting on a new and more careful sort of tailor work.

To-morrow, if you bring your boy here, you will see the result in five minutes.

Let him slip on the coat of a spring suit—say one at \$7 or \$8. Note how flat the collar lies about his neck. Note the grace of the lapels, that the sleeves are long enough, that the shoulders are broad, that the whole appearance is one of manliness and style not heretofore equaled in his clothes, even when you have paid half as much again.

And these features of style and fit are permanent because of the good tailor work in the clothing. It is, in fact, clothing of a new standard which we call Loeser Standard.

This Saks store is several stores. There's a boys' clothing store located on the second floor, where the lines are as complete, the qualities as standard, the styles as modern and up-to-date and the prices as economical as in the women's store on the same floor, or the great men's store on first floor. The Christmas bargain spirit has possession of the boys' clothing store and the range is a wide one for selecting gifts for the little men.—*Louis Saks, Birmingham, Ala.*

Attractive special features are told of. We are selling boys' suits and overcoats at prices that will please economical parents, and the clothes are of such character that they will certainly delight the boys who get them. We never showed more styles and certainly never gave better values.—*Hahne & Co., Newark, N. J.*

Loeser clothes for boys not only wear well, but hold their good shape until they are worn out—a feature not always to be found in boys' clothing. Put a Loeser suit on your boy and he will have a manly look, because the shoulders of the suit are broad, the collar wide and grace-

ful, the sleeves long enough—because we use more cloth in making Loeser clothes than is usually put into clothes for boys.—*Frederick Loeser & Co., Brooklyn.*

See that the boy is well dressed for confirmation. It's the day above all others when the boy should appear at his best. We have made great preparation for dressing boys for this important event.—*Chas. Wrede & Son, Fargo, N. D.*

There are some facts about Loeser clothes which every mother of a Brooklyn boy ought to know. It ought to be generally known that the boy who puts on a Loeser suit will look better and more manly than the boy who wears ordinary clothing. This is so because Loeser clothes are specially designed to get breadth of shoulder, flat collars and lapels that fit snugly, sleeves that are plenty long enough. It is so because we put into Loeser clothes more cloth than usually goes into clothes to fit boys of equal age. It ought to be generally known that this clothing will wear longer than ordinary clothes for boys. This is so because of the good fabrics—which we select as they come from the mills—and because of the good tailor work which sees to it that the clothing is as well made on the inside as it is on the outside, so that it will hold its shape, so that the seams will never pull apart, so that the wear will be long and satisfactory. It ought to be generally known that this better-than-usual clothing for boys costs as little or less than clothing of ordinary sorts. These things are important to Brooklyn mothers. They lift Loeser clothes for boys to a plane alone—making them better than the clothes which you can buy in usual good stores; making them even better than the clothes we used to sell when we did the boys' clothing business much the same as other good stores. The spring stocks are the broadest we ever had and the best. Come in and see them to-morrow.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Youths' summer clothing. In a section of the store for men, where they ought to be, you will find these special clothes for youths of 15 to 20 years. They are distinctively young men's clothes—not big boys' clothes. They have grace and swing and snap and are made with the youthful lines that the college chap likes and looks best in. They are individual. And at the same time they are of good materials and evidence good tailor work that make their excellence permanent. We believe there isn't a match for this collection of youths' clothing that is here between \$12.50 and \$20.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A run in *boys' clothing*. We have a better line of boys' suits to select from than ever before. Suits in sailor styles, with straight or bloomer trousers; Russian blouse suits, double-breasted suits, two and three button style, at \$6 to \$10. School suits, \$1.50 to \$5.00. Wash suits in white pique and linen; also fancy duck, linen chambray, sailor and Russian blouse styles, 2 1-2 to 10 years, \$1.25 to \$10. The very best in boys' hats, shirts, neckwear, hose and shoes. Open Tuesday and Saturday nights.—*Jas. T. Mullin & Sons, Wilmington, Del.*

Now for sweaters! Every size, every quality, every price. It almost seems as if we had reached the mountain top in catering to the wants of fresh-air folks on the sweater question. It cannot be possible that any house in Lower Canada has laid in a larger or more varied supply. Taking cognizance of the almost universal use of these garments, our buyer canvassed the best makers in gathering an assortment, which fact leads us to assume we have a range of sweaters that cannot be surpassed.—*Manchester-Robertson-Allison, St. John, N. B.*

Has your boy ever worn a Russian overcoat? We are showing beauties in rich cloths and colors at \$3 to \$8. As the accompanying illustration indicates, the Russian model in boys' overcoats is at once uncommonly pretty and brim full of solid comfort. When dealers speak of clothing it is classified as "fancy," but there's as much good warmth and serviceability in a Russian coat as in any outer garment made with gilt buttons or frog loops, velvet collar, etc., it sets off manly lads to perfection, while the interior make-up, such as red flannel linings, etc., ensure protection against colds and weather. No cloth is spared in making our Russian coats roomy and non-binding; and as far as exact cut goes, there's a choice between plaited, plain or strapped backs. In a word, a tip-top assortment. — *Manchester-Robertson-Allison, St. John, N. B.*

Every self-respecting boy will enjoy this call. He will have a chance to try on clothes he likes. He needn't buy—simply inspect and ask prices. If his mother comes, too, he can suggest his wants. It will be a free-and-easy day for our boy friends. Latest New York and Boston styles to show them. An excellent chance to spy out good winter clothes. — *Manchester-Robertson-Allison, St. John, N. B.*

Youths' Fine Garments.—The new autumn garments for youths are made up from the newest and best of foreign and

domestic fabrics in all the styles most preferred by careful dressers and at very reasonable prices. The suits are all of the latest models.—*Mose Cohen's, Dayton, Ohio.*

Do You Want a Heavier Suit for the Boy?—The thought of a wash suit made one shiver yesterday morning. But the boy will want wash suits many a day yet, before cool weather comes to stay. But he wants a warmer suit for the cool days between; and we have some exceptional offerings to-day.—*Wanamaker's, New York.*

Boys' Fall Clothing.—Our stock of boys' fall clothing was never before so large in variety as now. From the very inexpensive suit or overcoat to the finest silk-lined garments we offer a wider scope for selection than any other retail house in America. The tailoring on every garment here is faultless and the prices throughout are absolutely the lowest obtainable.—*Mandel Bros., Chicago, Ill.*

Didn't those \$3.50 school suits at \$2 go, though! Yes, all day long dealers were sending their shoppers around to see if they are as good as we say they are. They can't understand how we can afford to sell such fine looking and well tailored suits for so little. We can't. But necessity is the mother of bargains and the carpenters have the right of way just now. Big variety of patterns—and every one desirable. If you know of any one who has a boy of 8 to 16 years old to clothe now is the time and here is the place for him or her to save money.—*Snellenburg's, Philadelphia, Pa.*

Now, the boys, they must have the best there is, bless 'em. What man ever gives his clothes such wear and tear, such wringing and twisting, as the average small boy? School is about to begin; he must start spick and span in a nobby new suit—who wants to begin a new year at school in old clothes? Now boys who wear them, and mothers who care for them, and fathers who pay for them—our new fall stock of boys' clothes answers our every requirement. The new suits are stylish and comfortable; they'll stand the wear, are reliably made—you'll not have to keep taking a stitch here, sewing a button there; and then, when the high quality is considered, they are extremely low in price.—*The Kleinhaus Co., Buffalo, N. Y.*

School Suits made for real boys. Of all things, don't tell a boy he must be careful of his clothes. Who'd give a snap for a boy who couldn't whoop and holler and tear around generally? It shows he's a boy.—*C. P. Bishop, Salem, Ore.*

Our Boys' School Clothes are built to stand the rough usage most school boys give them, and finally end their long life of usefulness, looking just a little bit better than clothes bought elsewhere. The same care is used in the construction of our boys' clothing as in the men's suits, assuming perfect fit to start with and the holding of their shape to the end.—*Sanger Bros., Waco, Tex.*

Many years of experience and conscientious effort expended on our Boys' Clothing Department, enables us to assert positively that our line is the best and most satisfactory for you to buy. It's up to you to prove it by a careful examination and trying on. These suits are for boys of all ages, and designed to resist wear at every point.—*Wood Bros., Waco, Tex.*

Boys' Clothing.—Light-weight wool suits and top coats for the cool summer evenings at home and almost indispensable for the summer vacation.—*Woodward & Lothrop, Washington, D. C.*

You can look the city over and not find more stylish suits to satisfy the little fellows.—*H. Kositchek & Bros., Lansing, Mich.*

Our good sort of boys' clothing is just the thing for vacation wear—keeps its shape, looks well and isn't continually ripping.—*The J. L. Hudson Co., Buffalo.*

Boys' Summer Clothing.—News that will interest mothers because of its timeliness. These are smart and jaunty suits, that will give good service and stand hard wear. The washable suits will wash a good many times before losing their shape and colors.—*Abraham & Straus, Brooklyn, N. Y.*

Pretty Tough.—That's what corduroy is, handsome and durable. Norfolk jackets with baggy breeches of chocolate or cream color corduroy, \$8. Double-breasted jacket of mouse-colored corduroy with baggy breeches, \$6.50; with knee trousers, \$5.75. Extra baggy breeches of mouse-colored corduroy, \$2.50; knee trousers, \$1.75.—*Rogers, Peet & Co., New York.*

Great value giving in boys' clothing. The most inviting store for mothers of boys, and justly the most popular in this borough, by virtue of the facts that the best materials are always used in the construction of this clothing—and the prices are positively the smallest anywhere.—*Abraham & Straus, Brooklyn.*

It requires a large and carefully selected stock to rightly fit boys of all ages, from the little Russian blouse suits to those smart college styles for the young men. There are two parties to be

sued—the boy himself and his parents. Our long experience in catering to the little fellows' requirements has taught us how to meet the demands in this trade, at a saving too that no prudent parent can afford to overlook.—*Baum Bros., Jersey City, N. J.*

A sale of boys' wash suits at 42c., 65c. and 85c. Think of being able to buy whole suits at such prices. Neat little suits, plenty good enough for summer—just the thing, in fact—light and cool for warm days spent out of doors. When they're soiled the washtub will make them as fresh and nice as ever. We have good quantities to sell at the prices named, but it will be necessary to come soon in order to be sure of getting the size required.—*The Marston Store, San Diego.*

The thoroughbred, stylish appearance of our boys' productions appeal on sight to the ideas of every up-to-date mother; their careful, sturdy making, the splendid, wear-resisting cloths and their decided lowness in price, appeal to her practical side. Every mother of a boy should see our stock. We carry every latest style and at every price.—*Bond's, Columbus, Ohio.*

Boys' underwear. Famously good kinds at prices as low as quoted anywhere else in this country—lower than usually obtained.—*White & Davis, Pueblo, Col.*

We want the boys! The boys in knee pants and those in long pants—to know this store as the best place in Kansas City to get the sort of clothes they want. We'll state frankly that the boys' patronage is worthy the best efforts of any merchant, and that we are leaving nothing undone to deserve it. We have collected an unsurpassed stock of boys' apparel from manufacturers who make a study of boys' clothes exclusively, and with it we give the most critical attention to the attiring of each young man who comes to us.—*The Boley, Kansas City, Mo.*

'Twould take a whole library to describe the full variety, all the new points and the nice details that go into our made-to-wear clothing—and school begins in a few days; we're all ready; how are the boys?—*Eiseman & Weil, Atlanta, Ga.*

The Modern Boys' Department.—No matter what the boy needs in the way of wearables—except shoes—you will find it here in better and larger assortment than elsewhere, and, quality considered, for less cost. New sweaters, shirt waists, hats, caps, hosiery, underwear, neckwear.—*Mullen & Bluett Clothing Co., Los Angeles, Cal.*

If these washable sailor suits, blouses and trousers for boys should shrink as much as their prices have, they wouldn't be of much value. As it is, they represent three very attractive groups of cool summer togs for boys, at most alluring prices.—*Wanamaker's, New York.*

The clothing of boys is, as a rule, the hardest part of a retailer's business—he has to suit both boy and mother and patch up the difference between them, as they seldom agree on clothes. We sell the kind that both mother and boy will agree upon.—*Douthett & Graham, Youngstown, O.*

Reorganization Sale of Boys' School Clothing.—A splendid opportunity for every mother who has a boy of school age. Reorganization prices are the lowest ever quoted on boys' clothing at this season of the year. Any boy will be proud to wear one of these suits on the opening day of school.—*Schlesinger & Mayer, Chicago, Ill.*

Boys' suits and coats, \$5; worth \$7.50. Some suits can rarely be had for so little. All wool blue serge; fancy cheviots and cassimeres; the patterns new and handsome—so are the styles. Snellenburg tailored, of course; not to be compared with the ordinary basted together stuff that you find staring at you in every other store.—*Snellenburg's, Philadelphia, Pa.*

Your boy's school clothes should be purchased now. You can buy now just what he will want at the beginning of school and save half of the cost. Isn't that worth something? We have an excellent line of boys' medium weight suits, just right to wear from now to December. Come at once is our advice. If you have the slightest need for a suit for your boy, you will be money in pocket by heeding our advice.—*E. M. Kahn & Co., Dallas, Texas.*

We're ready to fit out your boy.—The time is steadily drawing nearer when the boys will have to start to school. Only one more week remains, and you want him to be ready to start in the first day. Have you thought of the most important item of his outfit—his suit? If you haven't it's time you did. Our efforts for the fall and winter season in the boys' department combine good taste, exclusive styles and serviceability. From the beautiful fancy suits for little boys, 3 to 8 years of age, to the tasteful patterns in cheviots, cassimeres, worsteds and tweeds for the big boys and young men, aged 14 to 19 years. There isn't a single garment to which you can take the slightest exception, either in style, quality or price. We refund your money if

we fail to satisfy you.—*Mautner & Krause, Saginaw, Mich.*

Did you ever know a time when your boy had too many shirt waists? Did you ever remember an opportunity to buy such excellent waists at such low prices?—*M. R. Emmons Co., Atlanta, Ga.*

Youngsters' wear the suits we show in exclusive comely styles, fresh, spic and span, in newest and chic boyish beauty.—*Mullen & Bluctt Clothing Co., Los Angeles, Cal.*

Your boy and his summer clothes. What are his wants—have you everything to dress him so that he needn't be afraid to romp and play, tumble over fences and climb trees to his heart's content? If you haven't here are a few hints that perhaps will assist you.—*R. H. Traver Co., Detroit, Mich.*

Price-upsets Among Boys' Suits.—A lively house-cleaning squall has struck the stock of boys' washable suits and there are in consequence some sudden capsizing among prices. Many handsome, jaunty suits that will bring coolness and comfort to the boys on the hot days to come—for they are bound to come—are caught in this shipwreck of values.—*Wanamaker's, New York.*

Boys' Winter Clothing.—Overcoats, \$5 to \$35. Built for warmth and wear, just-below-the-knee length, the kind a short-trousers boy wants; oxfords, cheviots and frieze cloths.—*Wanamaker's, Philadelphia, Pa.*

An overcoat in time saves nine colds! Our overcoats for boys—the kind you like to see them wear—the kind they like to wear, and the kind that will stand wear wherever they are, and whatever they are to do.—*United States Clothing Company, Milwaukee, Wis.*

A good healthy school boy without any exception is hard on his clothes. School opens in a few days and of course you'll start him right—with a new suit of clothes. It is perfectly useless for mothers to worry about their boys' clothes. We've done all the worrying, all the thinking and all the work.—*Nichols & Morse, Haverhill, Mass.*

Shivering boys are not pleasant objects to contemplate. If they are school-boys their minds are busy with their chilly feelings instead of with their studies. Now, when we sell good, warm clothing at low prices, there's no excuse in letting your boys be uncomfortable; besides, good clothes raise their self-respect. The well-dressed boy gets attention when he applies for a position; he has a prosperous aim—isn't it so?—*William H. Elliott Co., Detroit, Mich.*

We've lined up the remainder of our boys' washable sailor suits for the fray. At the new prices we've set upon them, they will have trouble in "repelling boarders," in the shape of eager mothers. The ranks are broken—they've suffered serious losses lately—and to-day they will probably succumb to this last attack.—*Wanamaker, New York.*

A sign of progress is the care and attention given to our boys' clothing department. You can find here everything for boys' dress—from fancy velvets to blue jean overalls—and a comfortable place to look over the goods.—*Frank M. Low & Co., Portland, Me.*

Couldn't possibly incorporate more goodness into the making of these togs—fact, our boys' clothing comes from makers who don't know how to put unworthy things together; and then there's a certain style about 'em that most parents haven't the heart to resist.—*L. S. Plaut & Co., Newark, N. J.*

First cost shouldn't be the largest saving on boys' clothing—the real economy of honest wear and lasting fit is the test of value.—*M. R. Emmons Co., Atlanta, Ga.*

Sailor Suit Aristocracy.—These are the quarter-deck sort of sailor suits, the prettiest and most stylish that our stock contains in the way of boys' summer suits.—*Wanamaker's, New York.*

The finishing touch to our boys' suits is what counts with the mothers, and now that we've put a "finishing touch" to the price on nearly a thousand good suits we're winning with the dads.—*The Utica Clothiers, Des Moines, Iowa.*

Of course, a boy can't be expected to keep his clothes clean! If he's to be happy, a goodly number of wash suits and blouses are well nigh a necessity. It will make you happy, too, to see him wear them. They make him look so exactly the well bred little man he is. Then into the tub and out again, they'll look as attractive as ever. Their fabrics range from chambray to pique and duck—everything good that will wash.—*Trenton Clothing Co., Trenton, N. J.*

Boys' clothing at prices cut so deep as to mean a big saving to you. Economical mothers should fit out the boys for the next year at these prices.—*Schloss Bros. & Co., Galesburg, Ill.*

More work and more enthusiasm in youth—but along with good manners, good clothes makes a pretty strong ballast.—*The Muse Idea.*

The latest style, with the best style

well tailored—Muse's is your very assurance that the boys' suits have passed the same excellence required of men's clothing. It is a point of insistence here.—*Muse's Atlanta, Ga.*

The general clearing sale of clothing is an immense success—thanks to your acute appreciation of really good values. But, heavy as the selling has been, the line of unparalleled bargains is not broken. The chances for great savings are just as plentiful as they were on the first day of the sale. Special selling of boys' clothing.—*Stewart & Co., Baltimore, Md.*

Good clothing values for boys. How's the boy's suit? Is it beginning to show signs of wear? Whether it's a suit or overcoat he needs this popular boy's department was never better prepared to serve you at this season of the year. Clothes for dress, or clothes for school wear made with all the style and goodness the boy could wish for at prices that are sure to please father and mother.—*M. R. Emmons Co., Atlanta, Ga.*

From the fact that our boys' clothing is made with as much attention to fit and finish as that for adults, and at the same time our prices are from 15 to 25 per cent. lower than exclusive clothing stores, we have built up an immense patronage among the parents of Los Angeles. And you know that no other store makes the same offer as ourselves; that if any wool suit does not wear according to your expectations we will exchange it for a new one.—*Hamburger's, Los Angeles, Cal.*

Everybody likes to see a manly boy and nothing so gives a youngster that air of importance as a neat, well-fitting suit. Boys are hard on clothes as a rule, but as parents you expect it, and the best you can do is to get textiles that will wear and not attempt to buy the cheap, flimsy articles simply because low priced. We are so satisfied with the quality of all our wool clothing that we make a general proposition that any boys' suit bought here which does not wear as well as you may expect it, you may return it and we will replace it with a new one. Furthermore, our prices are from 15 to 25 per cent. lower than at exclusive clothing stores.—*Hamburger's, Los Angeles, Cal.*

More Emphatic Reductions in Clothing for Boys.—Youngsters who are fortunate enough to be hovering around three or four years are in luck this Saturday.—*Simpson-Crawford Co., New York.*

"Wanamaker's special" suits for boys. "Special" in every sense of that much-overworked word. Special in quality of materials—all wool; in making—all seams are silk sewed and taped in style—the best and latest of fashions for boys; in price—for never were better suits sold at \$5.—*Wanamaker's, New York.*

Boys' clothing to fit parents' purse. The majority of boys are such manly little fellows that you can almost safely leave it to their discretion to select the kind of suit they want. Don't do your shopping alone but bring the boy to the store with you and consider his tastes in the matter and above all, don't be afraid that your pocketbook will be overtaxed by purchasing clothing here, for while we use every endeavor to get the very best makes of boys' clothing and are as careful that every detail is perfect, yet we absolutely know that our prices are from 15 to 25 per cent. lower than the same quality of goods are sold elsewhere and we make it a further feature that any boys' suit which does not wear up to your expectations may be exchanged for a new one. Our boys' clothing department has no equal and there are thousands of parents who under no consideration, would think of going elsewhere than Snyder's to purchase boys' clothing.—*W. W. Snyder & Co., Newark, N. J.*

"If people understood the real value and the savings they could make on boys' clothes, you wouldn't have enough to go 'round," said a customer the other day. And she was right. Why? Because our boys' clothing is the very best; quality, workmanship and fit are of the very highest standard. The assortment is much larger than we wish it at this season of the year, and so the prices are cut to help find new owners for such good clothes.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Big Savings on Boys' Clothing.—Savings that mean true economy—for the buying of stylish, worthwhile clothing at a third to a half off regular prices typifies none other than real economy. The styles are excellent, varying but a trifle from the new spring goods. The patterns are medium and dark, hence these suits can be worn right up to Easter, and will again come in for duty next fall and winter.—*Kaufmann's, Pittsburg, Pa.*

A mother's pride is her boy. Our pride is a new department for her boy—all boys. In it every item is designed to relieve some mother of much labor and

worry. The stock abounds in new ideas dear to her heart, and every outfit is selected to give the fullest measure of service. Concerning the cost, about the only boy who doesn't profit by wearing our suits is he who wears none.—*Wageman's, Cleveland, Ohio.*

Boys' Clothing.—Perceptibly different clothes. If you cannot recognize the difference in make, style and finish of our boys' clothing we shall not expect your money here. You shall have good, well-balanced beautiful clothes if you come here, and the price will often be one-third less than elsewhere—but we shall not sacrifice style and finish on any garment for the mere object of getting your dollars. We know there must be people who care for something else than walking around with signs of cheapness.—*The Nebraska, Kansas City, Mo.*

Mothers.—This is the chance of your life. To fit out your boys it is a well known fact that Rennacker carries the largest and finest stock of boys' and children's clothing in Connecticut, and just think of picking out any garment in the vast stock and paying the salesman but one-half of the original price. It is the bargain picking time of your lives. Come, join the crowds, and make the most of it. Pay just one-half the original price.—*C. A. Rennacker, Hartford, Conn.*

The equal in value of boys' suits won't be found in a day's travel. Do not allow the low price to blind your good judgment in regard to the grade of fabrics in the suits we are selling.—*Nichols & Morse, Newburyport, Mass.*

O, fudge! When you can buy reliable boys' clothing that will stand the test of hard wear, what's the use of experimenting? You may buy inferior makes of clothing but does it pay in the end? Are you satisfied with the results; would not one good suit for that boy be a good investment, rather than two of a cheaper grade. You can pick up some good values in our boys' department just now.—*Gemmill, Burnham & Co., Hartford, Conn.*

Boys' Wash Suits.—Wash suits—summer raiment for boys—the delight of both the youngsters and their mothers—for a dip into the tub and out they come just as fresh and bright as ever.—*Kaufmann's, Pittsburg, Pa.*

Boys' Trusty Clothing.—That's due to the way the suits are made—with more care and honesty than is put into any other \$5 suits we know of.—*The I. X. L. Clothing Co., Spokane, Wash.*

If you have a boy who is always up to some "stunt," hard on his clothes, put a "Hercules" suit on him. If he tries to go through his clothes quick so that he can boast to his chums that he has a new suit every month, a "Hercules" will surprise him—wears as near like sheet iron as it is possible to make a combination of cloth, buttons and thread.—*Daube, Cohn & Co., Chicago.*

Boys' Clothing.—We've said so little as to the merits of our boys' clothing that we feel we owe an apology to you, but the reason is we've been quite busy in completing all the different styles belonging to this department, and now that we are ready, kindly ask a visit to this department from you.—*John J. Collins, Scranton, Pa.*

Bring the Boys Tuesday. It Will Be a Great Boy Day in Suits.—Mother Fashion is very sensible this year in respect to boys' clothing. The Norfolk, on which she smiles kindly, is a great boy suit. A boy doesn't feel uncomfortable in them on dress occasions, and yet what a nice touch of dressiness they have! And our Norfolks are built for boy-wear—you know what that means, mothers!—*The P. Eaton & Co., Toronto, Ont.*

Boys' Clothing for strong, hearty, knockabout boys, with tasteful, particular mothers. The suits are less liable to rip, to wear out, to fade, to shrink, than any other suits elsewhere. We take care of that in the cloth and the making. They are stylish, trim, fastidiously made—even the hidden threads are of silk.—*The Plymouth Clothing House, Minneapolis, Minn.*

Noble News for Mothers of Boys.—It tells of the kind of clothing that has made "The Big Store" famous—the kind that you and the boy can't help but like—the kind that stands the knocks and hard wear the boy is bound to give it—staunch, reliable clothing, at prices that almost discredit these qualities.—*Kaufmann's, Pittsburg, Pa.*

It's foolish to dress boys extravagantly. What they need we have—good, serviceable, well made, stylish clothing. We can suit the masculine taste, the feminine fancy and the juvenile idea. We do not overload the windows—they simply serve to give you a hint. If you don't see what you want, you'll find it inside.—*Eiseman & Weil, Atlanta, Ga.*

The little fellows' clothing must be just right to suit the particular mother—and where is the mother who is not particular in this respect? Jaunty little suits, with all the nice points that appeal to the fastidious youngster. The

little prices make them specially inviting.—*Abraham & Straus, Brooklyn.*

We have a wide and up-to-date assortment of clothing that will make the little ones comfortable during the wintry days.—*Heine & Jarrett, Bay City.*

Boys' distinctive clothes of a new excellence. Even the mothers who have long been staunch friends of Loeser clothes for boys—and there are hosts of them—say that never until this season was such good clothing to be had anywhere. It is a definite step ahead and it comes because we have this season begun at the very foundation—choosing first the smart, good, durable fabrics; choosing the linings, interlinings and all the trimmings, and then requiring that every suit should be made in a special way, according to our own specially drafted patterns and measuring up to very unusual specifications. Make, fit, style—these are the qualifications of the Loeser clothes for boys this season. They are smart and stylish, because they are tailored properly. They will hold their shape, because of the same good tailor work. Yet the prices are as little or less than the prices of boys' clothing of the ordinary sorts.—*Fred Loeser & Co., Brooklyn, N. Y.*

The wise parent who invests in one of these boys' suits (4 years to 16 years) will do the boy a real kindness, and save money for yourself, as they have all the style, make and fit of the young men's suits, and the wearing qualities that are desired for boys' hard wear. Our boys' clothing is sold at a very close margin as we wish the boys to become our men customers later. Blouse and sailor suits, 4 years to 8 years, \$4 to \$6. Blue serge, black cheviots and unfinished worsteds, 9 years to 16 years, \$3.50 to \$6.50. Fancy cheviots, worsteds and cassimeres, \$3 to \$6. We are the acknowledged sellers of the best boys' and young men's clothing for the least money in Trenton. The fact that we pay the money back when goods don't prove as represented is absolute insurance of satisfaction.—*Van-ness, Coleman & Co., Trenton, N. J.*

Boys' suits, all wool, of course. While all this talk of the high price of woollen fabrics and the substitution of cotton mixtures has been going on—we have no occasion to worry. This business is so thoroughly established in the confidence of parents who buy and know, that we don't have to further assure them that cotton mixtures can never get into Wanamaker's under any pretext, while sheep grow and are sheared. Our record stands.—*John Wanamaker, New York.*

Too late to make anything for Children's Day, so you must buy the ready-made kind. In many instances it is to your advantage to fill your desires at these busy stores. Reliable merchandise in the very newest styles at the lowest possible price quotations has been essential to this store's wonderful growth. Special attention is shown every purchaser, with the aim of giving the fullest satisfaction procurable in a retail establishment.—*Phil. Bargain Store, Trenton, N. J.*

Novelties in boys' Russian suits, of white serge and shepherd checks; also reefers of white serge, shepherd checks and golf red cheviot; some silk lined; Russian suits of light summer mixtures—unlined; sailor suits of tweeds and checks; fine covert top coats, finest silk serge lining—perfectly tailored; also boys' Russian and sailor suits, of linen and pique, tan and white; also colored linen crashes, and everything new in blouses, shirts, hats and caps.—*Hearn, New York, N. Y.*

One mother, who has for some time been a children's day enthusiast, kept account of the savings she accomplished here each Monday during the past few months. The amount proved such a pleasing surprise to her that she could not refrain from telling us. There are hundreds of other economical mothers who are just as much pleased with this unique Monday feature of our store as this one. If you have children to clothe it is to your decided advantage to come here every Monday, special Children's day.—*The Union Store, Columbus, O.*

Did you ever notice how your son unbuttoned his coat when in a hurry? If he is like most boys he doesn't unbutton it—he just starts at the bottom button and pulls till it either unbuttons or the buttons fly off; and on most boys' suits the buttons fly off quick. The button holes on a "Kantwearout-Hercules" boys' suit are silk sewed and the buttons are put on to stay; sewed on with best linen thread properly waxed and wound round and round the neck to remove the strain from the cloth; and we are not stingy with the thread. Then, too, the buttons are good buttons—the rough edges are smoothed down by hand—on cheap buttons the rough edges are left and they cut the thread. "Hercules" boys' suits are all wool; shower proof, perspiration proof and thoroughly hygienic.—*Daube, Cohn & Co., Chicago, Ill.*

Look carefully before buying your children's clothing. The little folks need to be stylishly clothed as well as the

parents, and it is surely as creditable to the parent to have child well clothed as it is to be well clothed themselves. We can make your boy look like several different kinds of boys—but he'll still be your boy. We can make a Russian Princeling of him (Russian blouse suit); or a sailor lad (sailor blouse suit); or a sturdy English boy (Norfolk suit); or an American boy (neglige or double-breasted suit). Every garment is of extra careful making and "just right" fit. The newest and the neatest are the first to go, so come.—*Heller, Bryce & Co., Muncie, Ind.*

In our boys' department is a bargain feast during this special selling of The Model Stock. The values are beyond question—the saving plain. It requires no argument to prove either, when the goods and prices are seen.—*The Boley Clothing Co., Kansas City, Mo.*

We clothe the boy from two years until he throws off dresses and puts on short trousers—then we turn him over to our young men's department. He grows up in our clothing and remains our regular patron. We ask mothers to come in and see the pretty things in children's clothing for the summer season.—*Trenton Clothing Co., Trenton.*

Boys' wash suits. A substantial saving for the Saturday shoppers. We always give the best values in Paterson; no mistake about that. Saturday we go a little further and make extra special inducements. Here are this Saturday's extra values. Nice cool suits for boys—they look natty, will not suffer from a good washing and will give all-summer wear—priced very special for Saturday. In Russian and sailor blouse styles of chambrays, linen repp and Galateas, in plain colors and checks and stripes, sizes 2½ to 10.—*Meyer Bros., Paterson, N. J.*

Eton-Russian Suits.—Boys two and a half to six years. There is no suit that has ever been designed for first out-of-kilt wear that has enjoyed the popularity of the Eton-Russian. Simple of construction, easy and graceful of outline, the style is well adapted to the little fellows between three and six years.—*Muse's, Atlanta, Ga.*

Boys' Russian Sailor and Eton Collar Suits.—Clearance of a manufacturer's samples at \$4.75 and \$6.75. This is undoubtedly the most advantageous opportunity offered in Chicago for the purchase of these handsome little suits. Some are priced at half and some at less than half their actual value.—*Marshall Field & Co., Chicago, Ill.*

Boys' Clothing Below Usual Cost.—Our recent purchases of boys' clothing enable us to quote prices absolutely below all competition. Buyers will do well to investigate these remarkable offerings, a few of which we note here.—*Solomon's, Pittsburg, Pa.*

Another Lucky Day in Boys' Suits.—Many of our attractive lines of boys' suits are selling down to small quantities now. Sizes are disappearing, and we do not wish to fill them in. So we have gone through the stock, and picked out the little lots of from two to six suits of a kind; and assembled a collection of over two hundred suits, in four tempting groups to-day. Boys of from 4 to 16 years may share the good luck, if they get here promptly this morning.—*Simpson-Crawford Co., New York.*

Boys' Spring and Summer Suits.—No boy—up to a certain age—is a respecter of clothing. He must play and have "fun," and if his clothes suffer—why, so much the worse for his clothes. So it pays to get good materials, and sturdily put together. But in and through, and as a part of the suit, must be style—a correct expression of the prevailing fashions in boys' clothing. And all at the minimum of cost. Seeing the same faces in our boys' department this season that were seen there every season for the past twelve seasons, are good enough reasons to believe our boys' clothing satisfies.—*M. R. Emmons Co., Atlanta, Ga.*

"The boy makes the man," and if you would have your boy make a decent and worthy man he must be comfortably and neatly clothed. Of course you want to do this at the most conservative cost, and that you may be able to do so we will supply you with all the good that can be gotten into a boys' suit for \$5.00.—*Graves Cox & Co., Lexington, Ky.*

It takes a mighty stretch of a boys' legs to burst a seam in a "Kantwearout-Hercules" Suit. All the seams are double-stitched with heavy silk thread. In the pants—where the strain is the greatest—the seat and leg seams are covered on the inside with a strong band of linen tape; when a boy stretches his legs this tape receives the strain, instead of the thread in the seam and the cloth. Most makers might think this tape binding would strengthen the pants enough but we don't; we line every pair of pants with the best quality cold-shrunk Irish linen. If you could buy a pair of boys' pants made of boiler iron they wouldn't stand the strain any better than "Hercules" pants. Every thread is wool; there is just as much cotton

in a "Hercules" suit as in the leather of which your shoes are made. Rain-proof, moth-proof, perspiration-proof and thoroughly hygienic and sanitary.—*Daube, Cohn & Co., Chicago, Ill.*

It doesn't pay to patch and darn the little fellow's clothing when good, new clothes are selling so cheap.—*Gillford & Co., New Bedford, Mass.*

Frightful how some boys are dressed—these freak suits come from everywhere but here—good taste and good common sense prevail in everything we sell—no freaks, no frights, no girlish fashions for boys.

We please your youngsters. Can't help doing it with the "just right" kind of clothing we have here for the youngsters, lad or big boy who wishes to be "in the swim" with the older folks. We please the parents, too. We long ago found out where the best clothing could be found for their young folks. And here they come when it is needed.—*Lit Brothers, Philadelphia, Pa.*

Decisively important news for the discriminating mothers of Hudson County youngsters. News of the most vitally interesting nature. It pertains to correct and worthy habiliments for particular children. These are the only garments to find welcome here—the only kind we care to handle. You'll find them correctly tailored, of the most sturdy and worthwhile materials, and possessing that indescribable air of superiority indicative of the higher ideals of the tailor's art.—*Bernstein & Co., Jersey City, N. J.*

Young Men's and Boys' Suits.—Values never equaled. Prove it for yourself. Take your own judgment in the matter. We say that the suits are well made, stylish, serviceable winter wear for young men and for boys—suits that are up to the highest standard of ready made clothing—which is the standard of this store. And because they were makers' surplus stocks, they are repriced very sharply under their worth. It is the sale of the season—and you are invited to share.—*Abraham & Straus, Brooklyn.*

We have decided to close out all our winter stock of boys' clothing to make room for the new spring goods. These are new goods (the department has been in existence but a few months), dependable in every way and are the best clothes that ever cost so little.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

The little men must dress as neatly and correctly as grown-ups. The furnishing store has had an eye to their shirt needs in these offerings.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

What is there especially good about these suits? Take one up and examine it carefully. The seams in most suits are sewed once; in these they are taped and triple-sewed; no amount of wriggling, squirming, or stretching can tear them open. The seats and knees of the trousers are double and the stitching is done by hand so as not to show through. The front of the trousers is lined so that they will not "ruck up." The materials are good, serviceable chevots, the cut is the best we can secure anywhere in the United States. We have been selling these suits for a long time—thousands every year—and we have yet to hear of anyone being dissatisfied.—*Wanamaker, Philadelphia, Pa.*

Boys' knee pants—July beater—Now is the time when parents want to take advantage of every opportunity to stock up in the separate pants. Vacation wears out a good many pairs, you know.—*Saks & Co., Washington, D. C.*

Reductions in boys' wash suits continue.—Our reduction sale of boys' wash suits continues. There is good choosing yet, but can't say how long it will be that way, for they're going, and going rapidly. This is indeed a rare opportunity for mothers to dress their boys in the height of summer style at a small cost.—*M. R. Emmons Co., Atlanta, Ga.*

Everything that makes buying easier for you makes selling easier for us. Frankly, that's the idea of our boys' store. Everything a boy ever wears, gathered in one department, from hats down to shoes. Everything done to save his mother unnecessary steps.—*Rogers, Peet & Co., New York.*

Boys' summer clothing—A great list of unusual values.—Every Brooklyn mother who has boys to dress will find interesting reading in the list that follows. All the clothing is smart and stylish and worthy in every respect. It is rare good fortune to have it for so much less than its value.—*Abraham & Straus, Brooklyn, N. Y.*

The best looking, the most fashionable and the most durable suits are here for healthy, hearty, hustling boys.—*Talbot & Co., Fall River, Mass.*

Remember, it is now close to vacation season and time for seashore and country jaunts. Get your boys' knockabout clothes here while prices are all flattened out.—*P. T. Black, Bangor, Me.*

Important to mothers.—If you have a vigorous, growing boy who is going to need clothing any time during the next few months, you had better buy now

for him while our special sale is in progress. We have about 250 boys' extra good suits which must be closed out in a hurry. That's why we've cut the prices so unmercifully; that's the only reason why this splendid clothing is offered now at a mere fraction of what its regular cost would be. Don't lose a day! If your boy wants a suit, he wants it now. You'll find his size here if you come today.—*Perley T. Black & Co., Bangor, Me.*

The little boys, of course, control the more fanciful things. Dainty little suits with childish mannishness about them that's most effective—different from what usual—better, too.—*Parker, Bridget & Co., Washington, D. C.*

What should a boys' summer play suit be? Cool. Hard to soil. Easy to wash. Durable. Perhaps you know something better than stout tan linen crash—we don't.—*Rogers, Peet & Co., New York.*

For the boys.—Time again to prepare the boy for the warm days—and this is surely the place to buy, for our boys' department was never better prepared to serve you. Apparel of every description is here, right in style, right in workmanship, right in price.—*M. R. Emmons, Atlanta, Ga.*

Boys' Clothing.—With many a winter day to come and lots of frosty, snappy weather in which to wear winter clothing, this unusual good piece of clothing news is announced for boys, but primarily to mothers of boys.—*The Nebraska, Kansas City, Mo.*

Everything here to dress up "father's pride" and "mother's joy." We are carrying out the idea that the best grade of boys' clothing is appreciated in this city, and our new goods show a large variety in these high qualities. Also school suits and play suits for hard wear at attractive prices at *The When, Indianapolis, Ind.*

"Buster Brown" Suits and Overcoats for Little Chaps.—Never has a style attained such widespread popularity in so short a time as the "Buster Brown." Almost every other mother entering the boys' department asks to see the "Buster Brown," and greets it with such exclamations as "Oh, isn't it cute? How cunning little ——— will look in it!"

We are giving special low prices on school suits in chevots, Scotch mixtures, cassimeres, etc., made with all the strength and durability that can be put in a suit. This is the windup of our reduction sale. Prices are very low and we guarantee the suits we sell you in every respect.—*A. Bellak, York, Pa.*

Owing to the suddenness with which these garments sprang into favor, most stores were caught unawares. But not so "The Big Store." While other stores were holding back to see whether or not the style would "take," our buyer quietly stepped in and "cornered" all he could lay hands on. As a result, we now show thousands of these "Buster Brown" suits and overcoats in about fifty different styles, while it's hard to find more than a dozen elsewhere.—*Kaufmann's, Pittsburgh, Pa.*

Clothes for active boys. Our boys' clothing is not only very stylish, but very strong, made for boys who play hard and earnestly. Brick walls and board fences do not "phase" the M. & B. clothes, for every garment is all wool, reinforced seams and sewed with silk, double stitched.—*Mullen & Bluett, Los Angeles, Cal.*

Spicy news of boys' clothing.—*Berge-man Bros., Pueblo, Col.*

Our object in putting out these suits now is to give an opportunity to mothers to lay in their boys' school suits a little in advance, when the cost is only about half what it will be later when the new stock arrives. These suits are just as well made as the new ones to come in, but they have been on our tables over the summer.—*Wanamaker's, Philadelphia, Pa.*

School begins next Tuesday; are you ready, my boy? If you need a new suit we can dress you in fine shape. You want a new suit, a nice nobby one. Boys, tell your mothers to bring you to our store this week.

Probably the youngsters are expecting a new suit or some furnishings to begin the second half of the school year with and the probabilities are that the garments they have been wearing have become somewhat dilapidated by the rough play of school boys. Don't mind it a bit but just get busy and buy the boy what he needs at the following reduced prices.—*Hamburger's, Los Angeles, Cal.*

150 Boys' Suits for 8 o'clock. Mothers, we speak to you. In all seriousness we suggest the advisability of an early breakfast Monday morning. Let the things stand till you get back. We have the loveliest lot of boys' suits—7 to 16 year old boys—clearing at \$2.95.—*The Robert Simpson Co., Toronto, Ont.*

Good News for Boys! Perhaps we ought to say great news for the mothers of boys—for they are the ones who count the cost. And mothers of Brooklyn boys will be glad of this news of the smartest

and best summer outfittings for youngsters at prices hardly covering the cost of the materials.—*Abraham & Straus, Brooklyn, N. Y.*

If you have never looked through our stock of boys' fine suits you will be surprised at the number and variety it takes to supply the requirements of our ever growing demand.—*Jonas & Seldner, San Bernardino, Cal.*

Graves, Cox & Co.'s Clothing has become a household word with many mothers—a synonym for clothing that "stands the racket" and looks well while it's doing it. And no wonder. If you take all wool materials, put them together firmly and well, stay and reinforce the suits wherever the wear and tear on them is the hardest, you are bound to get clothing that will make a boy work hard to wear out. That's our boys' clothing. And it's as notable for style and price as for wear.—*Graves, Cox & Co., Lexington, Ky.*

Boys' clothing.—Comfort and style are combined in our boys' clothing. They are cool, airy and just the thing to enjoy in the month of July.—*The Plymouth, Minneapolis, Minn.*

Bring the boys here for clothes.—You will find our assortment and styles more extensive and exclusive, while our prices are always reasonable.—*Mullen & Bluett Clothing Co., Los Angeles, Cal.*

If any clothing at any price is good enough, any store is good enough to buy it at. But if you wish first-class, up-to-date tailor-made garments at a money-saving price, we request you to give us a call while our liquidation sale is in full blast.—*White House Clothing Co., Spokane, Wash.*

Boys' cool clothing.—First cost shouldn't be the largest saving on Boys' Clothing—the real economy of honest wear and lasting fit is the test of value. Men who buy their clothing from Loeser know the money we save them—we do it just as much for the boys. If your boy wants something summery and distinctively economical look at the following.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Boys have no more use for school—for a while at least. It's playtime now—nothing ahead but fun. Do you know what it means to a boy to be told to stop playing because you're afraid he'll spoil his clothes? Don't stop him. Get him a play suit, and then turn him loose to romp to his heart's content. We have suits made for the purpose of standing the vacation racket.—*Robert I. Cohn, Galveston, Tex.*

Bargains for boys' wear when the schoolmaster's chair is bare.—*Rogers, Peet & Co.*

Warm weather specials for boys.—To keep the boy comfortable these warm days is to keep him well supplied with light, airy wearing apparel. This is a reminder, too, where to get everything he needs, for this boys' department was never better prepared to serve you. Cool wearing apparel of every description, and rightly priced, await you here.—*M. R. Emmons, Atlanta, Ga.*

Is the Boy all fixed for school? Did you find you had forgotten anything in the boy's outfit? If there's anything missing, anything that a boy wears, you can buy it here at a lower price than you buy same quality for anywhere else.—*H. & D. Daniel, Hartford, Conn.*

Very beautiful suits for little boys. Our showing of new fall styles in boys' clothing has captured many a mother's fancy in the last few days. Those who did not fall in love with the charming Russian Blouse fashions were held fast by the beauty of the new Sailors. Those who haven't been in to look might read with interest a few words as to the fabrics and styles. Russian Blouses are in dark maroon and navy serges; in rich royal blue velvet with cream lace; and in handsome new chevots and tweeds imported from Scotland. The combination Eton and Nautical collars are a distinctly new departure, as is the use of the ties in a French Knot.—*White & Davis, Pueblo, Col.*

We begin Monday morning our first display of fall novelties in boys' attire. We have everything complete for boys, from two to sixteen years, excepting shoes. We are particularly proud of three lines of Suits, which will not be shown elsewhere. We are introducing to our patrons, this season, the French Stock Suit, in Russian and Sailor types; the Eton Suit in Russian and Sailor styles, a double-breasted effect, and a new Norfolk, which we styled the Imperial. The French Stock and Eton Suits have double collars. The inner collar is made on the jacket, the outer one, a linen collar, for dress effect. The Imperial Norfolk is a creation of our own, which is very much superior in fit upon the shoulders and back.—*The Halle Bros. Co., Cleveland, O.*

New goods for fall and school are arriving daily. Our entire second floor is rapidly filling up with the choicest production of the foremost makers of boys' clothing. Patterns are the handsomest shown in years. You are cordially in-

vised to inspect the styles and prices.—*Henry C. Lytton, Chicago, Ill.*

Don't suppose you're quite ready to buy overcoats yet, still we're quite sure the little fellows felt the need of an extra wrap both Saturday and Sunday nights, particularly if they were on a car. However, we'd be pleased to show you the two patterns here represented which you wish to purchase now or later—the always nobby "Russian" and the "Admiral."—*Morris, Gross & Co., Tacoma, Wash.*

School suits—Indescribable collection of durable, stylish attire for boys of all ages, full of ginger in appearance, yet strong as leather, just right to stand the grip of the school yard. The extensive variety of colors and kinds will be a surprise to you, and the prices are as low as you ever dreamed of seeing for such goods. Mothers are welcome to look.—*The Hub Clothiers, West Bay City, Mich.*

"Some are in rags and some are in tags" now at the end of vacation days, but we are exerting ourselves to the utmost to send all boys to school so well clad that they can't help but enter upon their studies with earnestness and enthusiasm. Parents of experience know the economy of buying boys' clothing at "Burke's." The fall assortments now being introduced include many new styles, and many patterns of cloths that differ from any ever before shown.—*Burke, Fitz Simons, Hone & Co., Rochester.*

"Activity." That is what is found in our sale of boys' and children's clothing. Mothers have caught on to the fact that we are distributing some very superior clothing at very attractive prices. The little fellows are not forgotten in this sale.—*Gemmell, Burnham & Co., Hartford, Conn.*

Bring your boy here for his Spring suit. Extraordinary values on Sale. Every item a matchless offering.—*Burk & Co., Memphis, Tenn.*

A triad of great values in boys' clothing. This is as definitely good news for Brooklyn mothers as we ever had to print—and the Boys' Store has been full of fine values ever since the spring began.—*Abraham & Straus, Brooklyn.*

First Spring display of clothes for the little fellows. We will make mother's eyes twinkle with delight if she will bring the little man here and let him try on some of our new Spring and Summer Suits. We have the prettiest conceits in Children's Clothing that we have ever had the pleasure of showing.—*A. Bel-lak, York, Pa.*

Boys' Clothing. This department is a very prominent feature of our business. We sell everything that a boy needs to wear, except shoes, and at prices low enough to keep you from worry every time your boy needs something new.—*The American Clothing Co., Kenton, O.*

The styles the little fellows like best and which are most becoming to them are imparted to our garments by experts in the designing of juvenile fashions.—*Marshall Field & Co., Chicago, Ill.*

How about that boy? Does he need a new spring suit? Boys are always hard on their clothes, and for that reason we always make it a point to buy the strongest and most serviceable, and at the same time have an eye out for style. We can suit your boy in any style he wants.—*Higers', Port Huron, Mich.*

Bring your boy along when you come to our store. Everything you want for him and everything he wants for himself is here—and cheap, too. * * * Everything right to dress the little fellow right.—*Walker's Clothing House, York, Pa.*

If he's the live, active, kicking kid or the quiet, orderly, mischievous boy, we have the stuff to fill the requirements. Spring styles for boys are so varied, so diversified and so numerous that nothing but a call at The Utica will make you realize the variety.—*The Utica Clothiers, Valley Junction, Ia.*

Mothers' day. Bring your boys to the Gardner store to-morrow and have first choice of these new spring clothes. They've been coming in at a rapid rate the past week, so there are lots of new goods that you haven't seen. All stocks are full of bright new styles for the boys.—*J. P. Gardner, Salt Lake City.*

We like the boys, like to see them becomingly clothed, and make it a special study to furnish the very latest creations in this department. If it is stylish we have it.—*J. Waterman, Bangor.*

New reefers for his majesty the boy. He will like the style, while the parents will appreciate the inclination of The Big Store, emphasized in these prices, to give extra value.—*The S. Carsley Co., Montreal, Can.*

Hard to tear or rip—compared with the usual ready-made boys' clothes these stand the strain wonderfully well—they are washable, strongly sewed and are probably as serviceable as you'll find.—*Flint & Kent, Buffalo, N. Y.*

We've been working while you've been thinking. We've made improvements by watching the wear and tear of boys'

suits. We have rounded up these ideas and invite you in to see the result. The smaller your boy, the more variety we can show.—*Frank M. Low & Co., Portland, Me.*

Uncommonly good boys' clothing at the price of inferior goods. The pleasant days of the year are now arriving, and the boy must be garbed in a manner befitting the season. Profit by the example of the thousands of careful women who come here for their boys' clothing whenever the need arises.—*H. Batterman, Brooklyn, N. Y.*

You can buy cheaper clothes for your boy than our kind but, don't; it won't pay. Nowhere can you waste money so easily as on poor clothes for boys. We have good clothes, made for the boys that run and scramble, tumble and climb, real boys, your kind and our kind.—*Trenton.*

A parent purchasing boys' clothing of us has the satisfaction of knowing that his boy has the best articles obtainable for the money, thoroughly up to date as to style, workmanship and material.—*Best & Co., New York.*

If you'll just try to climb a fence you'll know why boys like the Samson Suspended Waist.—*Kaufman Clothing Co., Lexington, Ky.*

The latest styles in boys' attire. Our supremacy in boys' clothing is undisputed. It is manifested not only in the lowness of our prices, but in the beauty of the styles and the greater amount of wear the youngsters get out of our garments.—*Kaufmann, Pittsburg, Pa.*

With "blizzardy" weather ahead, a lively interest ought to center in these much under-priced children's winter coats. With Uncle Sam's forecasters predicting the coldest weather of the year is yet to come, the importance of this bit of timely news from our cloak department well merits quick action on the part of the mother of every coat-needing child hereabouts.—*McConnell & Co., Scranton, Pa.*

A good Suit for a Growing Boy.—Allow us to present "The Wanamaker Special" at \$5. Double-breasted coat; knee trousers, with the critical points—seat and knees—reinforced. All-wool materials—blue serge and a fine line of fancy chevots, including a very stylish gray plaid, just in. Seams silk-sewed and taped throughout. Sizes 8 to 17 years.—*Wanamaker, New York.*

Buy Leahy's wear resisters for the boys. They are money savers to you.—*W. P. Leahy, Ottumwa, Ill.*

Not only because our boys' garments are tailored particularly strong in every minute detail, enabling them to resist every strain an active boy can give them—but because with this essential characteristic which insures the greatest possible satisfactory service—there is combined the most up-to-date styles at the lowest consistent minimum cost, which makes them truly irresistible. Unless a boy's clothes are made exactly right, there is a discordant note in his make-up which is out of all keeping with his boyish traits and characteristics. Dress your boy properly—get him the sort of clothes he ought to wear—you will be surprised at the improvement in his whole appearance—gratified at the wear which properly made and well-fitting clothes will give him.—*A. C. Barley & Co., Marion, Ind.*

Boys' Cowboy Play Suits.—Here are picturesque play suits, that will tickle the boys, and yet provide inexpensive clothes that wear like overalls, for rough, romping boys. The suits are made of brown cotton twill—a sort of denim. The blouse and long trousers are trimmed with a fringe of the material down the seams, at the side, just as real cowboys like to dress themselves; and they are further trimmed with red cloth at the cuffs. The suits have the cheapness and durability of overalls; but are ever so much more attractive. Sizes 4 to 12 years.—*Wanamaker, New York.*

Great stocks of all that boys need for Summer at seashore, country, mountains or in city—everything to keep them cool, clean and comfortable—in assortments that have made us known as headquarters for boys' clothing. With the Fourth so close at hand, when vacations begin, the following offerings are of special interest to those who want style and quality at the lowest prices at which these essentials can be procured.—*Hearn, New York.*

Now is the right time to buy Boys' Clothing, whether it is needed for immediate use or not. We are closing out all our own oddments, and also the surplus stocks of several first-class makers.—*Strawbridge & Clothier, Philadelphia.*

Don't stop to think how we do it. Don't put off until to-morrow or next week; take advantage of the offering now—this very minute. It means buying any child's suit in the store at half; yes it means even more, for are our prices not always fully 20 per cent. lower than equal value elsewhere?—*The Washington Market Clothing Co., Trenton, N. J.*

Sharp reductions in boys' wearables.—*Halpert & Co., Binghamton, N. Y.*

Extraordinary sale of the dressy, merchant-tailored, ready-to-wear spring suits for big boys and little boys.—*Lit Brothers, Philadelphia, Pa.*

Dressing the lads. The reason why we have a department for boys where mothers like to bring them is because we were boys ourselves once and can remember the necessities of youth.—*The Hub, Milwaukee, Wis.*

Just the clothes for that lively youngster of yours. He'll knock fine tailoring and pretty togs in a short time with his baseballing and fence-climbing stunts! Our brand is intended for just such as he.—*P. J. Gardner, Salt Lake City, Utah.*

It's the opinion and judgment of the mother we appeal to. * * * Her criticism of clothes style for the little men and her suggestions have helped us in many instances to improve either in design or color effect. We show this spring season some suits that reflect the opinions of both the parent and designer.—*Sauter Brothers, Scranton, Pa.*

See here, mother! Just a moment. * * * You know and everybody knows that boys are harder on clothes than men, and yet the flimsiest of stuff is usually made into boys' suits. It makes boys' clothes cost more by the year. It makes the boy look badly dressed half the time. The new things are here.—*L. Herz & Son, York, Pa.*

Two artists in the little gentlemen's department are constantly employed in designing new and attractive ideas in boys' and children's clothing—satisfactory styles that please both the little gentleman and their parents. Do you wonder that our stores are usually recognized as the headquarters for all that's superior in wearables for boys and little gentlemen.—*Smith, Gray & Co., Brooklyn, N. Y.*

Boys' clothing at well-cut prices.—*Tod, Butman & Co., Baltimore, Md.*

"The Quality Store." For little chaps. We show the nobbiest line of fancy suits for boys of from 3 to 8 that you'll find in town. Don't fail to see all our styles.—*Mullen & Bluett, Los Angeles, Cal.*

How's the boy's suit? Beginning to show signs of wear? Does he look as spick and span as his schoolmates? We want mothers to take a look through our boys' department. We want to show you how we can make a "little man" of your boy and not "hit" your purse very hard either.—*Stern & Benheim, Altoona, Pa.*

No mother who sees this showing of dainty little wash dresses so modestly priced would think of taking time and trouble to make them at home. The new spring arrivals are here. There are Russian dresses, Russian dresses with trousers, and French dresses, for little tots 1 to 4 years of age. They are made of crisp, washable materials—percales, madrases, linens and piques, and come in white, plain blues and tans, fancy stripes, plaids and polka dots. Some show dainty hand embroidering.—*Minneapolis Dry Goods Co., Minneapolis, Min.*

Boys' and youths' attire. In vastness of assortment, range of materials and styles, our offering of clothing for boys and youths is unequalled. The superiority of cut, make and wearing qualities is recognized by all who have purchased our goods. We provide clothes for young people suited to their ages—not men's clothes made small.—*Best & Co., New York City.*

Why should you be an exception. Others save money on their boys' apparel. You should do the same. We want to treat all alike. Come in to-day so as not to be disappointed.—*Selleck & Price, South Norfolk, Conn.*

Rigs for the Small Boy.—Buster Brown Suits for small boys have come TO STAY; that's the reason they GO SO FAST. Counters that were sparse yesterday are full to-day. Stuffs and trimmings to delight the hard-to-please mammas. Wash weaves—and wool ones—not a proper style missing from the grand collection.—*Eiseman Bros., Atlanta, Ga.*

Boys' Clothing at Little Prices.—Every price quoted here is a special one. Every garment is tailored right up-to-the-minute in style. There is money-saving for every buyer here.—*Solomon's, Pittsburg, Pa.*

Pungent News of Boys' Clothing. Here is news concerning just the clothing the boys will need for vacation time wear—pointed with the sharpest sort of reduction. All style garments are embraced from the popular "Buster Brown" to the plainest play suit.—*Kaufmann's, Pittsburg, Pa.*

Boys' Suits That You'll Like.—You'll like them for their style and goodness. You'll like them better still, for costing so little to-day. They are from our regular stock—the best made suits for boys that you'll find anywhere, at their regular prices. But they are odd lots that we're clearing out now; hence these savings.—*Wanamaker's, New York.*

Remember that we are offering you The May Co.'s Boys' Clothes, the standard by which St. Louis mothers judge all others, at very special prices for to-morrow and Saturday. The garments are perfectly finished, and are full of snap and ginger, such as only high-class sorts are, and all are stitched with silk throughout.—*The May Co., St. Louis.*

The prettiest sight you ever saw is to watch the strutting youngsters in double-breasted suits or Norfolk Suits, and double-breasted Belted Overcoats, the best-fitting clothes of the kind they ever had, going around our stores from one mirror to another. Some of them grin, and some of them blush—and the mothers look very proud—we're very proud, ourselves.—*Smith, Gray & Co., New York, N. Y.*

Almost every boy likes to wear the dashing suits that are just like those worn by real sailors, and his mother always likes to see him in them, too. These suits are made with the regulation sailor blouse, in which every detail is similar to those worn in the navy.—*Wanamaker, New York, N. Y.*

Boys' Clothing—High Tide.—When the top coat is to do service for two winters—as the Wanamaker coats will and mostly do—they must be chosen with utmost care; properly balanced, so they will neither be too big this winter nor too tight next. For the quality of our clothing we are responsible—if one fails you may have another.—*Wanamaker's, Philadelphia, Pa.*

Boys' Overcoats!—In buying overcoats for boys some folks think that just any old thing will do, as he will soon wear it out! You couldn't practice poorer economy when you buy that kind. Put your money into the best you can buy! Good all wool fabrics, together with good, honest tailoring and the best possible trimmings, marks an Emmons coat apart from all others—prices are most reasonable, too!—*M. R. Emmons Co., Atlanta, Ga.*

New blood, new styles and new efforts are maintaining our reputation as producers of big values in boys' and children's clothing.—*Phil Wolcott & Co., New York.*

Boys' new spring suits decidedly under price. Strange news, isn't it—to offer fine new spring clothes for boys at a bargain, before buying time has rightly begun. It's a rare bit of good news, particularly for parents who are ambitious to have their boys look well, and who appreciate a liberal saving in the cost.—*The Wanamaker Store, New York.*

This is a splendid offering of boys' Russian and sailor blouse suits that we secured from one of our best manufacturers. All of the suits are spic-and-span-new, in perfect condition. They are in a wide variety of worsted and mixed cheviots.—*Wanamaker, New York.*

We are ready. This means that we are prepared to exhibit our spring line of young men's, boys' and children's clothing.—*Becker, Mayer & Company, Chicago, Ill.*

Clothing to please the boy, quality to please the mother, and prices to make a happy father.—*London Clothing Co., Los Angeles, Cal.*

From the time he's a toddler of four till he reaches the four-score mark, we meet all his clothing wants.—*London Clothing Co., Los Angeles, Cal.*

Boys will be boys. The average boy at play thinks he is doing his duty when he walks on his knees, slides down every fence rail he strikes, romps and plays in such a manner that mother is in despair when she surveys his clothing. She longs for a cast iron garment, but the next best thing is the Lion Brand of boys' clothing. They make a boy look like a gentleman, and feel like a king. They are selected with a view to make both parents and boy our friends in every way. The boy wants a suit to look right and the parent one that costs right. The combination is guaranteed at this store. Come in and see our "Lion" brand suit, which we sell cheap. You will be surprised at so much goodness for so little money.—*A. Bishop, Picton, N. S.*

Boys to be well dressed should wear clothing such as can only be had from our boys' clothing department—every garment possesses snap, originality and quality.—*The B. & M., Peoria, Ill.*

Bargains for boys. Here's real profit-sharing. Great bargains—just the great bargains we mean them to be. Practical profit-sharing—nothing more—nothing less—this keen price-cutting on our finest boys' clothing. Every suit and overcoat in the stock must go now. Earlier we look for profit, but now the main thought is room for spring stock. This is real profit sharing—read on!—*The May Company, Cleveland, Ohio.*

Stirring news for boys. New things are pushing into the Boys' Store as well as everywhere else—and we have picked out three of the most stirring values we ever had for a special word of mention to-day.—*Abraham & Straus, Brooklyn, N. Y.*

You get something more than merely good material, strongly put together, when you buy our boys' clothing. These qualities are, of course, very essential. But besides all this you get style, originality, appropriateness, suitability—the fitting of the individual boy with an individual effect—and, above all, the satisfaction of knowing positively that you get the correct thing at the right price—something that will stand criticism and stand wear, and be liked as well in the end for its durability as it was at first for its appearance.—*Woodward & Lothrop, Washington, D. C.*

If you have a boy that knocks his clothes to pieces and gets them out of shape a month or so after you buy them, don't blame the boy. It's the fault of the clothes. It is a poor sort of a boy that will stand up along the fence to keep his clothes in good order, when the rest of the boys are playing leap-frog or having a wrestling match.

"Wanamaker Special" suits and reefers are made for boys that are going to do just the rough and tumble things that live boys ought to do. We pick clothes that will stand the racket, absolutely all-wool, but made of good long yarns that give strength and "stay-right" to the cloth.—*Wanamaker, New York, N. Y.*

Mothers who consider well the value of Bloomingdale's boys' clothing—who know how well it wears, and who are particular about having their boys dressed well—are the ones who have made this clothing store of ours the most popular in town.—*Bloomingdale's, New York.*

We've been doing lots of work to make vacation easier for the mothers and more enjoyable for the boys. Such a complete stock of summer suits for boys has never before been shown in Bay City. Cheviots and flannels, serges for dress-up, or for hard play; for the back yard or the front lawn.—*Broas, Galloway & Co., Bay City, Mich.*

Boys' washable suits in a full assortment of pretty and durable colors, detachable shields and full plaited coat sleeves; sizes 3 to 10 years—best bargain you'll read this summer.—*The 14th Street Store, New York.*

Our position in the boys' trade sets the pace of the town. An important factor is to keep the prices reasonable. Buying for two of the largest retail stores in the West enables very close selling prices.—*The Nebraska, Kansas City, Mo.*

If you're blessed with a boy full of life and ginger, he probably soils and wears out his summer suits faster than you can put them on him. You've no doubt thought of overalls, and then decided that they were too hot and ugly. These cowboy suits are made of stout twilled denim, in khaki color, and trimmed with red sateen, and fringe of the same material. Strong and inexpensive as overalls; but they'll tickle the boy, and not disgrace his parents.—*Wanamaker, New York.*

We sell more fine clothing for boys than does any other store in town—clothing of aristocratic style; out-of-the-common sort; exclusive. That is an absolutely knowable fact. Every season's turn brings back careful mothers who have learned how much we can help them—and brings many new faces, too; for we seem to be winning business from even the best of the other stores.—*Gimbel Bros., Philadelphia, Pa.*

Good serviceable school suits in snappy mixtures that look well and are not expensive, quality considered. Impress your boy with the necessity of looking neat. It will benefit him in the future.—*The Leader, Memphis, Tenn.*

Boyish grace and mannish finish are peculiarly characteristic of "American" brand clothes—they keep the boy looking a boy and yet clothe him with the wholesome independence of the man. In fabric, fit and finish they have nothing in common with ordinary clothes for boys—better made, smarter looking, more punctiliously finished, lower priced.—*Walter Mitchell, Mobile, Ala.*

Remarkable how these suits are going—that is, it would be remarkable if the extraordinary values were not taken into account. It is nothing uncommon for mothers to bring in their families of from two to four and even five boys and rig them out complete for school.—*Bergerman Bros., Pueblo, Colo.*

School opening time is near enough to warrant immediate preparation. Is your boy's wardrobe complete? More likely than not school clothing is wanting. Find out what is lacking, then come here and pick it from this exceptionally complete stock. You wouldn't think such savings were possible.—*H. Batterman, Brooklyn, N. Y.*

We do not care how strenuous boys are, our clothing is built to stand the test of time and the playground—it's cut and shaped with care and made by skilled tailors who are mindful of a boy's needs. That's why the Simpson Crawford Co.'s apparel holds its shape

—lasts so long and gives complete satisfaction. The worth of every garment is guaranteed, and you'll find our prices no more than you'll have to pay for the ordinary factory-made products elsewhere.—*Simpson Crawford Co., New York, N. Y.*

Was your boys' last suit as good as it looked? Did it stay together? Did it hold its color and shape? Did the buttons stay on? If they didn't, perhaps you bought too much on looks. False ornament is often used to hide poor cloth. Clothes are as pretty here as anywhere, but the beauty is more than skin deep.—*Wentworth Clothing Co., Spokane, Wash.*

The manufacturers of Wanamaker's clothing for boys tell us that we should talk more about the excellence of the clothing they make for us. They say other stores never demand that fabrics shall be all-wool, or that they should be silk-sewed on both sides.—*Wanamaker, New York.*

Sale of children's jackets. It would seem a pity for any little boy to wear an old, shabby coat to school now, when these new jackets are almost given away, wouldn't it?—*The Waschauer Store, Madison, Ill.*

Little suits with big value in every one. Honestly made, with the intention that they shall be as good as they look.—*White & Davis, Pueblo, Colo.*

Now, let him romp. The garments are made to stand it. And let his mother be critical, super-critical as to style and material and workmanship. They are made for that, too.—*Wanamaker, New York.*

Has your boy school clothes? Will he not need a light weight woolen suit in September? Will you not feel glad when school-time comes that the suit is ready—and cost but half the usual price?—*Wanamaker's, Philadelphia.*

You furnish the boys and we'll furnish the special trades in boys' and children's clothing. Our "Summer sale" means a good chance to fit your boys out.—*Wise, Smith & Co., Hartford.*

A princely showing of boys' fall suits awaits your inspection to-day. Boy-clothes that will please parents by their sightliness, durability and moderate prices, and please the boys by their style and comfort. Pre-eminent are the Russian blouse suits for boys, sizes 2 1-2 to 7. In blue serge, gray worsteds and chevots. Knickerbocker trousers.—*Gemmill, Burnham & Co., Hartford.*

They make little men. Our stock of nobby suits in single-breasted blouse, single-breasted Norfolk, double-breasted Chesterfield, and double-breasted Russian suits are made from extra materials to make them wear. Workmanship upon them is the best; the designs are on the best lines to make a boy feel and look manly—they are right every way. We only want parents to look our stock through, and we will leave the rest to their good judgment. Our aim is to clothe boys.—*G. H. Lake, Rome, N. Y.*

School suits for the boy. You want him stylishly dressed. That's comparatively easy. You want clothes for him that will wear. That's the difficult part, but one that is not overlooked at this store. Our new stocks pay full attention to style and emphasize quality and workmanship—ask to see them.—*Trenton Clothing Co., Trenton, N. J.*

Vacation outfits for the summer boy.—*Kemp & Herbert, Spokane, Wash.*

It is not always easy for a mother to decide upon her boy's outfit, but we make it as simple as possible by showing garments that are adapted especially to the boy's age and the use to which the suit is to be put.—*C. B. Fudge Co., Muncie.*

A message to mothers. Our very desirable selections in children's two-piece suits from \$2.50 to \$8.00 for the lads from 8 to 16 years old, will attract the mothers who test the economy by the measure of goodness, the superiority of the fashion and fit of the suits.—*Ware-Pratt Co., Worcester, Mass.*

"Hurry up, fellers." Thus spake a bright-eyed youth of eleven summers as he held in his hand his choice out of the bargain suit sale—"You see," he explained to the busy salesman, "we must be in school by 9 o'clock." This lad was unaccompanied by parent or guardian, in fact all but two were, showing the implicit faith placed in our printed announcements by parents at large—an honor we appreciate, as these bargains testify. We can't recall the time when we had so many boys in our store so early in the morning. There was a small army waiting for us to open our doors, and there was a rush for the long counter—and what quick perception they displayed in choosing the choice bargains.—*Morris Gross Co., Tacoma, Wash.*

Vacation clothing and beach suits for boys.—A boy does not want to fret about whether clothes are going to be soiled or not when he goes to the beach; but he is out for all the fun there is; so as a reasonable parent supply him with good

clothing but do not pay too much for it. We have for too long a time supplied parents who have boys to clothe with garments which have met their approval in every way.—*Hamburger's, Los Angeles, Cal.*

Not a hard matter to dress your small boys comfortably and coolly in summer. These sailor suits, for example—washable, of galatea and percale—jaunty and well made. We've equipped hundreds of little boys with them so far this season.—*Wanamaker's, Philadelphia, Pa.*

Washable suits for boys.—A boy need not be so careful of his summer rough-and-tumble clothes when his parents only have seventy-five cents at stake. And the summer-time's no time to "be careful." While this exceptional offering lasts you can lay by two or three handsome, well-tailored little washable suits for boys of 3 to 12 years for the ordinary price of a single suit at the season's beginning. True—lots are broken—but the size-range is there.—*Wanamaker's, New York, N. Y.*

This sale hits the boys.—Lots of wearing time yet for boys, though it is clearing time for us. Lucky savings for those who want the best wearing shirts made. They are madras in pretty woven and printed patterns, the boys' made just the same as the men's in every respect, cuffs attached or separate, plain or plaited fronts. Shirts that have the highest character of shirt making in them. There are light grounds or dark grounds, about 30 different styles to select from.—*Loeser's, Brooklyn, N. Y.*

At times boys seem to run all to legs, and we have trousers to fit these very legs and these very times.—*D. H. Eames Co., Worcester, Mass.*

Have you a boy of three to eight years? If you have he's a lucky boy, for you can buy him as handsome a suit as you'd want him to wear for \$2.—*I. I. Goldsmith & Sons, Binghamton, N. Y.*

A race is on among the boys' sailor suits. The finish line is your ownership, and the summer playtime comfort of your small boys. Time-limit is three to twelve years, and every boy between those ages is a possible prize winner.—*Wanamaker's, New York.*

In clothes for boys.—We would like to be able to give all the boys in Brooklyn such good clothes as these for such little prices—but we can't do it. They will last through to-morrow though we think—and altogether it is the best news we have had this fall. We leave it to the boys—and their mothers.—*Abraham & Straus, Brooklyn, N. Y.*

Summer outfitting for strenuous boys. This boys' department is in excellent shape to care for all boys with or without their mothers. Wash suits are now the thing to be investigated and be assured our showing is not to be equaled in this city.—*Mendel & Freedman, New Haven, Conn.*

We clothe boys well for vacation. Just think what the average boy has to go through in vacation. And where he goes his clothes go, too, except in swimming. One of our tough-wearing suits and an extra pair of pants ought to see him through all right. We never saw better made or stronger suits for boys than we have here. And prices are about what you find tagged to the ordinary wear-out-quick suits.—*Comstock Bros., South Norwalk, Conn.*

More Norfolks for the boys. Boys like 'em. Mothers buy 'em—hard work keeping them in good supply.—*The Wanamaker Store, New York.*

Our boys' and children's clothing stock is aglow with newness. Stylish and exclusive clothing. Durable and big values.—*The Surprise Store, Pittsburg, Pa.*

Spring suits for the boys. The kind that is away from the ordinary—the Emmons kind, made with all the style and goodness that can possibly be crowded into a garment.—*M. R. Emmons Co., Atlanta, Ga.*

Mothers who are particular about the appearance of their boys' dress will find much satisfaction in looking over our line of boys' clothing for this season. *Holbrook & Perkins, Colorado Springs.*

The evolution of the boy into "men's clothes" is a critical process, with which we, as good clothes makers, have something to do. We make clothes which look manly to the boy; and boyish to the parents.—*Hart, Schaffner & Marx, Chicago, Ill.*

Boys' department. Will the mothers investigate? A lucky buy of boys' manly blouses. And we will make a quick turn by giving the boys full benefit of the reduction, better for us and better for the boys.—*Crews-Beggs Dry Goods Co., Pueblo, Col.*

Boys' wear. The youngster will grow to be a man almost before any of us realize it. Then his patronage may be more valuable than ever. Probably a wife and children will help to increase its volume. We begin to forge the links that hold our customers while they are very young. That's why "Macy's" remains a popular household word. Children follow the trade-habits of parents. It isn't unusual to see three generations

of the same family beneath this roof at the same time. And we do splendidly by all of them.—*R. H. Macy & Co., New York.*

Every suit in the store is all wool and sturdily as well as stylishly made. Hardly anyone ever attempts to match our value giving in boys' clothing.—*Wm. J. Jordan, Newburyport, Mass.*

Just for the boys.—Clearing time for us. Lots of wearing time for these garments that are eminently suitable for school use up to Christmas time. Lucky savings for prudent purchasers.—*Sanger's, Dallas, Tex.*

Friendly chat with parents about boys' clothes. When it comes to wearing out clothes, if your boy is a healthy little chap, he doubtless requires a new suit as often as your neighbor's boy. You can teach a boy to be neat, but all the admonishing in the world to be careful is forgotten the moment the youngster enters heartily into boyish play. So, as parents, be reasonable about it—give your son well made clothing, but for vacation wear, don't buy the expensive kind. Still you can always be sure of style and don't pay extra for it if you buy the clothing at Hamburger's.—*Hamburger's, Los Angeles, Cal.*

Boys' clothing from Paris. Some out-of-the-ordinary things from the Bon Marche in Paris—you will find the name on the tickets. Clothes that young French *garconnets* are going to wear this fall. The trousers are mostly bloomers—French boys cling to them persistently. The cloths are sometimes fine serge or cheviot, or a material called "corkscrew," which is very much like our English Venetian. One suit is called the "Boer"—cream colored or dark blue serge, with bloomer trousers and a pleated blouse that comes down into a broad belt of silk or leather. It doesn't hang over like the blouses of our own American sailor suits, but it has a sailor collar and a little tie. The "Trouville" is a coat-and-vest suit of corkscrew cloth, with a blouse either of the same stuff or of white serge or even of silk, pleated and fastened with fancy buttons and finished at the waist with a broad sash. If American mothers want their boys to look as French as French can be they will put them into suits of this sort in the fall.—*Wanamaker's, Philadelphia.*

Boy's suits for autumn school days.—Suits that any mother may be proud to put her boy into; and marked at little bits of prices, for such handsome, stylish, seasonable suits.—*Wanamaker's, New York.*

Many extraordinary offers. These are days of great interest in the boys' clothing store, on the main floor. Stocks have been coming in all week at prices quite unprecedented. The lagging summer has thrown many makers into a flurry. Consequently the attractions offered for Saturday are such as to warrant your instant attention.—*Siegel-Cooper Co., New York.*

Boys' overcoats.—The crisp mornings and evenings insist on overcoats for health as well as comfort. They must supplement the thin suits, which are ample at midday.—*Wanamaker's, Philadelphia, Pa.*

Boys' Norfolk suits.—If you have dressed your boy in a two-piece sailor or vested suit, make a change in his clothes and buy a Norfolk. It has the characteristics of a two-piece suit, as the picture shows, yet the box-plaits, yokes and belt make it an entirely different style. We have an immense assortment of these suits in blue twilled chevot and blue serge—heavy-weight material, for fall and winter wear. The clothes were made in our own workshops, and we guarantee every stitch.—*S. N. Wood & Co., San Francisco, Cal.*

Boys' stylish fall clothing.—A little early for school, but get best of first showing. Several weeks yet intervene before vacation days are over, yet you realize that the boys had a long summer with plenty of play and possibly have not a serviceable suit with which to begin the new school year. It is a case of buying, anyhow, so you might as well buy soon as late, and by taking advantage of the first showings you can get the best of the assortments and have the assurance that prices will not be any cheaper 60 days from now. Our boys' clothing department is a representative of its class and parents who have purchased from us know that they have received best values for their money, for at all times our prices are from 15 to 25 per cent. lower than exclusive clothing stores, and we are the only firm which says to every customer, "If the boy's clothing does not wear, bring back the suit and we will exchange for a new one."—*Hamburger's, Los Angeles, Cal.*

For the boy of three as for the boy of three score years, we've every thing to wear. Everything for the youngster gathered in one department—that saves his mother's steps.—*Rogers, Peet & Co., New York.*

How time flies! Here is September. If you have your own ideas about what your boy should wear—you will find your

ideas here. If you are looking for something better than usual you'll find we've anticipated your wishes—sailor, Russian blouses—Norfolks, etc.—*Talbot & Co., Fall River, Mass.*

Pardon the egotism, but it is a fact that never in any city in the world have such handsome models in children's finery been shown as we are showing right now; the very smartest models for little chaps; those that are considered the smart ideas in the big capitals of Europe—in Paris, London and Vienna. They are all exhibited in our juvenile department.—*Raphael's, San Francisco.*

All boys' goods cost less. The sterling qualities of the Crescent clothes for boys are so well known a sale like this brings splendid response, even though given at the very end of the season. The special prices will continue all day Saturday. The sale closes Saturday night. Everything for boys is included, except the K. & E. 50c blouses.—*The Crescent, Spokane.*

Boys' wash suits for less than half price. We can hardly expect to secure such a handsome assortment of wash suits for boys as we are showing for some time to come, for they are distinctive new 1907 styles, finely tailored—the handsomest suits we ever saw, and priced less than half, in three lots.—*W. M. Whitney & Co., Albany, N. Y.*

The time of year so anxiously looked forward to by all mothers of boys from 3 to 8 years—the time when all boys' wash suits and pants reach their lowest prices. This year the bargains are better than ever before, for, owing to the cold weather, our stock is practically complete, thus allowing ample room for the gratification of all tastes. You will find just what you wanted a month ago at just half its former price.—*The Plymouth Clothing House, Minneapolis.*

The boys' clothing walks the bargain plank and the low prices have set a lively pace. It does not take much argument on our part to convince mothers of the savings to be made when they once get a look at the goods and learn how little it costs to own them. Our clothes for boys are as good as our clothes for men and that fact speaks volumes as far as quality and style goes. Present prices clinch the argument.—*Horsfall & Rothschild, Hartford, Conn.*

Boys' odd pants cut down. Special prices in boys' odd pants—for which there is always an active demand—should bring a hearty response to the boys' section to-morrow morning.—*The T. Eaton Co., Winnipeg, Can.*

What kind of a boy have you? A gentle, quiet house boy, or a scrambling outdoor sort? Never mind, we have clothes for both. The new things are waiting for you. Don't allow yourself to be tempted by the showy stuff that sells so cheap. It is pretty. You will catch no cotton mixed masquerading as all wool here.

Whether it is seashore, mountains or just plain country, vacation time is hard on clothes, and it's just at this time that we best like to have boys first wear our clothes, for it's when put to the test of wear that our boys' clothing shows forth to best advantage.—*Kaufmann's, Pittsburg, Pa.*

Clothing that defines the word distinction. There is an air of elegant ease to the fit and hang of our Eaton-made clothing that calls for a second look, no matter who wears it. That's what we mean when we state, Eaton-made clothing is distinctive. It reflects every tendency of the latest mode, also a refinement and dignity that is the height of good taste. Particularly is this the case in respect to our boys' clothing, which exerts an educational influence on the youthful mind on the principles of good dress, that cannot be measured in mere dollars and cents.—*The T. Eaton Co., Winnipeg, Can.*

Come and bring your boys and be rigged out from top to toe in all the latest creations in men's and boys' wear. Our motto is "Good Goods Cheap"—not cheap goods.—*Putnam Clothing House, Ogden, Utah.*

How many boys have you? Speak right up! Never mind if you have a dozen—we have suits for every one of them. Our selection of boys' suits is so large it is not only easy to make a selection, but they are easy to pay for as well. We have them just as good as you want and as cheap as you can afford to buy. We fitted half of the boys for Easter and now we want to fit the other half, and if the mother will consider prices and quality we will have easy sailing with the remainder of the boys.—*K. H. Cowthorpe & Co., Houston.*

Everything for boys from head to foot. In buying boys' clothing, the unthinking buyer often goes adrift on a sea of trouble, not realizing that the great struggle between many of the manufacturers is not to see which can make the best, but which can sufficiently sugar-coat the worst so that the public will swallow without detection. Not so with us, for in supplying our boys' store, we look to no one—we are our own manufactur-

ers. We let but one factor enter in—"how good." Then as to prices—we save you the manufacturer's profit.—*Eiseman Bros., Atlanta, Ga.*

Boys' clothing, to be right in every way, should be made with a view to boys' needs, and suitable in material and make for their ages and for the occasions required. It is a trade in itself to make boys' clothes. Our boys' clothes are literally and distinctively what they claim to be—boys' clothes—not men's clothes made small. And the fact adds nothing to the cost.—*Best & Co., New York.*

Boys are mighty hard on clothes. They are restless, always on the go, *kneeling*, scrambling, scuffling, climbing, and in a hundred and one pranks that knock clothing to pieces. Our clothing is made by makers who know the needs of boys. It is made to wear and stand the strain; it will not rip and go to pieces; it is cut in the latest fashion, and has all the "kinks" and "ginger" admired by the "little men" and their elders.—*White & Davis, Pueblo, Colo.*

"Oh, for one hour of youthful joy." To be a fair-haired boy again! To be dressed as we could dress now! What a difference! We could be rigged out in clothes fit for a prince now. We had no chance of doing this when we were young. There was no Big Store like ours then. There are few like ours now. You can't find anything in the largest cities to surpass the magnificence of our spring offerings for boys and children.—*Kaufman Clothing Co., Lexington.*

"Our boy" can be suited to his heart's desire in one of our mannish, perfect fitting waists.—*McConnell & Co., Scranton, Pa.*

You will be surprised at the reasonableness of the outlay necessary to make the little fellow comfortable during the hot weather—comfortable and neat all at the same stroke.—*Eiseman Bros., Atlanta.*

Little men's suits. Let us make little men out of your boys. Let us make them the best dressed little men in Salt Lake, by putting suits on them that have style, fit and finish. Let us give you suits that wear, for little money.—*J. P. Gardner, Salt Lake City, Utah.*

Strong boys' clothes need to be strong and stout, else the youngster will find a way to rip and ravel them. Ours are—all seams taped, the strain points stayed, buttons and button holes reinforced, the best of cloth in all garments. And yet style is not neglected, as you'll realize after seeing our line.—*C. A. Weed & Co., Buffalo, N. Y.*

We would have hard work to get any better suits than these so far as wear is concerned—and their coolness and good looks are evident at first glance.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

Our clothes for boys will stand pulling and hauling.—*Frank M. Low & Co., Portland, Me.*

To mothers of boys: Perhaps you wonder why we talk so much of our boys' clothing, furnishings, hats and shoes, when there's so much more profit in men's things. Simply because we want to get hold of boys who are growing into men—want to keep our business growing from the bottom up.—*Rogers, Peet & Company, New York.*

Sale of Boys' Overcoats.—We could hold these garments over until next Winter and get full prices for them.

But that's not our way of doing business.

Every overcoat bought for this season goes this season.

Therefore these reductions:—*Marean, Lauder & Bone, Binghamton.*

Boys' Wear for Spring Now Ready.

As the Spring season approaches the experienced mother naturally turns to Harris & Frank's for the new ideas in Boys' wear.

Maintaining as we do, the largest and most comprehensive assortment of Boys' Fixings in Los Angeles, individual tastes can be satisfactorily gratified here, as nowhere else.

And there is genuine economy in patronizing us—for not only are prices moderate, but all goods are of reliable quality and sold under our guarantee of satisfaction.

The new wearables for Boys, Youths and Little Men are now on display—everything that the youngsters wear, from hat to shoes. Latest Styles in Regatta Wash Suits. "Mail Orders Filled."—*Harris & Frank, Los Angeles.*

A boy won't be a man until he is grown up, but he likes to act and look like a man. A "Sampeck" boy's suit will make him think he looks like a man, because it has the same general details as are found in men's clothes. The same inherent style, the same niceties of fit and appearance. Yet "Sampeck" clothes for boys are boys' clothes, made only for boys, and will withstand the hardest wear. Our boys' department will be a revelation to you. We have all sorts of clothes. Every fabric and color.—*Levinos, Washington, Pa.*

Free with boys' suits. We are glad to give free with boys' suits choice of

the following: Set of Le Diablo, base-ball and bat, fielder's glove, catcher's mitt.—*Schipper & Block, Peoria, Ill.*

Dainty and durable. No words better describe the characteristics of our children's suits. The styles and patterns are the newest, and you will not find another display of children's clothing that is as attractive and, withal, as moderately priced as this.—*Browning, King & Co., Chicago, Illinois.*

Boys' summer clothes. Most comfortable. Best values. These Loeser clothes for boys are most comfortable because they are properly tailored. They fit. They hold their shape. They stand a lot of knocking about in play. They keep their good looks longer than ordinary clothes. Any mother whose boys have worn Loeser clothes knows all about their special excellences—and will tell you about them if you ask her. What is more, she will tell you that she pays no more in the first place for these clothes, and since they last longer than ordinary clothes she really saves money by buying them.—*F. Loeser & Co., Brooklyn, N. Y.*

Boys' \$3 wash suits, \$1.75. With two pairs of trousers. We count this as timely and interesting a sale as was ever planned to promote such sound economy by mothers of boys. These suits are handsome Russian and sailor blouse styles, all made as we like to see boys' clothing made—with distinctive good fashion and at the same time with extra carefulness of workmanship that makes it reasonably sure that the suits will stand hard service. The fabrics are galateas, chambrays and white washable fabrics, and the sizes of the sailor suits range from six to nine years; those of the Russian suits from two and a half to six years. Each suit has two pairs of bloomer trousers and four of the styles are fairly indicated by the picture.—*F. Loeser & Co., Brooklyn.*

The clothes to keep your boy cool and comfortable all summer. Good materials first, of course, as a foundation. But the distinguishing features of Loeser clothes for boys that make them comfortable and keep them so, are correct fit and thorough tailor work. Shoulders are broad. Sleeves are long and full large. Trousers are properly shaped and of generous cut. And every detail of workmanship has been done as though each suit had to stand an extra strain all summer long. Yet these clothes cost not a bit more than ordinary sorts—even less in some cases.—*F. Loeser & Co., Brooklyn, N. Y.*

CLOTHING—MEN'S

He—"We must economize. Suppose, darling, that you try your hand at making your own clothes."

She—"Oh, George, dear! I never could do that. Suppose I begin by trying to make yours."—*Illustrated Bits.*

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"They say all men are made of dust,"

The tailor said, "I don't

Believe that's true of those I trust—

Dust settles, but they won't."

—*Philadelphia Press.*

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Downer—"I am glad it is good form not to wear a watch with a dress suit."

Upper—"Why?"

Downer—"Because I never have my watch and my dress suit at the same time."—*New Yorker.*

Goodness, worth, excellence is stamped on every suit.—*Kramer Bros., Scranton.*

Let's help you to pay less and dress better. That's our business. And it's your business to get the most for your money.—*The Royal Tailors, Colorado Springs, Colo.*

Rough surfaces predominate. Seems strange that a rough-looking cloth can be cooler than a smooth one. But we can show you how true that is.—*Herrick & Eckart Co., Bloomington, Ill.*

Every suit and overcoat is expressive of an individuality of style and workmanship that impresses you as an example of the highest type of hand tailoring.—*Opsahl, Grand Forks, N. D.*

Clothing that's right must meet every expectation of the wearer. A suit or overcoat may fit right and look right and yet wear badly. Fit and looks can be seen before you buy, but time only can tell about the wear. And right here's the vital point in favor of our clothing.—*Kaufmann, Pittsburg, Pa.*

We know pretty well what sort of clothes you want; and we have them here ready for you to wear. The styles are right, late and correct; the quality of materials is of the best; the tailoring is extra good hand tailoring and we have sizes to fit everybody, no matter what your build is.—*Habreson Bros., White-water, Wis.*

Can't deliver the goods. Promises are easy to make. Newspapers don't charge the advertiser extra for them. Anybody

can promise. But when it comes to carrying out the promises—fitting out men with nifty, dashy clothes—with the finger marks of good style and good tailoring all over them—that fit the form smartly and hang gracefully, some stores "can't deliver the goods." We are up to our promises.—*Geo. Watson & Co., Newark, N. J.*

Clearance sale.—Puts all sack suits and all overcoats on the bargain list. You know the stock, you know its scope; you know how well it provides for all your needs. Every winter has its blizzards. This winter's are arriving somewhat overdue—but do you feel like wearing your shabby overcoat seventy days longer?—*Jas. Boyd, Denison, Texas.*

Our suits help to success.—These sale prices help your pocketbook, too. Don't need a suit now? Won't be long, though, will it? Trousers soon begin to bag. Coat looks a little rusty. Then you'll say, wish I'd bought a suit during the sale; and remember, a well dressed man is a credit to the town; to your business, too. Come to the sale to-day.—*The B. & O. Gann, Pueblo, Col.*

Don't Neglect your dress! Many a young man has lost good opportunities for advancement in life simply because he did not dress well. The price of stylish, serviceable clothing to-day is so little that anyone can afford it. If you doubt this, come to our store to-day. We'll prove it to your satisfaction.—*Prins Clothing Store, Marion, Ind.*

A word to judicious men.—This is the season for judicious men to turn at least a modest sum of money into wearing apparel. Part of the offerings are the result of large special preparations on our part, for this event. Others are here because of market conditions that we and you will share the profits from. The occasion is important to men who like to make money by spending it well.—*Graves, Cox & Co., Lexington, Ky.*

A clothes-word to wise men.—Many a far-seeing man waited until after the holidays to buy a new overcoat or suit. He knew by past experience that prices would be slashed for our great January clothing sale. So he has bided his time. His reward is ready. The sale he's waited for is on. Mothers, too, have a son's interest in it.—*J. N. Adam & Co., Buffalo, N. Y.*

It's "It."—The goodness of good clothes. The mere saying of our saying that our clothing has better tailoring and more style than any other sold here does not make it so. It's the one popular accord among Columbus good dressers that our high grade garments are far better styled and fitted than those turned out by other dealers. The skill, study, care and co-operation of master craftsmen have made them so. We have every reason to believe that our goods are superior tailored and more stylish.—*The Union, Columbus, O.*

No fashion plate effects.

No padded figures.

No eccentricities.

Just common sense clothing for practical men.

Have you ever attended our reduction sale yet?

Every fancy suit and every overcoat in the store has been reduced in price from 20 to 25 per cent.—*F. W. Wentworth Company, New Bedford, Mass.*

Our totally different clothing for young men.—When we say young men, we mean chaps from 15 to 20 years of age. This is the period when they are most particular about their clothes. When younger they are apt not to care about style, when older they gradually care for comfort only, so it is the young man who is the particular man. That's why we like to serve the young men. Because they are hard to please. We do please them, however, and experience the liveliest satisfaction in so doing. There are many makers of young men's clothing, but only a few whom we consider good enough to make the clothing which we would care to offer to our customers. No suit in our stock

but that is selected from piece goods, therefore the cloths are unequivocally correct. And as to the styles, they are designed by men who lead in their profession.—*Joseph Horne Co., Pittsburg.*

An extra pair of trousers or two will never come amiss. Here's a chance to buy two pairs for what you'd expect to pay for one. These are in all lengths and sizes, in fancy cheviots, cassimeres and worsteds, and represent the very best values ever known to the trade. As quantity is limited, we restrict the sale to two pairs to a buyer, and dealers are barred.—*Ehrich Bros., New York.*

Buying ordinary clothing is like getting lost in a crowd. When you're found again, you don't know yourself.

Don't sink your personality into that of a thousand others. Be picked out from the rest. "There goes so and so—" "Know him?" "No—only by sight."

It's in the clothes. Golland Custom Clothing lets the man shine through it.

Look for the label. "Custom Shop Made," on inside pocket.—*The G. M. McKelvey & Co., Youngstown, O.*

A few warm days now and then need not delude you into thinking you can do without fall and winter clothing. Better prepare for the cold snap that's sure to come. We have a superb line of new cloths, woolens, etc. Kindly ask your neighbor if the suit that he had made here at such an astonishingly little price was not absolutely satisfactory in every way.—*Abraham & Straus, Brooklyn.*

Every word and figure here is correct. The printer has made no mistake. It's a mighty sale for mighty Atlanta.—*Globe Clothing Co., Atlanta, Ga.*

Move forward with the rest of the world. Join in the march of progress. Get in line with those who are enjoying the advantages of our merchandising. This season we have added a line of merchant tailoring. Prices not much higher than the ready-made. Fit positively guaranteed or we keep the suit. Give us a look and see if we can't save you dollars on your purchases.—*Cluckers' Clothing Store, Kenton, Ohio.*

Good clothes making is not an experiment with us. By force of merit we have achieved the reputation of making only the best. Our prices are reasonable.—*Strause Bros., Burlington, Iowa.*

Are you going to let dollars roll through your fingers without grasping them? You're losing money by not getting next to these suits.—*Hammersmith's, Galveston, Tex.*

No need to argue with yourself, even though you have a good suit or overcoat. Will not another be welcome if it's but to relieve a monotonous sameness? Many of these suits are of medium weight; you could not find much better for spring service. They are identified by the Saks label. That makes them all the more desirable—especially at ten dollars.—*Saks & Co., New York.*

He missed a few trains, but spring finally got here—all of which means that the men of Columbus will be wanting spring garments in a hurry—means that the big army of suit buyers is headed toward these famous outfitting stores. Just a little time for pressing and to make a few alterations that may be required is all we ask—you can be wearing your spring suit in a few hours after you buy it.—*Lazarus, Columbus, O.*

To talk your clothing is a good thing; to advertise it is wise. In order to get lasting results, however, the goods must be all that are claimed for them and a little more. Prove our clothing by comparison—by wear, by any test you choose—it will be found honest all through and lower in price than any which even approximates it in value. How do we know this? Well, one satisfying and convincing proof is in the new customers who are coming to us every day whom we are winning and holding by sheer merit.—*Mattheus Bros., Waco.*

Men's spring clothes ready for the progressive sort of man who appreciates stylish, good fitting clothes—"the uncommon kind"—clothes that are built with as much care as any custom tailored suit—carefully worked, stitch by stitch, inside and outside, from first to last—the kind of tailoring that makes clothes hold their shape and look well as long as they last. In short, they're the very best clothes made. Take a little time—come in and try on one of "our kind"; you'll readily see why so many of the "tailor-made" men are now wearing our clothes.—*E. S. Levy & Co., Galveston, Tex.*

Pure wool fabrics vs. adulterated wool fabrics seems to be a popular topic. With us there is little to be said, for however high wool goes, however temptingly the adulterated article is presented, we shall buy the pure production only. Our manufacturing policy for fifty years has been based on quality, not cost, and the first demand of quality is an all-wool fabric.—*Brokaw Brothers, New York, N. Y.*

I have something to whisper into your private ear—brown is "coming in" again

as a clothes color. A fashion, you know, is born, lives, dies and is re-born. So with brown. While "the multitude" has dropped it, "the favored few" are quietly taking it up. Brownish suits here in fresh patterns that are distinctly uncommon. But I have also the modish grays in a goodly range, if grayward leans your fancy. Fit and style, all the while.—*Vincent, New York.*

Properly tailored clothing made of proper materials will stand the test of service and prove itself worthy. The clothing we handle has the additional advantage of having been designed by the foremost experts of this age and country, and brought to the pinnacle of perfection by the best tailoring talent in the land. The leading manufacturers of men's apparel—such as Rogers, Peet & Co., confine the products of their tailor shops exclusively to us for this city—this—in connection with our own special make—gives our patrons the widest possible range of choice—as well as the benefit of the many exclusive models created by individual designers and confined to us—any attempt to describe which would fall far short of what a personal inspection will reveal. Character, tone, quality and perfection of fit are blended into a harmonious kinship in every grade we handle.—*The May Co., Denver.*

Perfect at the price.

Does the price mark decide for you when buying a suit or an overcoat?

Then you're easily suited, or overcoated.

This is for the man who buys for quality. How he does appreciate the splendid Brauer & Krohn coats—the superior fabrics, the spic and span shoulder fit, the way the loose skirt hangs in graceful folds, the whole get-up.—*Brauer & Krohn, Los Angeles, Cal.*

Uncommon clothes.—Such a vast difference between our spring clothes and the ordinary ready-to-wear clothes. Not a particle of difference between uncommon clothes and the merchant tailor's. Only about one-half the price. Workmanship just as good, fabrics from the same mill, and a little more style. \$10 to \$25.—*A. Horowitz, San Bernardino.*

It all comes back. Every cent that goes to make up the difference in price between a good suit and a poor one is money well spent. If you could see them made—see how carefully the fabrics are cut—how minutely the fashions are followed—the high class of the linings, front-stiffening and trimmings—you'd know why. Nine grades.—*Lazarus, Columbus, Ohio.*

It marks the man—the suit he wears. It writes style in big bold letters all over him, or else it writes something else. The fit of the collar, the way the shoulders are made, the length of coat, all must be right, or you're a marked man, so far as good taste is concerned.—*Prins' Clothing Store, Marion, Ind.*

If every merchant had the unbounded faith in the character of his merchandise that we have in ours you could trade anywhere with a feeling of perfect security. But it is an unfortunate fact that the newspapers are crowded with advertisements which, although they shout "dependable values" and "unparalleled merchandise," etc., offer you absolutely no proof of their good faith. In these days of strenuous competition in the retail clothing business, the people want something more than mere claims of superiority. They want—and they are certainly entitled to—ironclad insurance against loss in case the clothes they purchase are in any way faithless to the representations of the merchant who sells them. We offer you that protection with all our hearts. And to demonstrate our sincerity and good faith we will give a written guarantee in full to any person who desires it. With a store like ours, a written proof is not necessary to your protection, but we offer it to sweep away all possible doubt.—*Goldstein Clothing Co., Binghamton, N. Y.*

If presents were given absolutely free to buyers of clothing there could be no possible necessity of drawing a low limit to the amount purchased in order to obtain them. Where you are obliged to pay thirteen, nineteen, or any other fixed number of dollars, and over, to secure the present it is clearly evident you are also paying for the present. Should you purchase a fifty cent or a dollar article with a dollar or two added as the price of the prize you would more readily discover the motive that impelled such rare generosity. In the larger amount, it is reasoned, you are not apt to detect the additional price, or reduced values while the pulling power of an offer of a "present free" is apparent. This store offers you superior made clothing at prices that are positively right—free of rent, free of heavy expenses and free of prizes and presents. Where an article you desire does not possess sufficient merit in itself to induce you to buy it, it certainly will not materially add to its quality to obtain a present with it. Until such time as the public indicates its entire willingness to have us supply presents for them at their expense, to be given as a means of influencing purchas-

ers, we shall adhere to the established policy of this store—the handling of clothing of a material and make away above the ordinary at prices below the prevailing.—*Douthett & Graham, Youngstown, Ohio.*

Just take a look at our great corner show windows—the men's fashion plate of Los Angeles. See the unmatched values; better still, come inside and see how they look on your own back—that swagger swing, proper lengths of coat, correct fullness of pantaloons, and that pretty, proper lapel. Every garment with the M. & B. label—your best evidence of honesty of price and goodness.—*Mullen & Bluett Clothing Co., Los Angeles, Cal.*

No man wants to pay twice what an article is worth. No man can afford to pay a fancy price to a tailor, knowing very well that his suit, when finished, may be a disappointment to him. No man can afford to wear the ordinary ready-made apparel which lacks shape and has that distressingly monotonous appearance. No man can afford to wear any clothing nowadays except Alfred Benjamin's hand-tailored garments. No man, who once tries this famous clothing, can be induced to wear any other. No store in Los Angeles supplies Alfred Benjamin & Co.'s clothing except *James Smith & Co., Los Angeles, Cal.*

You remember the days of the "silver craze" when a lot of people voted that fifty cents' worth of silver was a dollar, especially for paying debts. Business wavered until the gold standard was safe; and now we laugh at our strange delusions. A similar attempt is being made to "debase the standard" in the clothing business; it's as great a menace to clothing interests as the silver fallacy was to the country at large; your clothing interest as well as those in the business. "Mercerized cotton" is put forward, like the cheap silver dollar, as an equivalent for all-wool; makers and dealers in it naturally want you to vote for it; they may make the price a little lower than all-wool in order to buy your vote. But you don't make anything by buying it; you lose; the profit in "mercerized cotton" clothes is larger than in all-wool, but you don't get any of it. You lose more than money by it; you lose in looks, in confidence in good clothes; maybe in self-respect. But you needn't. All-wool clothes can be easily had. Ask for them. Our label stands for all-wool; a small thing to look for, a big thing to find.—*Hart, Schaffner & Marx, New York, N. Y.*

Youth, sincerity and grit make a three-fold combination hard to withstand—the chap thus equipped will give and insist upon a “square deal.” We’re clothing more young men this year than last—it’s because we know how to do it. There are no frills here—just cleverly tailored clothing fairly priced.—*Wanamaker & Brown, Philadelphia, Pa.*

The height of the season for the double-breasted frock coat and waist-coat is here, and no man who makes any pretension to dress remains unprovided with this important apparel. The Wanamaker stocks are unusually well provided in these garments at all seasons, but naturally our lines are at their best at the present moment. There is not a size or proportion for the tall, stout, short-stout or regular figure that is not provided for. In fact, so complete and comprehensive is the size-assortment that we very frequently fit, without any alterations at all, men who had supposed that they would have to go to a tailor to get clothing to fit them.—*John Wanamaker, New York, N. Y.*

Kirschbaum clothes are worn by a hundred thousand good dressers in New York and Philadelphia. They are popular in every great fashion center in America. They are offered to the men of this country at prices as low or lower than they are asked to pay in most stores for commonplace and inferior goods. You will see the force of our argument as soon as you try these clothes on. The good workmanship, the choice patterns and the splendid wear-resisting fabrics must appeal to you. You will know what we mean by “clothes that fit and keep their shape.”—*The Sullivan Clothing Co., Hartford, Conn.*

“What was your mother’s maiden name?” asked the curious old codger. “I guess,” said the youngster, “her maiden aim was to marry pa.” Our aim has always been to marry Omahans to MacCarthy tailoring. Our aim must have been good, for we’ve “tied the knot” in so many cases, with not a divorce yet asked for.—*MacCarthy Tailoring Company, Omaha, Neb.*

Most of us think of clothes-economy as cheapness in the original cost; but few of us stop to consider that cheap clothes mean cheap work and cheap materials, sometimes cleverly hidden behind a presentable appearance. True clothes-economy means to pay a fair price for garments that are made right all the way through; they must retain their shape and character as long as one should wear a well-made garment. The safe way is

to buy Hub clothes. It is not that they may be worn for several seasons; but that they will remain fresh and shapely while they are worn. It is the hand tailoring and splendid materials that go into the Hub clothes that give them character, style, and dependability. Remember this, and let your next selection be chosen from our large stock.—*The Hub, San Bernardino, Cal.*

We have no schemes for getting business, all we have to offer is the tailoring and most satisfactory price. We want to get in touch with you, we believe it will be to our mutual advantage, and we promise our best efforts to serve you well. A good way to get acquainted is to call at our store and see what we have to offer you. When selecting a suit there is often some one besides yourself to be considered. Ben Franklin said: “Eat to suit yourself, but dress to suit others.” We’re running this store to interest the whole family.—*Spira & Pincus, Mobile, Ala.*

The most popular shade this spring is the gun metal grays. We bought large quantities of this cloth direct from the mills early in the season and took a chance on its selling. It has proved the best spring and summer shade. We have had clothes made up in our own factory into suits of the new fashionable length in double-breasted sacks. They have the latest style collar and lapels, and as for workmanship no suits can be better. Your custom tailor would charge you \$35 if he made you one from this same cloth, and would put no better trimmings into it than we do. Our ready-made coats fit equal to custom. We have the finest cutters and makers. Shoulders are padded. Equal to custom, and you get the proper lines to suit your figure—long or short, stout or slim.—*Boyle Bros., Boston, Mass.*

A grand assortment is shown here at these prices in many of the season’s noblest patterns and styles. We might dilate at length upon their many merits; the superiority of making, the excellence of the trimmings, and the general stylish tone of every individual suit. But we’ll simply say now that in them you will find more style and quality than may be had at any other clothing store at the same prices, and your tailor would ask from \$20 to \$40 for as good garments.—*Trenton Clothing Co., Trenton.*

Economy in clothes does not consist in saving a dollar or so upon the original purchase, but in securing lasting satisfaction at a fair price.—*G. Jacobi, Port Huron, Mich.*

One may not wear it every day, but everyone wants a frock coat. Usually a costly and difficult proposition. Simplest thing in the world here—well-fitting and full of style and all ready to wear.—*Browning, King & Co., New York.*

The assortment we feature includes fancy worsted suits and blue and black serges, the very fabrics the economical man likes to buy, for they wear and look well at all times and on every occasion. The values we offer to-morrow are remarkable at the price. No man in the least need of a suit should allow this opportunity to pass by.—*Siegel-Cooper Co., New York.*

They are fine, big men's overcoats and men's beautifully made suits—and so cheap! We're not "stuck"—these goods have just been made for us. The maker had cloths left over after his regular season, others are partly cut orders of other merchants who countermanded. We keep the standard of our clothing high—and the makers—the best in the land—take the losses. Complete sizes, too. Easy enough to advertise broken lots and sizes and misfits. But here's new clothing as good as made-to-order, and for practically a third the price of the ordinary good tailors' charges.—*Gimbel Bros., Milwaukee, Wis.*

This is the season when we always make a general clearing of all winter goods in preparation for our new spring lines. It is not a sale of shop-worn goods or old styles, but of our regular winter styles and all this season's goods. There are broken lots and odd garments from whole suits that cost more to manufacture than we ask for them, but we are bound not to carry them over and they must go quickly. We are not quoting you any special prices, but there is a general mark down of 25 per cent. and a still greater reduction on certain special lines.—*Bingham & Miller, Cortland.*

Something different. A new fabric which we are showing in sack suits—a little in advance of the others—is an unfinished blue serge with a faint overplaid of almost invisible green—a very stylish effect.—*Browning King & Co., New York.*

We're making the fur fly in this stock-righting process among the men's suits. Such undertakings are carried through with a vim, and the results are frequently surprising.—*Wanamaker's, New York.*

Thin trousers for the hot weather.—They keep you cool and please you by their graceful fit.—*Benoit Clo. Co., Portland, Me.*

Men are coming by the hundreds. Why

not? A chance to save considerable money on Snellenberg-tailored clothing is a chance too good to be missed. Styles of the period. Clothes and patterns every man wants. Variety vast. Good fitting. But the end is in sight. If you haven't shared the saving, come to-day.—*N. Snellenberg & Co., Philadelphia, Pa.*

Don't be like the man in Carlisle
Who scoffed at every new style.

He stuck to old ways
To the end of his days
And his arguments—well—you would smile.

In fact, they were the kind of arguments one sometimes hears against automobiles, or against the Marconi system—or against ready-made clothing—old-fashioned arguments against new-fashioned ideas.—*Albert Elkins, Sacramento.*

Artistic tailoring. "International" style is exclusive and worth itself more than passing consideration. Men of particular tastes will do well to examine the International Tailoring Co.'s styles and prices. The additional satisfaction obtained from garments of their make, is really money in your pocket.—*Putnam Clothing House, Ogden, Utah.*

"Be well dressed this spring." There is a prosperous look to the well dressed man. We can dress you.—*G. Danz & Son, Fall River, Mass.*

Just in time to buy, because we're selling the balance of our stock at way down prices. Come in and get fitted out in comfort at a very reasonable expenditure.—*J. & W. R. Wing & Co., New Bedford, Mass.*

"Facts are stubborn things," and when we advertise the best clothing for little money and back up the statement with the goods it is not hard to convince you that there are many reasons why we hold our patrons and why we are able to make so many new ones.—*Surprise Clothing Co., New Bedford, Mass.*

Last call on suits and overcoats.—*Ashley & Pierce, New Bedford, Mass.*

It is hard to describe the beauties of our spring clothing—like the season, they abound in cheerful colors.—*Scharps, Galesburg, Ill.*

Clothes distinction. We soar above them all. Sold last week 129 suits; 'nough said.—*Scotch Woolen Mills Co., Peoria, Ill.*

Our spring stock is here—the perfect, brightest, most attractive and stylish in all our experience of many successful spring seasons.—*Smith, Gray & Co., New York.*

Look here, people! This is a remarkable sale.—*Salzenstein & Co., Peoria, Ill.*

If you wear pants, you are interested in this sale. Get this fact straight in your mind.—*Liberty Clothing Co., Pittsburg, Pa.*

Do not sit and ponder about what you are going to do about the new suit and raincoat this spring. Brace right up, and come down to the store, and we will show in a few minutes the swell-est suits and raincoats that ever came into the State of Connecticut. O, these new things are great. The snappiest, the liveliest, and withal the most tasteful styles you can possibly imagine. Nothing loud, you know. Everything in excellent taste.—*Gemmill, Burnham & Co., Hartford, Conn.*

Pay less and dress better. There is more style, fit and finish in fit-reform garments, than any Canadian tailor can give you—and there are other advantages. You don't take chances on the tailor's skill or on his ideas of style. You know before you buy. You don't pay for keeping a tailor idle half the year. Fit-reform tailors are busy year in and year out. You don't have to pay a tailor's bad debts. Fit-reform is sold for cash. You get a guarantee no tailor will give. Your money back for any reason or without reason.—*Fit-Reform Wardrobe, Montreal, Can.*

Gentle spring is holding a sort of informal reception at our new store, and you are invited. Our new spring suits are receiving the most marked attention. Fashion's new fancies bloom forth at every turn to bid you welcome.—*Marean, Lauder & Bone, Binghamton, N. Y.*

In the matter of dress, intelligence and taste go hand in hand. Quiet elegance is, after all, the root of genuine good taste and good breeding. We have assembled a very complete and handsome collection of fabrics for this season's wear—but none handsomer than our black and blue unfinished worsteds. The latter are, indeed, expressive, in no mean degree, of the man himself—his inner self. Single or double-breasted suits, made to order and finished in the most approved styles.—*John Wanamaker, New York, N. Y.*

Our clothing does the work of keeping you in good trim outwardly and inwardly!—*Goldsmith's, Memphis, Tenn.*

Tremendous cloudburst in our clothing department.—*Mara's London, Ont.*

Don't complain about this warm weather, sir. It's seasonable. Dress in

accordance—that's about the best way to get comfort these days. Every kind of summer clothing is here, with prices at the lowest notch. Serge is the coolest and best wearing ordinary suit—still we have all the other kinds in suits and coats and trousers you'd want to see—from the smallest price that good garments can be built to as high a price as any man wants to pay; so you can't accuse us of being partial to serges. Thin coats, serge coats, white and fancy wash vests—you can't turn around here without bumping into some good thing.—*D. Katchnick, Wilkes-Barre, Pa.*

The general public is gradually being educated to the fact that perfect fitting clothing, tailor-made throughout and ready to wear, can be purchased at about one-half the tailor's prices. The man who is really particular about his clothes naturally comes here because the merchandise found here is always of a most dependable character, is distinctive and pleasing and much broader in scope than elsewhere. Smart discounts are being offered in our suit and trouser department. Of exclusive designs, and at prices that will astonish you.—*Sides & Flickinger, Harrisburg, Pa.*

Men of culture require their clothing made distinctly opposite to the loud and flashy effects noticeable in many instances. Your clothes will possess refinement, elegance and dignity when we make them. Our tailors are skillful in producing figure-fit clothing, and our price—right. We carry in stock a fine line of lawn tennis and yachting flannels and homespuns.—*E. F. Beaune, Windsor.*

A choice that does not compel you to confine your selection to several styles—but the latitude of which is very broad, comprehending scores of the season's most desirable patterns in fancy cassimeres and cheviots in addition to plain blue and black serges. Counting variety, values, and reductions—it's one of the best sales of suits the house of Saks has ever sponsored.—*Saks & Company, Washington, D. C.*

"If you want to make him happy, make him comfortable. 'Comfort is the god of this world.'—E. P. Whipple. 'There's nothing that adds as much to a man's comfort as an easy lounging coat—or smoking jacket.'—*Jackson's, Pittsburg, Pa.*

To suit the critical eyes.—Of course this means the feminine, to satisfy the masculine taste, to resist the daily wear—these are the points we have to study in building clothing to suit our trade.—*Eiseman & Weil, Atlanta, Ga.*

It is no more foolish to buy a share of stock without knowing something of the property back of it than to buy a suit of clothes without knowing the workmanship inside of it. On the workmanship depends the wear and satisfaction that the suit or coat will give, and that work is largely in the hidden parts of the garments. The Loeser ready-to-wear clothes this season in the new main floor store for men are clothes of a new standard. They fit as the best custom tailored clothes fit and better than many custom tailored clothes. They have the style that the custom tailored clothes have. They will wear the best custom tailored clothes wear. They are practically custom tailored clothes ready to wear at prices as low as or lower than ordinary clothes cost. The fabrics in these clothes are the best and newest that were designed for this season. There is immense variety of them. We have watched every process of the tailor work. We know the result is of the character we can stand back of with our absolute guarantee.—*Fred Loeser & Co., Brooklyn, N. Y.*

This morning, no matter what the barometer and thermometer will register, we inaugurate our spring opening of men's and boys' clothing and furnishings. Our semi-annual openings have always marked an event of extraordinary interest to gentlemen who wish to dress well at small cost, and to mothers and guardians, who not only wish their boys well, but serviceably dressed at the minimum of cost. We should not say much about price at the beginning of a season, but though our stock is more beautiful and varied than we have ever been able to offer, our best efforts have been directed to the end that prices, qualities considered, should be lower than you have ever paid.—*Dreaper & Burns, Mobile, Ala.*

This special tailored clothing not only fully equals that of the most exclusive custom tailor, but is made by just such skill. It represents the highest possible degree in the art of clothes making. So scientifically accurate are the patterns from which this clothing is cut that alterations are seldom required. Fashion sets certain standards, taking for her models the best types of physical manhood. It is the aim of these particular makers to have the wearers of their garments look fully up to fashion's standard.—*Douthett & Graham's, Youngstown.*

Content is a mixture. Sometimes a small part satisfaction and a large part resignation. So, if you're content with made-for-anybody ready made attire, perhaps that content is made up more of

resignation than satisfaction. You think you can't get truly highgrade made-to-measure clothing for "your price." You'd better not become "resigned to your fate," until you see what Brauer-Krohn can do for you.—*Brauer-Krohn, Los Angeles, Cal.*

A question of business—to carry winter goods over to next season—or to cut the prices and sell now? Our policy is to sell—and sell this season's goods during this season—keeps our stock clean and please our customers.—*Wells & Coverly, Troy, N. Y.*

Every garment cut in the correct fashion, tailored by hand, equal to the best custom made garments, and as perfect fitting as any clothing can be made. We are sticklers for quality and guarantee our clothing to retain their shape and to give absolute satisfaction.—*Goodmans, Milwaukee, Wis.*

No effort on the part of a high class custom tailor could produce garments that possess lines of more graceful contour or character than our Paletote and Paddock overcoats. We've designed a series of models in these overcoats with our new "Concave" shoulder and "Close-fitting" collar that express the best in tailor craft.—*Wm. Vogel & Son, New York, N. Y.*

When wearing our clothes a few weeks, then is when the superiority of our hand-made clothes begins to become most evident. Clothes that appear to pretty good advantage when first donned, often begin to have "that careworn look" after a few weeks' wear. It's all in the way they're made and what they're made from that makes our clothes so much longer lived than ordinary ready-made clothes. They hold their shape and are always stylish.—*The Boston, St. Paul, Minn.*

Stylish, well-made garments, carefully sewn with silk, made by skilled tailors. Bring this with you, and if we don't show you everything mentioned in this column we will pay your car fare both ways. Come any time to-day and get first pick while the assortment is still unbroken.—*King's, New York, N. Y.*

At one's club or at the office a man must know he is perfectly groomed to feel at home. We have the clothes to put him at his ease. Our perfectly-fitting, ready-to-wear garments take rank with the flower of the merchant tailor's product—faultlessly tailored in the latest fabrics, they are creations of art. To see them is to possess them—and at moderate prices.—*J. F. Wilson & Co., Chicago, Ill.*

Useless to argue—just come in and let us demonstrate that we can and will give you a \$15.00 suit or overcoat for \$8.50. We guarantee you fit, style and best of materials; hence you are absolutely protected. It's impossible to be poorly dressed if you wear one of these garments.—*The 14th Street Store, New York, N. Y.*

After much deliberation the master designers have subscribed themselves to the model with which the "exclusive" to-order tailors will try to justify their method for the new season. We have the model ready for service. It is a single-breasted suit, straight and severe in the front, full in the back, with a rather deep center vent. The lapels are angular and liberal in size. We present this new model of exclusive fabrics in ten distinctive patterns.—*Saks & Company, New York, N. Y.*

Men who have bought Wanamaker clothing in the past will come back as a matter of course, those who have not purchased clothing in this store have something to learn which will be immensely to their advantage, whether it is a business suit, a dress suit or an overcoat that is needed.—*Wanamaker, New York, N. Y.*

We're pretty proud of these latest productions of ours—and we believe we're justified. The most pronounced pessimist could hardly fail to admit that they're just the best ever.—*Geo. Watson & Co., Newark, N. J.*

The worsted fabrics this season are not only particularly adapted to the making of half-lined suits for comfortable summer wear, but the style and colorings are more beautiful than we have ever known them before. Little wonder that the season has brought such extraordinary demand for fancy worsteds. They are the most serviceable of all fabrics used in clothing. They tailor beautifully and hold their shape through the hardest service. We show a remarkable variety of patterns.—*John Wanamaker, New York, N. Y.*

"Clothes don't make the man, but they make all of him except his hands and face," says old John Graham in "Letters from a Self-Made Merchant to His Son." Just because good appearance is so important, we continually lay stress on good clothes, for "good clothes" and Morse-made clothes are one and the same.—*Leopold Morse Co., Boston, Mass.*

If we can fit your fancy we'll easily fit your frame.—*Rogers, Peet & Co., New York, N. Y.*

Men's black garments. From every vantage point our clothing for men reflects character, individuality, refinement. It is the very acme of perfection, the highest attainment in correct mode of dress.—*Simpson-Crawford Co., New York.*

Have you graduated from shabby clothes? It is the turn of a lapel, or the curve of a seam that takes a young man's fancy.—*Brauer & Krohn, Los Angeles, Cal.*

"'Semi-ready' is the 'wireless-telegraphy' kind of tailoring. Rapid-action—short cut to best results."—*Semi-Ready Clothing Company, New York.*

A good address goes a long way in aiding a man to forge to the front. We materially assist in giving you a presentable appearance by furnishing fashionable cut attire at prices below tailor made. Elegant patterns, careful workmanship. "No clothing fits like ours."—*Jas. Boyd, Denison, Tex.*

We consider there is nothing too good for our customers. For this reason we have arranged with Rogers, Peet & Co., for the exclusive sale of their clothing in this vicinity. As a matter of curiosity, perhaps, you'd like to look at a suit which is made better than any other clothing in the world.—*Eisfeld Clothing Co., Burlington, Iowa.*

A perfect fit. The assurance of a perfect fit means more to some men than quality of material. But why not have both when you can get them? The fabrics we are showing are made from the best wool, by the best mills. We guarantee both fit and material.—*Doblin, Brooklyn, N. Y.*

Our spring stocks of fine clothes are now at their best. We give you what we think the best the world affords. The demand on us for good clothes has never been so pressed. Preparations made for this season far surpass anything we have ever shown in greatness of stocks, in variety of styles and in assortment of fashions.—*The Hub, Milwaukee, Wis.*

The horse show is the next important event in Boston's fashion world, yet it is not of greater importance than the Continental's mammoth display of spring and summer attire. Are you going to pay a fancy price for your spring outfit just because some merchant has educated you in his way of thinking; or, are you going to permit common sense to influence, and learn—if for only self-satisfaction—where you can obtain the best for the least cost?—*The Continental, Boston, Mass.*

Opening the season. All kinds of stylish clothing ready for just this kind of weather—for men, young men, and little gentlemen, in our three great stores.—*Smith Gray & Co., New York.*

We have cloth to suit the young and the old in shades from black to the light and tony tints, plaids, mixtures and stripes. Vestings in white and fancy shades.—*Morrison & Co., New York.*

Suit construction has come to be a science as exact as mathematics, and the artistic creations in men's apparel of to-day show that brains are back of them. * * * "The paper on the wall" does not fit more perfectly than do these suits conform to the outlines of their well proportioned wearers.—*R. J. Hurd & Co., Spokane, Wash.*

Men's Clothing. A serial story. Chapter one. We are clothing "architects"—the only word that comes near to expressing our unique position in the clothing world. An architect plans a building and sees that it is erected properly, rejecting such work as is not up to the standard. That is precisely our position. We select the cloths in the piece, dictate the style, draw up the specifications, have sample coats made for criticism months in advance of each season—and then thoroughly examine each garment as it comes into the store, admitting only that which is up to the standard.—*Wanamaker, Philadelphia.*

All during the month of December we experienced a heavy business on suits and overcoats—while other stores were selling mainly furnishings and holiday goods. Especially noticeable was the demand for young men's clothes—by young fellows of discriminating tastes and critical judgment. The reason is obvious; distinctiveness of design, exclusiveness of fabric, and the faculty of always retaining their shape under the most exacting conditions, have won our garments a most envied position in the favor of these same young men. One suit has sold another, for satisfaction and low price go hand in hand, thus establishing an endless chain of pleased patrons.—*Bernstein & Co., Jersey City, N. J.*

The kind that helps you on in the world. That's the kind of clothing we sell. It is hand-tailored throughout. It is cut on the newest lines. It is correct in every particular.—*Hackett, Carhart & Co., New York, N. Y.*

The main secret is that we ask a much smaller margin of profit on equal or better quality, nine times out of ten our regular prices being lower than the supposed reduced price of the long profit

store. And then we turn the stock so rapidly that we never have an old garment. We buy direct from the best makers and guarantee every garment sold to render satisfactory wear, and the style's always correct. When we can make an extra good purchase, we give our trade the benefit.—*Kemp & Hebert, Spokane, Wash.*

The past odd-and-forty years have heard makers of ready-to-wear clothes men promise all kinds of reforms which would make their products the duplicate of the high-price custom tailor's output. Until now the promise far out-ran the performance. The custom tailor built garments that had an individuality and style which no ready-to-wear clothes approached. Then we began the making of ready-for-service apparel under the scientific and modern methods of The Atterbury System. As a result one can now find a gentleman's entire wardrobe, ready for instant use, at about one-half the cost of the best custom tailor's best efforts.—*Lambert, New York, N. Y.*

That means nothing more nor less than that you can buy any overcoat or suit in this big store for exactly half the price it is marked! Of course, the money loss to us is tremendous, but immediate and complete clearance must be effected regardless of any other consideration. Remember that there are no exceptions to the half-price rule save the plain black suits. Absolutely every overcoat, in every style of the season, is to go at the half-price.—*Hecht's Greater Stores, Washington, D. C.*

A most important sale—with more real live, magnetic values than mortal ever dreamed of. It's nothing but a slashing, merciless, cost-disregarding sale of Men's, Women's and Children's wear, with only one object in view: To clear the stock for action—to prepare for the coming season. Hundreds upon hundreds of articles and materials that pertain to the present season—all representative types of merchandise wherein "Quality Counts"—are cut into mere fractions of their former values—dumped into lots—(on counters of course)—consigned to your possession at the most ridiculously low prices ever heard of. It's a Dumping of Values that will make this Dump Sale the banner bargain event of the new year. The following values will stand absolutely unrivaled—So will hundreds of others which lack of space forbids to mention. Come today!—Don't delay—lest you lose the opportunity! Come! Strike while the iron is hot!—*Samter Bros., Scranton, Pa.*

It's as easy to manufacture bad clothes that look good as to smile and look pleasant, but we think bad clothes are sure to be found out. You can't find out something bad when there is nothing bad. Therefore as a matter of business policy we make the best there is. Come, look and be convinced.—*Moody, Hirschmann & Company, Binghamton, N. Y.*

Our men's department. To get something dressy—something real exclusive—without paying an enormous price is unusual. We generally do the unusual at this store—especially when low prices are concerned.—*Rosenbaum Co., Pittsburg, Pa.*

If ever a man wants smart, prim, handsome clothes, it's when the first warm days appear. Nowhere can the most particular man find a finer, fresher, or more satisfying stock to choose from than is here at this moment. Yet, with all the character and style which our good clothing possesses, prices are as low as a careful man could wish.—*Matthews Bros., Waco, Texas.*

Of all winter goods in men's suits and overcoats, boys' suits and overcoats, trousers, hats and caps, shirts and underwear. All odds and ends must go regardless of cost. This is your opportunity to buy good clothing for very little money. You will find everything as advertised. Our loss is your gain.—*Turnipseed & Steffy, Alliance, Ohio.*

Only twenty-one shopping days remain prior to commencement of the work in our extensive enlargement. It is absolutely necessary that we dispose of all our best merchandise, which otherwise will be damaged by the unavoidable dust and dirt. For this reason the prices placed on garments are much lower than ever before.—*The Plymouth Clothing House, Minneapolis, Minn.*

Besides our own study to keep ever in the advance of progress which the outlet of our business permits; for this same advantage the foremost manufacturers of special made garments look to us for an opportunity to place their best achievements before our public—the particular men. Our clients are assured beyond doubt that here the correct fashions are first introduced. Clothes genius and highest tailoring skill are represented in our garments. There is a difference in these advanced clothes that gives you more than is possible in above the average custom-tailor products and the saving is about one-third less in price.—*Werner Bros., St. Louis, Mo.*

Our competitors over in the high-rent district say we're crazy to sell our goods

as cheaply as we do—that we're foolish not to take advantage of the opportunity our little rent location gives us to make fat profits. There's method in our madness, gentlemen. We're as eager as anybody to pile up riches. And we are doing our level best to add to our bank roll. But we believe in the slow and sure way. Experience has taught us that a spy dime will beat a lazy quarter—that a small profit all the time pays better than a big profit half the time. So we shall keep right on working for the profit that totals up largest in the long run—that which comes a little at a time from satisfied customers who come back again and again.—*Frank Bros., San Francisco.*

Price is not the measure of goodness in men's wear—though it is the only commendation you get at some stores. Sunny Jim says: "You may fool a hen with a china egg, but it makes a mighty poor omelet." So it is with clothing. The price may be low but the goodness has gone. You find very little of the Wood Bros. sort of clothing offered you. Our establishment contains the most worthy, in making and material, that present day methods can produce; clothing that fully equals the "exclusive" custom tailors—in fact, is made by just such skill—but, marketed in our inimitable method, brings them to you at a reasonable price. Daily demonstrations, and we would be pleased to add you to our legion of satisfied buyers—men who know the economy of our clothing.—*Wood Bros., Los Angeles.*

The coats have the celebrated concave shoulders and snug fitting collar. Made from the best and newest fabrics, trimmed and tailored just right.—*Brown Bros. & Co., San Francisco, Cal.*

We don't know who your tailor was in the past, nor who your clothier was; but we want to tell you right now that if you start in with us you will be among the best dressed men in town. We are designing new garments every day in the year, and the overcoats that we are showing to-day are considered the most swagger overcoats ever seen in this city.—*Raphael's, San Francisco, Cal.*

Ready tailored just describes them. They are entirely different from the usual run of ready-made clothing. Every suit is hand-made; tailored by the highest paid workmen in America. The cutting is superb. The coat fits snug over the collar, square concaved shoulders without a sign of a wrinkle. Hair-cloth lining in the front prevents breaking or creasing. The trousers are cut wide—that's the correct thing this season.—*The People's Store Co., Tacoma.*

As an aid to the gradual change from winter to spring apparel, many men find the fancy waistcoat one of the stepping stones. And so we have provided a variety that's designed to please all men who like the fancy waistcoat. And whatever day you get ready for spring top coat, spring overcoat, rain coat or suit, you'll find ample assortments, ready and waiting for you here. Separate trousers, too.—*C. C. Fuller & Co., Hartford, Ct.*

We carried this season the largest, handsomest, and most varied stock we ever had, and we did the biggest business with it we ever did! In fact, almost anything you want in clothing, you will find it here, and with a good slice off the price!—*Perry & Co., Philadelphia.*

The tailoring has the Saks standard for its sponsor—every garment involved is the product of our own workshops, defining the finer phases of the craft both in fashioning and finish.—*Saks & Co., New York, N. Y.*

We make and sell clothing for men and boys. We do not pretend to give it away, or to sell it without profit. But we do claim to put the highest possible value, both in material and workmanship, into our product.—*A. W. Heim & Son, Reading, Pa.*

Stylish Clothing priced so as not to overtax the purse. To keep the prices down and the quality up is the constant endeavor of our clothing department. We have been successful in doing this, and hence built up a tremendous clothing business.—*Solomon, Pittsburg, Pa.*

Snap and Dash. There is a certain dash and snap and style about the ready tailored clothing made by Shorey, and sold by us which is not seen in other makes. Shorey's clothing contains those artistic touches which careful dressers are quick to recognize, to say nothing of durability and economy. Why not get acquainted? You are perfectly safe. Money back if you want it—fit guaranteed. Spring styles are interesting.—*S. A. MacDonald, Charlottetown, P. E. I.*

All tailors are not skilful tailors. Skilful tailors are not all conscientious. Conscientious tailors are not all good tailors. Durable clothes don't all possess the right kind of style. Stylish clothes don't always possess durability. It takes a great combination of things to produce the kind of clothes you should have. Our reputation is your warranty for effecting all these good qualities in the clothes we make.—*Matthew Bros., Tell the Truth Clothiers, Waco, Texas.*

Men we want to talk to. We believe

that if every man in Memphis was a clothing expert that every man in Memphis would come to us for his clothing. Below we publish a list of men we want to talk to: To the man who wants to dress well, to the man who wants to dress economically, to the man who wants the newest styles, to the man who wants variety for selection, to the man who is something of an expert on dress, to the man who is not an expert on dress, to the man who has been disappointed elsewhere, to the man who has never been to see us.—*The Hub, Memphis, Tenn.*

It literally means that we present to every buyer exactly half the price he would pay for the overcoat or suit. Pick it out yourself—make the deduction yourself—half the price you find marked will make you owner of the overcoat or suit. It's a condition that requires quick and decisive action, without a thought of profit, willing and ready to take any loss for the sake of immediate clearance. Remember that there are no exceptions to the half-price rule save the plain black suits. Absolutely every overcoat, in every style of the season, is to go in the half-price sale.—*Hechts' Greater Store, Washington, D. C.*

Don't get a long face on account of the weather. The weather, you know, is one of the few things we can't control, but we can counteract its ill effects with the right clothing, shoes, underwear, etc., and clothe the mind with a cheerful disposition.—*Samter Bros., Scranton, Pa.*

One may escape two evils by wearing Keller, Bryce & Co.'s clothing. The custom tailor's high price on one hand and the provincial, ready-made appearance of ordinary clothing on the other. The merchant tailor is very fortunate who averages to fit his customers as we fit ours. Fancy yourself paying the tailor's high price with no one to know it but you.—*Keller, Bryce & Co., Muncie, Ind.*

Throw off the bondage. Don't be shackled to any tailor, but be independent. Ready-to-wear clothes of the right kind make this possible without sacrificing any of those nice little points of comfort and style that every person of good taste demands.—*Selleck & Price, South Norwalk, Conn.*

What a frost for the "store-clothes" man when among Brauer & Krohn good dressers. He feels like "fifty-seven different varieties." Ever experience it? Don't let it occur again. Have good togs and have them fit you as clothes ought to fit. They cost no more.—*Brauer & Krohn, Los Angeles, Cal.*

Jack Frost will soon be with us. Are you ready to receive him? Perhaps you have been out to the mountains or to the lakes, and it is in order now to look around for your fall clothing. Isn't your wardrobe a little depleted after the hard racket you have given your clothing during your outing? If so, we just want to remind you that our fall and winter suits and overcoats are in and waiting for you.—*The White House Clothing Company, Spokane, Wash.*

Now's the time when a few dollars at this store will get for you the greatest measure of clothing values. On all lines there are honest reductions and pronounced underselling. On odd lots and broken lines the sacrifice is greatest. Come here for your clothing needs tomorrow, that we may prove to you these exceptional bargains.—*The Boley Clothing Co., Kansas City, Mo.*

Once get acquainted with our prices, the high character of the goods we carry, the enormous up-to-the-moment assortment we show and the innumerable other advantages that have made this store famous.—*The Globe Clothing Co., Atlanta, Ga.*

There's a double object in these semi-annual clearance sales. One is to close out a great bulk of stock quickly—the other is to tempt by means of the extremely low prices more men to become acquainted with the excellence of Parker-Bridget clothing. When they once make that acquaintance they become permanent patrons.—*Parker, Bridget & Co., Washington, D. C.*

There's been a mighty pilgrimage from the "high-price" tailors to this store. One of the reasons is the smartness of our double-breasted frocks and cutaways. They are as near ideal in grace of line and exactness of fit as the best tailors can get them. And all are made with those shapely shoulders and snug-fitting collars.—*Vogel Brothers, New York, N. Y.*

Here's everything to wear for travel, for work, for business, for play—and fair play in all our dealings. You want your working clothes made right, just as well as your "glad rags." Our coats retain their shape, hug the neck and have the right hang.—*Jackson's, Pittsburg.*

Any man, large enough to be called a man and not too old to be careful about his appearance, will find here in this store the right clothes for him; the right fit, style, quality, price; and there's nothing better made anywhere. We confess, though, that we do take some little extra pains to have a good assortment of the

clothes the young fellows want—college, high school, dressy young business men—here's the place where you find the correct thing. This is a splendid store to tie to for clothes, for our garments are always faithful and honest.—*Marean, Lauder & Bone, Binghamton, N. Y.*

Discriminating and particular men will appreciate the fact that "best styles" clothes are made of all wool materials only—nothing but the best foreign and domestic fabrics are used. "Best style" clothes are up to the minute in every particular of style, quality and workmanship. "Best style" clothes embody all the features of high class custom tailoring—but at half the price exclusive tailors charge. Our assortments provide proper clothes for all occasions.—*H. O'Neill & Co., New York, N. Y.*

Whether you say it in few words or many, you can't say more about Brokaw clothing than that it is natty and practical in appearance, made of pure wool fabrics, sewn with silk, and so thoroughly built that they never fail to give full tenure of service.—*Brokaw Brothers, New York, N. Y.*

No other house can afford to give such extraordinary values for the reason that we manufacture every garment ourselves, are one of the largest buyers in the world of fine woolens, and are content with a scant margin of profit. Our suits are hand-tailored throughout, with snug-fitting collar and broad, symmetrical shoulders and a style and finish that will appeal to the man who likes to look well dressed. The fabrics are of the latest patterns, guaranteed all wool, linings and trimmings are the best, making a garment that has trustworthy wearing qualities.—*Henry Esders, New York.*

Gardner daily store news. Some days seem to run to certain lines. Yesterday, for instance, more pants went out of this store than in any day we know of for a long time. Of course, this is pants season, but chances are if we wouldn't give such pants values we wouldn't be selling so many pants.—*J. P. Gardner, Salt Lake City, Utah.*

Men's clothing: a hit. That \$10.50 sale of suits, overcoats. It was certainly a hit—last Friday and Saturday's great \$10.50 offering. And the selling exceeded all expectations—throngs took advantage of such real bargains. But just about 900 men missed them—and tomorrow these 900 men will have another opportunity. Your suit is here—so is your overcoat—get them both today or tomorrow.—*The May Company, Cleveland, Ohio.*

Bangor's greatest clothing house grand spring opening of 1903. Fashion's fairest fancies find fullest expression. Spring is with us once more, and as we extend the season's greetings, we wish to offer a renewed welcome to our store with the assurance that we are better able to serve you in selecting your spring suit and top coat than ever. Keeping closely in touch with the latest and most popular makes, we offer this season every new and choice style, manufactured on strictly custom tailor principles. We have many patterns which are exclusive and distinct, rarely found in apparel ready to don.—*J. Waterman, Bangor, Me.*

In fast and out fast. We are doing our best to fill the store with new spring goods, but it seems as though they were carried off as fast as we can place them on the counters. There is going to be a lot of worrying done by Mr. Tailor this year, for half his customers are after our Alfred Benjamin clothing. We stand firmly behind our guarantee to equal any tailor's fit, to excel his style, and all for the same price of ordinary, ready-made clothing.—*Jos. Smith & Co., Los Angeles, Cal.*

Look here! Our new spring clothing is now ready for inspection. The very latest styles in men and boys clothing, right up to date at prices to suit everybody.—*W. L. Linder, Burlington, Iowa.*

Rogers-Peet and the Stein-Bloch Co.'s new dark suits for conservative men, as well as the most pronounced patterns for the extremest. Collars that hug the neck; inner linings of the best hair-cloth, giving a smooth, chesty look that will last till the garments are worn threadbare.—*London Clothing Co., Los Angeles, Cal.*

A pointer on style. The best dressers come early and get your pick. It doesn't cost any more.—*Gothard & Gallaway Co., Knoxville, Tenn.*

Inside facts are of as much importance as outside appearance. You get both in our kind of clothes. A style, fit and fabric that is perfect.—*The W. J. Woods Co., Worcester, Mass.*

All is not gold that glitters, neither is all clothing good that's advertised. We wish that you would at least investigate our claims of superiority for the kind of clothing we sell.—*Zere & Winsberg, Youngstown, Ohio.*

Summery seashorey serges the true-ness of whose blue we guarantee.—*Brill Brothers, New York.*

Our elegant line of spring and summer

suits, overcoats and pantaloons have taken hold in great shape. They sell on sight, and why shouldn't they?—*Misfit Clothing Parlors, Peoria, Ill.*

Winter's—"wurst" still on the menu. If you take one look at these R.-P. marked down overcoats, it'll be "one on you."—*F. M. Atwood, Chicago, Ill.*

"A wise man and his money are soon parted, if he comes here now." Our house cleaning makes it necessary for us to push a lot of winter clothing out into the cold world. (The world will seem warm if you get into one of those \$20 overcoats for \$12.50).—*Wells & Coverly, Troy, N. Y.*

Look at Your Own.—Are those trousers that have weathered the winter thus far for you fit company for your still presentable coat and vest? There's just one thing worse than a seedy, half-worn suit—the disreputable trousers of the same suit. Get a new pair, of course. The chances are that we can give you something that will go nicely with your coat and vest.—*Salem Woolen Mill Store, Salem, Ore.*

Smart Clothing for Young Men.—Ever stop to admire a smart, business-like man on the street? Like the looks of his suit or overcoat, the way it hangs, the smart appearance it gives him—something different from the other fellows, eh? That's the kind of clothing we can furnish you. Good, honest, stylish, union tailored clothing at small profit, cash store prices.

We have clothing made especially to meet the young men's ideas; clever effects tailored into graceful athletic outlines; broad-shouldered, deep-chested, trousers broad-hipped—lending an air of refinement to the wearer.

Come here, we're not after your trade for one day, but for life.—*Clarke Brothers, Scranton, Pa.*

Hello central? What does Hilton say to-day? He says he has noticed many blue serge suits worn on Chestnut street which show signs of premature age—wrinkled, faded, lifeless. Yet they were purchased this season, but not at Hilton's. Hilton serge suits are made of Washington navy serge, government standard, and of botany and hockanum serges—all warranted to wear, to keep color and to hold shape. Destined to reach a ripe old age and always look new. It's a result of the best material, hand-tailored into shape. "Concaved" shoulders, close fitting collar, unbreakable front, procurable here only. You can't improve in any one particular on Hilton.—*The Hilton Co., Philadelphia.*

We have educated a good many men up to buying their frock coats ready-made. If you are one of the gradually diminishing class, who think that to be assured of a satisfactory fit, they have to have their frock coats built for them, we commend you to this store—you're the man we are after. Probably ninety-nine per cent. of all men fall into certain general groups; and by providing all sizes in each of the groups—"regular," "short stout," "regular stout," and "slim"—we can either fit your instantter, or with so few and trifling alterations that it is a simple and expeditious and satisfactory matter. But to do this, it takes the very largest stock in New York of men's frock coats—and we have it.—*Wanamaker, New York, N. Y.*

Attractiveness of personal appearance is certainly very desirable and in a large measure necessary for success in life. Good dressy clothes improves a man's personal appearance materially. Fashionable tailoring is the kind we do, and we always satisfy as to style, fit, and price. We have an established reputation for high class work, yet our prices are very moderate. The poor man receives just as much attention as the rich man.—*D. Nicholson, Phoenix, Ariz.*

This store's mission is to serve the public faithfully, intelligently and honestly. We believe in straightforward merchandising—it is best for you and best for us, and with this thought in view, we are pleased to announce that in addition to all the most excellent weaves, stylish patterns and wide selections of foreign and domestic fabrics for dressy, discriminating men, that we have united to this house one of the most widely known and expert cutters in the country. We therefore invite you to call and make the acquaintance of Mr. Frank Ready, whose thousands of friends know to what a height of fashion and elegance he has brought the art of custom tailoring. The designing and cutting of Mr. Ready will exceed your highest expectations. To the hundreds of our new friends whom we expect and wish to make in the future, we desire to state that for the sake of acquaintance with the superb and swagger styles that are created by Mr. Ready's masterly workmanship, we are willing to make substantial "price concessions" for made-to-measure garments during this month and February. Come in and see how much you can save on high-class suits, overcoats and trousers to order. We shall ever strive to deserve your friendship and merit your confidence by always ad-

hering strictly to three grand business principles upon which a great patronage may be built on an enduring, lasting foundation—honest prices, good materials, courteous treatment.—*The Greenwald Co., Newark, N. J.*

A store has its character just as men have. The sensationalist and fakir is looked upon with suspicion. Business upon business basis is what the public demands to-day. This store is evidence of the success of up-to-date twentieth century merchandising—a progressive store, constantly forging ahead, and in spite of big claims, loud advertising and assertions of others, proving, demonstrating daily, that values, such as offered here, are not found elsewhere. Here are facts. Here are figures. Draw your own conclusions.—*Goldstein Clothing Co., Binghamton, N. Y.*

The phenomenal success with which the Stein-Bloch 20 per cent reduction sale has met has induced us to extend this grand opportunity for a few days longer. To the man who has once worn a Stein-Bloch suit no argument is necessary, but to the man who has been wearing the ordinary ready-to-wear clothes, we would like to say: "Just come in and try a Stein-Bloch coat on and you will be convinced that the Stein-Bloch has a cut and style that no other ready-to-wear coat has."—*Furchgotts, Jacksonville, Fla.*

There's one thing that's a fact, these spring and summer garments have got to move out of here pretty lively this month, so said the manager of the suit department. We are already beginning to think of cooler seasons, we have our eye, so to speak on some very handsome surprises for you this fall. But that's getting ahead of our story. If you are going to buy any sort of a garment, this is the place to buy, large assortments for this time of year, the same sterling qualities and styles that were here earlier in the season. No riff-raff gets into our stock now, any more than any other times, all goods must bear the same rigid inspection at this time of year as though it were the opening of a season. That's one of the reasons why you should buy here. The prices give the others.—*The Bowland, Morehouse & Martens Co., Columbus, Ohio.*

You're quite right—this is bargain time among men's clothing stocks. In our stock more so than in others. For we are especially particular to have lines clean as a whistle—all broken sizes get short shift.—*Wanamaker, New York.*

It's a matter of business for every man to study his opportunity and grasp it when it reaches its highest point of advantage. Such an opportunity invites you now. Two or three piece suits in mixed cassimeres, cheviots, Scotch mixtures, etc., best cut, best tailored garments in America. If you are yet unacquainted with our clothing here's your chance to become acquainted with our most advantageous circumstances.—*Jas. Boyd, Denison, Texas.*

Our smart clothes for young men are marked by a skill which only the best custom tailors can approach. Cheviots, homespuns and a score of pretty mixtures.—*Savard Bros.*

Will you swelter all summer because you haven't one of these cool suits? Great for business men. And just the thing for going away. By the way, they are called outing suits. Don't confound them with what many stores call outing suits—clothes that sag and wrinkle before the crease of newness wears off. These have the patent K. B. shoulder that's built right in, and holds its shape. Trousers have special side-buckle straps that make them fit and stay fitted. It pays every time to get good clothes—especially when they don't cost any more than poorly-made.—*Dalsimer's, Philadelphia, Pa.*

The noisy Fourth is over. And now comes up again in stronger terms than ever, that vexed question of your personal appearance. Do you know that holidays are the times when the world looks you over with a critical eye. Everybody has time then to inspect you well. If you presented a good appearance yesterday you certainly have lost nothing, and you may have gained a good deal. If Smith is always neatly dressed, and Brown very seldom looks well, who gets the preference from the world? And who looks to find out whether Smith's apparent prosperity came from a store that had confidence in his honesty to invest part of his capital in helping along his fortune. Some day you will hear of Smith's getting a good job that Brown, although he may be a smarter man—couldn't get; and all because Smith was shrewd enough to value appearance.—*Goldstein Clothing Co., Binghamton, N. Y.*

The Hilton habit! Philadelphians are getting it. That's shown in the increasing number of well-dressed men seen on Chestnut street. What is the Hilton habit? Buying all your clothes at Hilton's; and being Hilton-habited—that means you may have a wardrobe one-

third more complete than at present, at no additional cost and the clothes are right. Get the Hilton habit; get Hilton habited, and save money.—*Hilton, Philadelphia, Pa.*

Josephin Peladin says: "Art is neither a bust, nor a head, nor a body; it is the mind, faith, passion, pain. All art is ideographic." And so it is with good clothes; first of all the fabrics must be faultless—they must be not only all wool, but the finest wool which comes from the backs of healthy sheep that are carefully cared for and given wholesome nourishment to make their wool long, strong and lustrous. After the wool is thoroughly cleaned and woven into fabric it must be steamed and shrunk so that garments made of it will hold shape. The tailoring must be in keeping with the excellence of the fabrics—not simply in the outside seams, but in the parts that are hid from view, such as the filling in collar, shoulders, lapels, pockets and cuffs. And the styles must be patterned after the best London models, while the color effects, patterns and mixtures are regulated by the tastes of those who make a study of harmony and neatness.—*Goldbait & Sons Co., Marion, Ind.*

Keep cool. Don't fret. Forget the weather, and avoid thermometers and the sun. Live one day at a time. Eat little and drink moderately of water not too cold. Avoid heavy meats, be a vegetarian, if you can. But above all, dress in good clothes and have them fit. Uncomfortable clothes though thin, are worse than heavy clothes when comfortable.—*Prowse Bros., Charlottetown.*

Looking over the grades and readjusting the piles of suits and extra trousers we find a great many of the high cost ones are left. They must go, and price cutting has been generous. Take advantage of your chance to save money. Visit us to-day and we will convince you that you have a real opportunity now.—*King's, New York.*

All new models, but the beauty of them is that you can wear them on a host of occasions during the summer, especially if you are going to the shore or mountains—as a traveling suit, if you wish. And when autumn does come, your suit is in your wardrobe—ready—*Strawbridge & Clothier, Philadelphia.*

Just 700 of them, made by one of the best-known manufacturing tailors and sold to us at the price we named, thereby allowing us to name the lowest price ever paid to any clothing house, ours or others.—*Hahne & Co., Newark.*

All suits cut in the latest, most up-to-date styles by our staff of expert tailors. Every suit guaranteed to fit with easy grace and absolute satisfaction. Nothing but the finest lining and trimmings go in our suits. No suit leaves our shop until our expert tailors say it's perfect and our customers pleased.—*McKnight, St. Louis, Mo.*

To be comfortable during the summer outing, it behooves you, gentlemen, to take the right sort of garments with you. You'll not be many hours distant from the city before you become contemptuous of the three-piece business suit. So be prepared.—*Joseph Horne Co., Pittsburg, Pa.*

This sale of men's hot weather apparel started off with a rush this morning just because a large number of exacting men recognized prices as the lowest of the season for the qualities they desire. They knew it was the only satisfactory time left to select the clothing that August weather demands, and they saved enormously.—*Simpson, Crawford Co., New York, N. Y.*

We make every bit of it ourselves and we make it as well as clothing can be made. It fits well, it holds its shape and it wears well. It's the clothing for careful men, for critical men, for economical men—for any man in fact who wants the best he can get for his money. If you don't know how much better our clothing is for the money than that you can buy anywhere else, just try to match any of the following items at any other store in town—you'll be surprised to find how much you can save by coming here.—*Snellenburg's, Philadelphia.*

Some people are incapable of appreciating the note of quality that expresses refinement—while others deprive themselves by indifference—seem actually as well content with the commonplace as with the distinguished. The man who buys the best materials, carefully tailored in accordance with the canons of good taste, retains his self-respect at trifling cost. We solicit the patronage of the most exacting—no better clothes are to be had anywhere.—*Smith, Gray & Co., New York.*

A satisfied customer is a walking advertisement. We have a great many satisfied customers and old time friends. Season after season they come to us for clothes. They come with confidence, they buy with confidence, they recommend their friends with confidence. Making money isn't the only pleasure in this world. Above all is a good name, and we shall always endeavor to sustain our

old time reputation for a square deal.—*Harris & Frank, Los Angeles, Cal.*

Coat and trousers. Cool, easy, comfortable clothes for the hot weather that's coming with a vengeance. Are you thinking of the usual outing suit that "wilts" down before you've worn it half a dozen times? If so, don't class these among them; they are different for they are carefully made and will keep their shape. The remarkable patent K. B. shoulder always "sets" smoothly.—*Dalsimer's, Philadelphia, Pa.*

Many sales have been held in this city but never before have there been such clothing bargains as these. Here is a mingling of merit and prices that know no equal in retailing. You can buy two suits for the price of one. Anything you buy here in a hurry you can return at your leisure and get your money if the goods disappoint you in any way whatever.—*The Hub, Bay City, Mich.*

The commonest faults in the fit of men's coats occur with collar and shoulder. Custom and ready-made tailors met the same difficulty. In overcoming it our success has been long recognized, and is due to a method distinctly "Brokaw."—*Brokaw Brothers, New York.*

Clothing You Have no Bother in Choosing, Nor Afterwards.—When you have made up your mind to buy that suit at Eaton's you have really rid yourself of half the bother of choosing it. There's no need to trouble yourself further how it is made. All that breezy smartness of cut that so distinguishes that distinctive dresser, the man-about-town. Be you slim, medium or stout, rich or poor, fastidious or otherwise—there's everything for you here.—*The T. Eaton Co., Toronto, Can.*

The men's clothing we offer is equal to the high class made-to-measure garments the tailor gives you at twice the price. Then there is the satisfaction, too, of knowing how the goods look made up. The full stock contains all the newest styles and fabrics.—*The Union, Columbus, Ohio.*

It has never been a question with us how cheap we could sell clothes irrespective of quality and make, but it has been our business to sell you, for the least money, the best clothing that can be produced. No matter how cheap a suit or overcoat may be, our first consideration is make and quality, and always to sell you clothes that will keep their shape, which should be a credit to us, and make it a pleasure for you to wear our clothing.—*Ritter & Meyer, Youngstown, O.*

Our tailors have produced a sack suit in the new warm brown that takes the eye of every man who is tired of black and gray. Wide shoulders, cleverly shaped by hand, single and double-breasted models in the approved cut, marvels of tailoring.—*Meigs & Co., New Haven, Conn.*

Full discussion may be held with us regarding any or all points connected with your fall tailoring needs before you place your order. We shall try to advise you intelligently—if favored with your order we shall endeavor to please you; but there will be no argument. Garments made by us are subject to the approval of our customers, who are free to reject if they fail to please.—*Morris Tailoring Co., Lexington, Ky.*

If you want a fashionable new fall suit or top coat made from the identical fabrics the most exclusive fabrics are showing, at the lowest price ever quoted on garments of equal merit, attend this remarkable value-giving event. It's a sale that will make a new bargain epoch in men's clothing.—*Simpson, Crawford Co., New York, N. Y.*

If you were to ask us why our garments were entitled to the special consideration of men in general, we would say on account of their fit, style and service. Every garment is cut and fashioned individually. Every yard of fabric has been thoroughly shrunk before its employment. Every phase of making has been at the hands of tailormen who, by their ability and experience, have stamped themselves as masters of their craft.—*Saks & Co., Washington, D. C.*

The genius of the master asserts itself in his work—it is distinctly material. This is so in the making of men's clothes, as well as in every other field of endeavor. Our winter suits and overcoats are a medium through which our master-tailormen assert their ingenuity and talent. They are garments which rival the products of the higher class of custom tailors in every phase. Our method, however, relieves you of the penalties imposed by these high-class tailors—no loss of time, no disappointments, no prohibitive prices. And we are willing to guarantee a complete satisfaction.—*Wm. Vogel & Son, New York, N. Y.*

It doesn't make any difference how much a man has shopped around, the moment he sees these suits he'll realize why ours are the standard of excellence at this price, and that we have the finest collection he ever saw.—*MacDonald & Campbell, Philadelphia, Pa.*

We have known cases where a good flax was spun into a very good string—one that would hold. We have known of a case where a misfit sign was used to "string" the public with a very fetching "yarn" but it won't hold. Our entire stock is made up of garments made up by the very best merchant tailors and not called for by the original purchaser. These garments we are selling at half the tailors' order price.—*McCarthy & Co., Indianapolis, Ind.*

Winter clothing as demonstrated by our showing of correctly tailored and perfect fitting ready-to-wear garments—makes clothes buying easy. No bothering with fitting; no long waiting, no carrying back to be altered. Practically correct at the start, and perfect when received.—*Gerritt A. Archibold & Co., Indianapolis, Ind.*

Don't do a thing just because your grandfather did it. It isn't necessary to have your clothes made to order for any reason. You perhaps have nursed that same old exploded idea long enough. Get the facts! Consider the marvelous progress which America's foremost designers and ready-for-service makers have made in the past few years. See what the "May" way of clothes building has accomplished while the tailor slept. Critically examine the "May" clothes and easily see their superiority at half the tailor's prices.—*The May Co., St. Louis, Mo.*

Unmistakably different! That is the deep and well-founded conviction in the public mind regarding our clothes. The suits and overcoats we are offering have many points of superiority over any to be found elsewhere. This will be appreciated by stylish dressers. Have you ever worn a suit sold by us? No? Then you do not know what really good clothing is, and at what low prices they can be bought. Extra large men, tall men, slim men and small men can be fitted here just as well as those of ordinary build.—*Spira & Pincus, Mobile, Ala.*

Some have a confused idea about this clothing stock. They don't realize that it is to all intents and purposes a store in itself, for it occupies an entire floor of our establishment and contains the best selected, highest grade, most thoroughly reliable assortment of men's and young men's suits and overcoats that long experience, great care and indifference to expense could gather. We're prepared to meet any clothing requirement—to respond with every style, durability and consistent-price demand.—*Hecht Bros., New York, N. Y.*

Only those who have made a careful comparison of our garments with others that seem to be similar can realize the minute care that enters into every detail of the making of the garments we sell—little things that don't make much difference in the appearance, but count for much in the life of a garment. It's not necessary, we believe, to go into details at this time. You'll not be able to judge the sale's importance to you unless you see the garments themselves. With most of the winter still to come, you may find it to your advantage to freshen up your wardrobe now, or to buy now and lay the garments away for use later in the winter.—*Taylor's, Cleveland, O.*

Snappy suits and overcoats fresh from the world's most famous makers—elegant new fall styles. There is character and dignity in our new clothing. There is the touch of hand-tailored garments—a made-for-you appearance that stands the scrutiny of the most expert tailor.—*Wright & Davidson Co., Wilmington.*

Unless you are indifferent regarding your personal appearance, it will pay you to learn how to select your clothes. If you do this, you will then be able to select the store in which to buy them. You should not get the idea that in order to be correctly dressed it is necessary to follow the latest fashion plate. For instance, suppose short, close-fitting coats were in style. If you are tall and thin you wouldn't want such a coat if you could see yourself as others see you. You would want a very full coat of good length—a coat to make you look heavier. Such a coat, if properly cut, would be perfectly correct, and would add greatly to your personal appearance. A short, stout person should wear a comparatively short coat, fitting closely (but not tightly) all around. It is not always an easy matter to find clothes that exactly suit your build, but you can get the right clothes at—*Wm. H. Wanamaker's, Philadelphia, Pa.*

Autumn Woolens.—Scotch Bannockburns and mixtures—so fresh from the looms they've not lost their heathery odor. English checks, plaids and stripes in worsteds and cassimeres so pronouncedly foreign looking you'd almost catch the 'ang of the accent. Irish products—how cunningly is the national odor blended or half hidden away among a score of other shades. Well-bred fabrics they are—strong, manly looking weaves cleverly made genteel by Erin's loom wizards. Taken all in all designs for the coming season are graceful and con-

sistent. Our exhibition is big, broad and interesting. We think we have every fabric, pattern and weave that is allowable for a man to wear.—*English Woolen Mills Co., Cleveland, O.*

Give any man conscientious service in matters upon which he is not posted and he will appreciate the protection of his interests. My store does that by giving garments that are new, different and above the standard of the usual ready-made. The garments I sell have been custom tailored by experts in designing and draping, giving clothes perfection so unusual and pronounced in elegance. Men who purchase them grow enthusiastic in their praise every day of their service.—*Heyman's, Oklahoma City, Okl.*

"The summer man," says the *New York World*, "to be beyond the reach of criticism must shun the wardrobes of conventionality and dress comfortably in spite of himself." You will find the very latest novelties in New York suitings here.—*Madden Bros., St. Thomas.*

Fall furnishings for fastidious men.—*The People's Store Co., Tacoma, Wash.*

"A man's a man for a ' that." Yes, but he's a better man when he feels well-dressed, and he's that when he buys the furnishings here. — *Goldsmith's, Scranton, Pa.*

Some wash vests are all right—till wash day comes; then all is wrong. We've forty or more good styles in wash vestings that wash day won't harm. Most of them modest; all the prices are. Wise wash vest investors will investigate.—*Vimor & Jacobs, Lexington, Ky.*

For the red hot wave that's coming we're ready, don't worry. Everything that's new and stylish for men's hot weather comfort.—*McCance's, St. Thomas, Ont.*

The weather is just a little backward to make the selling of heavy clothing as brisk as it should be, but at the Rubens shop you always find a hustle and stir—we keep things humming all the time, even at a sacrifice of profits—the volume of business must constantly increase—our large force of tailors must be kept busy.—*Rubens, Indianapolis, Ind.*

When cleverness and talent spend their full power, the work is apt to reflect their influence. It is that to which our ready-for-service garments owe their character and distinctiveness. Our tailors know the resources of their craft—they know how to infuse the little knacks which mark the better class of to-order garments.—*Saks & Co., New York, N. Y.*

The clothing industry has practically been revolutionized within two years. Sharp competition has accelerated progress and the great manufacturers have allowed nothing to escape them which would in any way add to the improvement of their product. We are displaying the results of their genius to the people of Indianapolis. Nothing short of the best custom-made garments can be regarded as the equal of the lines we carry.—*L. Strauss & Co., Indianapolis.*

Never in the history of clothing making has there been such perfection in ready-to-wear clothing as that exemplified in the Kensington make. One of the chief characteristics required of clothing is style, which is a combination of graceful designs—fabrics that keep their shapes and high quality of tailoring. The most critical dressers everywhere unhesitatingly pronounce the Kensington the best ready-to-wear clothing yet produced, giving all of the ease, perfect fit and grace of finish obtained only in the best made-to-order garments, and at a great saving in cost. Every garment is carefully hand-tailored and the linings, buttons and trimmings are the best that money can buy. Every yard of goods used in their construction is chemically tested and steamed before it is cut. Effort to excel, directed by the knowledge of clothing which is the peer of any on the market.—*Donaldson's, Minneapolis, Minn.*

Every garment is absolutely hand-tailored, consequently following even the slightest change in the modes. The fabrics are better than those used in any other ready-to-wear clothing. Atterbury clothing insures style to the wearer, because there is style in the garment. Atterbury apparel may "wear out," but it will never "wear out of shape." It is the most serious rival the best custom tailors ever had. The linings, buttons and trimmings are the best money can buy. Not a single made-to-wear point is sacrificed, and there's no waiting when you want the clothes.—*Kemp & Herbert, Spokane, Wash.*

It is a fact that "nothing succeeds like success"—and it is the success we have had in producing better made, better fitting and better wearing garments for less money than any one else, that has made Snellenburg clothes the standard of merit in Philadelphia, and brought us the greatest clothing business in America—greater than that of any three other stores in the city combined. Of course, we have a decided advantage over other stores, when it comes to prices,

inasmuch as we manufacture all our clothing and sell it to you at first hand, thus enabling you to save the retailers' usual profit.—*Snellenburg, Philadelphia.*

Examine our garments and you will find it is not alone the superior cloths we use but the way they are put together. The style, fit and workmanship are as much an essential to the garment as the outside fabrics. Our garments are made to wear.—*Dundee Woolen Mills Co., Troy, N. Y.*

Here are the cool, good-looking clothes for men who are going away for the summer, as well as for men who want to be comfortable in their business suits.

We do not only choose the cool fabrics, but we know how to have them made up, to look well, and hold their shape—and there's a vast deal of difference to you, in this same "know how."

You'll find too, that the suits that are made right cost no more than those that are made wrong.—*Wanamaker, New York.*

A Good Clothes Exposition.—A display of the best goods the market produces is what you will find in our immense clothing department. Exclusiveness and elegance define the collection of ready-to-wear garments found here. They are not to be compared to the ordinary ready made or custom made suits. They are far superior. In fact are only equaled in style—fit—and workmanship by the best class of custom made suits—and the price is less than half of what these would cost you.—*Hayden's, Omaha.*

Very Much Depends Upon the Right Kind of Clothing.—Success and ill-fitting clothing rarely go together. To fit properly your clothing must be made for you—made by skillful and artistic tailors as ours are. The cost? Not by any means what it's worth. Come in and see for yourself!—*George M. Hammel, Topeka.*

One of the features that makes the Saks-Clothing so pre-eminently popular is its unmistakably "made for your character." The fit indicates it. The type of patterns shows thoughtful selection—and the hundred and one details of making all stamp our garments as not of the ready-made class—but of a standard and in a class all by themselves.—*Saks & Co., Indianapolis, Ind.*

We don't ask your patronage from sentiment, friendship or long acquaintance, but simply solicit your trade strictly on the merits of our apparel and the low prices asked.—*Chas. Altshular, Sac City, Ia.*

Men in public life must—or should—always be prepared to have the limelight of publicity turned on them. And so with a clothing store. It's so with this men's clothing store—it is not only prepared for closest scrutiny, but courts it. It believes in light—has sunlight on three sides of it; nothing to be concealed—and, by-the-way, it's the not-seeable work done on a garment that tells in the wear. The “kneading” given by the hands of the tailor—working the goods into shape as he saws—can't be told from the ironed-in shaping, when seen in a window or on the counter. But it shows in the wear. One reason our clothing is superior is because it holds its shape in the wear.—*Gimbel Bros., Philadelphia, Pa.*

To fit you perfectly, is with us a subject of deep and serious concern, whether it be a suit or overcoat at a very modest price or one of the more costly ones, perfect fit is assured in all alike. You may be prejudiced in favor of the high-priced custom tailor, but it's a prejudice which has no reason for being. We feel confident that our suits and overcoats will so demonstrate.—*Wm. Vogel & Son, New York, N. Y.*

Men's winter clothes, full of goodness, style and taste.—*The Nebraska, Kansas City, Mo.*

The best is none too good for us to sell. The best is none too good for you to wear.—*Hendrickson & Neff, Atlanta.*

A chain is as strong as its weakest link. A suit is as good as its poorest feature.—*Alliance Mercantile Association, Cresco, Ia.*

All men wear clothes. Some men look well dressed and others simply are encased. Some are stylishly dressed. If you look at the tailor's name inside the smart suits you'll be likely to find “Silverwood's.”—*F. B. Silverwood, Los Angeles, Cal.*

It's the make and fit of the clothing we sell that make our store the main shopping place. The long, graceful lapel, the concave shoulder and inflexible front that gives the garment that natty, smart effect.—*P. B. Kearney, Schenectady.*

Your money.—You can throw your money in the air anywhere about the town and it will land on a pretty fair suit. “But, Mr. Nobby Dresser,” there is but one place where it will land on the best one. That spot is my store, and we make the most nobby suit. Talk doesn't do it. The clothes make it so.—*J. William Kable, York, Pa.*

Style makes the striking difference between our clothing and the cheap kind. Style makes the difference between a

prepossessing man and a commonplace individual. Style costs more, but can you afford to ignore it? Our hand tailored suits and overcoats contain all a tailor can give you and at about half the cost.—*Frank M. Low & Co., Portland, Me.*

Ben Franklin said: “Take care of the pennies and the dollars will take care of themselves.”

But use discretion—don't be “penny-wise.”

Pay a fair price for a suit.

If it's an “Adler” it will be a wise investment.

The best dressed men in Altoona wear “Adler” clothing.—*Stern & Bendheim, Altoona, Pa.*

It is easy enough to offer poor clothing at seemingly low prices, or fine clothing at high prices, but to sell first class union tailored clothing at smallest possible cost is quite another thing. Yet that's exactly the mission of this store. Our clothing is made by skilled union workmen and is sold to you with only one single profit added. Don't pass us by if you care to save a few dollars.—*Clarke Brothers, Scranton, Pa.*

To be in love. It is a pleasant sort of heartsickness, but it has its responsibilities. The young sufferer must have especial regard for personal appearances. His clothing, his linen, his neckwear, must all show the care of the scrupulously neat man. Clothing lasts a good deal longer for being well kept, too. It is necessary first only that it be properly made and fitted; for an ill fitting suit, whatever the cost, can never add to a man's attractiveness.—*Browning, King, & Co., Cleveland, O.*

Autumn Fixings.—When you are ready, or when you are getting ready, for anything pertaining to your autumn wardrobe, bring your troubles to us. Many a man we help who just can't make up his own mind. A fall weight suit may defer the need of an overcoat for full two months yet, and you are dressed up enough. A topcoat will help along your summer suit—and who can tell? The new covert is so distinctively new—no matter how suspicious the suit—it'll pass muster under it.—*English Woolen Mills Co., Detroit, Mich.*

These are the clothes that never fail to stand the critical inspection and bring forth the admiration of mothers, wives, sweethearts and sisters. Who knows better when you are fittingly dressed? No other clothes have ever satisfied women-kind like ours.—*MacDonald & Campbell, Philadelphia, Pa.*

Autumn man hesitate or wait longer for the fall season? Autumn with both feet, no doubt about it; yesterday was cool enough for October. Come and see what we offer in choice fall styles, and let us book your order now before the rush sets in.—*Kahn, Indianapolis.*

The new season is ushered in in gala style. September, the opening of the fall season, finds us ready as never before with a superb display of advanced fall and winter styles of men's and boys' clothing. Suits and top coats? Yes, we have them in any style you like, and remember our clothes are particularly made clothes—they are correct in cut and pattern—they fit—and our prices are a source of revelation to all. When can we expect you?—*Bernstein & Co., Jersey City, N. J.*

It is easy enough for a salesman to have you slip into a suit, show you before a mirror, pat you on the back and say, "Did you ever see anything fit so perfectly? Look at the way that collar hugs the neck, how well the shoulders set." But how about the wear of the fit? Depends upon the tailoring. What is to hold that collar in place or to keep those shoulders in shape?—*Freedlander's, Wooster, Ohio.*

Dozens of fine looking young men were here every day last week buying their fall suits, and more will come this week, for the word seems to have gone 'round that this store is the place to get young men's clothing. Young men are even a little fussy and cranky about what they wear. It's all right, too, for a good appearance means a lot to a young fellow sometimes—may even be his chief asset. It pays to look well.—*Wentworth Clothing Co., Spokane, Wash.*

Comfortable Hot-Weather Duds for Men.—Special sale to-morrow of those garments which tend to keep men continually cool throughout the hot months. It's an even-handed guess that this news will interest women just as much as it will men—for isn't it the good wife who generally advises her lord on matters of dress—doesn't she, half the time, select every stitch he wears? To be sure she does. May her good offices always abide with us. Well, gentlemen, we went to some trouble to get these summery things for you—that is things to sell away below usual prices.—*Joseph Horne Co., Pittsburg, Pa.*

Be well dressed and pay what you please. In any event this sale affords you an opportunity to get double the worth of your money. We never pay a manufacturer full price if we can avoid

it, and it is known wherever clothes are made that we are always ready to take any quantity of garments if the price is way below the market value. Consequence is that opportunities are presented every day.—*14th Street Store, New York.*

A bird in the hand is worth two in the bush, and *clothing* bargains like the Big Consignment Sale offers you for to-morrow will not again be duplicated. A blind man can pick at random from this superb assortment and not go amiss. A suit and an overcoat for the price of a suit is a bargain chance that should not slip through your fingers. That is what we actually will do Saturday. Don't take our word for it. We ask you to simply take the evidence of your own eyes. The goods are here for your inspection, and a visit will substantiate all we have been telling you.—*Excelsior Clothing Co., Binghamton, N. Y.*

Plenty of styles and not a bad one in the lot. Perhaps the one that you'll take to is that steel colored striped or plaid—most young fellows do. The sack coat has well built shoulders and is lined with an all-wool serge; the outside breast pocket gives it an extra touch of style and the seam stitched to form a narrow cord sets it off as nothing else could do. But best of all it weighs so little that it helps you feel as cool as a cucumber on the hottest day.—*Jonas & Geldner, San Bernardino, Cal.*

There are men who would wear a white dress shirt to play tennis. There are hundreds of men who would no more appear in public without a vest than they would without a coat. These men cannot expect the timid breezes of midsummer to help their temperature greatly, but by wearing cool flannels or serges they might allow their bodies to have better ventilation than they now have. Stand on a street corner any hot day and watch a hundred men go by. You can count on your fingers all those who know how to dress rightly for summer comfort—and, no matter what your prejudices, you are bound to admire the appearance of the tenth man who knows what to wear. And here are the clothes he wears, ready to make you as comfortable and as well dressed as he.—*Lee Hall, Marion, Ind.*

Beginning Saturday morning we will close out our *men's distinctive clothing* at extremely low prices to clean up our summer stock. Included in these reductions are the celebrated makes: Hart, Shaffner & Marx, Alfred Benjamin & Co.—*H. Marks & Son, Harrisburg, Pa.*

Life and vigor and character without penalty to dignity—that is the principle which guides the tailoring of our garments for young men, even though the prices are extremely low.—*Saks & Co., New York.*

That is the confidence we have worked to deserve—and we have it as no other store hereabouts has. We are proud of the Furs that leave this Store as we are proud of our reputation. Every piece is an evidence of our experience as well as liberality in selling methods.—*Abraham & Straus, Brooklyn, N. Y.*

Binghamton's best dressed men are walking advertisements for this sale. This clothing satisfies. It retains the friendship and good will of its wearers. It possesses distinguishing and emphatic points of merit. Such is the Excelsior's clothing. And it claims as its wearers, men in all walks of life—the wage earner, the aristocrat and the millionaire.—*Excelsior Clothing Co., Binghamton, N. Y.*

Whether you wish to buy or not, we want every man in Buffalo to see these garments. It is a quality of ready-to-wear clothing that will wear them away from the high-priced custom tailor. In every detail of fabric, finish and fit it compares favorably with the best grade of custom work. It is clothing that looks well when first put on, that keeps on looking well and that you finally discard with regret—but regret tempered with the knowledge that there is more of the same kind to be had at Desbeckers',—*Desbeckers', Buffalo, N. Y.*

June is the month of golden harvest for the *men's clothier*. Demand is immense because a majority of men buy their spring and summer suits now. Top-notch prices prevail—prices abnormally high this year because of the increased cost of wools. Are you going to pay them? Months ago we planned to meet the present conditions with mutual benefit to ourselves and our customers. No other concern in New York can give you as good a deal as we can. Instead of carrying broken lines until August, we're clearing them out at August prices now. And simultaneously we're showing brand-new goods just from our tailors' hands—new lines of summer blue serges and airy two-piece suits in refreshing variety at extremely reasonable prices.—*Brill Bros., New York City.*

This season we have been reaching out farther than ever for special lots. Our regular lines are stronger than ever before. We have ample evidence that no other store shows such a diversity of

styles, and that values average best here. But we never hesitate to offer *clothing* of our regular grades under price when we can buy it so, and we are glad to give old as well as new customers these special advantages. These great values are from best makers—surplus stock, canceled orders or goods withheld for certain good reasons—secured by us at great concessions. There are some Stein-Bloch suits in the \$15 lot.—*Strawbridge & Clothier, Philadelphia, Pa.*

It's one of those rare bargain occasions which, coming but twice a year, prompt wise men to provide not only for to-day but for coming needs. No retail *clothier* can buy his trousers' stock as cheaply as our sale prices permit you to buy, and many stand ready to clean us up on a hint—but every pair will go to customers only.—*Scotch Woolen Mills Co., Youngstown, Ohio.*

Our great clean sweep sale continues all this week with price quotations at a still lower notch. The style and quality excellence of these goods makes them, at their respective prices, the best bargains in men's wear in the city of Marion. These reductions include every garment in our stock, including the celebrated Kuppenheimer *clothing*.—*A. C. Barley & Co., The Big Store, Marion, Ind.*

It's quality that counts. In all the affairs of life, it's quality that counts. The men at the head of the world's greatest institutions to-day, the men in charge of vast enterprises, the men who lead in thought and action are men of quality. The difference between success and failure is marked by quality.

When Adam picked and put on his first fig leaf, the men's clothing business was born. The first ready made garment was a fig leaf. Probably Adam wasn't satisfied with the first leaf and thought he'd try another. By and by he found one that suited him, cut, material, fit and quality. Adam was shrewd, he looked around. Now, sir, if you are not fully satisfied with the clothing you are wearing, suppose you look around. Suppose you look here. Our patrons are always satisfied—we make them so by giving them the best clothing to be had on earth for the money.—*Prowse Bros., Charlotte-town, P. E. I.*

It's "good business" for a man to dress well for business.—*J. Schradzki, Peoria, Ill.*

A triple alliance—Scotch and English tweeds, serges, homespuns and cheviots and America's best tailoring in "semi-ready" spring and summer sack suits.—*A. J. Kelley Company, New York.*

Rich men's clothes at poor men's prices. That's our clothing proposition in a nutshell. Every suit or overcoat in our house was made to order by a first class tailor. Some man somewhere picked out the goods and selected the style. He expected to pay a good price for it and enjoy it, but failed to take it out, consequently the tailor had it left on his hands and we bought it and you can enjoy it for about half what it would have cost the original prospective customer. See the big assortment we have.—*Douglass Bros., Misfit Parlors, Denison, Tex.*

Exclusiveness in a *man's dress* doesn't mean oddity or peculiarity, but refinement and exception. The difference between poorly constructed *garments* and exclusive styles is well defined here. The well-dressed man you'll notice out of a thousand passing down the street is the fellow who appreciates the difference between the poor kind and the good. It's not notional when we say that the years of experience perfecting the essential points of good clothes has brought about the difference that marks the garments I sell as exclusive. A look at our showing will prove it.—*I. Levystein, Montgomery,*

For many years we've been working toward the one end. If we can gain it, we will have gained that which has never yet been gained. We're trying to clothe every man and boy in Hudson County. It's a large job, but we can do it finally. The fact that we have grown as we have is a proof that we're on the right road, and that several thousands of men and boys believe in us and our goods and our methods and our prices.—*Bernstein & Co., Jersey City, N. J.*

We are constantly reaching into the best markets for the newest products of America's leading manufacturers of men's fine clothing and placing the garments of high merit and extra value on our sale tables at reasonable prices. Our continually increasing business and crowded store demonstrates the fact that men appreciate fair treatment.—*Kempf & Herbert, Spokane, Wash.*

A man who trusts you is a man you can trust. Exactly so, and more than that—the merchandise that he offers is always of staple quality. Through giving big values for the money and fair dealing, this title has been meritoriously bestowed, "York Bargain King." There's nothing in men's, women's or children's wear, that you cannot obtain here; and if you want to spend more money than is necessary—go elsewhere.—*York Bargain King, York, Pa.*

Blue serges. The kind that stay blue.—*E. S. Levy & Co., Galveston, Tex.*

Next time you're around Broadway and Ninth Street come in and ask the "lift" man to run you up to our workshops. It will be well worth the while to see the craft of tailoring at its best. You will find the largest and the most modern plant in the world. After you have looked a bit, you will better appreciate the intrinsic merit and absolute perfection of Arnheim makings.—*Arnheim, New York.*

Our clothing, the essence of all that's good. Enterprise is to merit what steam is to the engine. Without steam, the engine is powerless to move. Merit is likewise dependent on enterprise. Success can only be achieved by the linking of the two together. With most meritorious clothing for our engine and energetic progressiveness for our propelling power, we've steamed ahead irresistibly—each season making rapid strides nearer the goal of perfection.—*Kaufmann, Pittsburg, Pa.*

Everybody is coming home from everywhere, from the canyons, from the seashore, from the camp, city and town; you couldn't find a better city to come back to than Salt Lake, you couldn't find a better store to come to than Gray Bros. & Co. for your fall and winter clothing for man or boy. The new fall styles are now ready for you to look at; they are the real swell new things in Suits, Hats, Men's Fine Furnishings, Men's Fine Shoes. Always the best at lowest possible cash prices. Give us a call.—*Gray Bros. & Co., Salt Lake City.*

Our clothing meets every requirement which the best dresser could ask, as they are made only under the best conditions by skilled union tailors employed by representative manufacturers of the United States. There is nothing cheap or shoddy in the material, nothing grotesque in style and nothing lacking in fit and finish. The great majority of wage earners do not feel that they can afford to have suits made by exclusive tailors and it is to such that we cater, for there is really little difference in clothing handled by us and the nobbiest suits made to measure except the price, which will average one-third less.—*Hamburger's, Los Angeles.*

The prevailing colors in men's clothing for this summer are lighter, fresher and more attractive than last season.—*Bergerman Bros., Pueblo, Col.*

The smart set admire the build of our clothes because they have that easy air—nothing stiff or strained about 'em.—*Raphael's, San Francisco, Cal.*

There's nothing farcical in this statement—it's a fact—those who buy their clothes here are not slow to admit that they never bought clothes quite so good at prices so low.—*Goldthwait & Sons Co., Marion, Ind.*

Exceptional Values for Big Men.—“Large bodies move slowly”—which is why we have more large sizes in our overcoat and suit bargains than we ought to have. Will our large friends please note that remarkable bargains await them here?—*Meigs & Co., Bridgeport.*

Every man we fit makes a favorable impression—as far as clothing can do it—and if a man will live up to our clothing he can pass muster anywhere.—*Wells & Coverly, Troy, N. Y.*

We will refuse to sell you clothing that we know you will not be satisfied with. When a suit goes from our store it's cut in style, it fits perfectly, it hangs gracefully, it looks right, it keeps its shape while it wears and it gives satisfaction in every particular. Each and every garment bought here, no matter how low the price, must meet our rigid requirements.—*Bergerman Bros., Pueblo, Col.*

Our clothing appeals to all men. To the fastidious dresser because the garments turned out by the “crack” custom tailors of the East are not one iota sweller than those to be had here at one-half the cost. To the clerk or business man because the wearer of a Kaufmann suit or top coat is always well dressed (no sagging coat or mis-shapen, ill-fitting trousers), and because of the perfect satisfaction that always goes with each garment.—*Kaufmann, Pittsburg, Pa.*

So that you may be conscious of the extreme importance of this sale, we would have you know that every garment involved is from our regular stock—that every garment was tailored in our own shops and tailored as well as our tailors know how. The collection affords single and double breasted sack suits of cheviots, worsteds, cassimeres, tweeds and winter weight homespun in a most diversified series of designs and patterns. There are suits for the normal, stout and slender men in sizes 32 to 44, together with one hundred and forty-five suits in sizes 46 to 52 inches for the larger-than-normal men.—*Saks & Company, New York, N. Y.*

Prudent men will not ignore the very unusual values now offered by our big price-reduction sale of men's suits, and also the matchless offerings in men's and boys' apparel of every kind at prices never before known at this season. We are just in the midst of the season for

winter clothing, yet we recognize the unfavorable conditions for the clothing trade, and therefore make the greatest inducements possible. Here you have the advantage of large assortments and suits and overcoats from only standard makers.—*Hartford One-Price Clothing Co., Hartford, Conn.*

Men's suits and overcoats. Finding the right place to buy clothes is a highly important matter to men just now. First—To get correct styles, new, handsome and honest fabrics, thorough tailoring and clothes that you are absolutely certain of having been made in a thoroughly clean and hygienic factory. Second—The matter of cost. For the first, Nebraska clothing is foremost in every point of excellence. The factory that makes most of our clothing is notably ideal in the conditions around and throughout.—*The Nebraska, Pueblo, Col.*

Tone up that suit with a new pair of pants—avail yourself of the unusual values offered in our pants sale. Pants correctly fashioned and cut of superior quality worsteds, cassimeres, and cheviots in an assortment of stripes and plaids, medium and dark colors.—*Harvey L. Seltzer, Lebanon, Pa.*

The man who wants a sterling value in a suit of clothes should not miss coming here to-day. We have arranged a large number of suits in groups and have lowered the price on each group, so that there is a saving of from a third to a half of the original cost.—*Redlick's, Fresno.*

For the best dressers the correct thing in men's clothes is just as easy to have as not. It doesn't require any special skill or any special expense to be among the best dressers, that is if you come to us for your clothes. We'll put you into a Hart, Schaffner & Marx or Ely, Meyer & Simon suit or coat, and that means that nobody else will be better dressed than you. The best of tailoring, the most perfect style, and, above all, a correct fit is assured under these labels.—*Bergerman's, Pueblo, Col.*

Nine times out of ten you read your paper hurriedly—read and wonder if it's worth your while—yours to step in and see the *clothing* we write about. Sounds too good to be true, but you won't know unless you come and test the ad man's word for it. He gets his information from the head clothing man—and he's responsible; if he wasn't he wouldn't be at the head of a clothing store like this. He's one of the firm and he knows good clothing from A to Z.—*The Nebraska, Kansas City, Mo.*

Here are suits that will put one in touch with the opening spring. In one of these suits you can branch out, and increase your sphere of influence, because they prepossess people in your favor. Clothes have more than a passing influence—they make a direct impression. Make a good impression with one of our \$20 gray sack suits—you can do it!—*Wells & Coverly, Troy, N. Y.*

Gentlemen, the "Big Store" is abloom with matchless lines of ready suits that are examples of the highest skill in tailoring, and combine all the other essential elements of good clothes-making that insures dependableness and service. No haphazard assembling, and slip-shod sewing. Every suit a model of careful, painstaking, conscientious work. So well planned, so nicely fashioned, so carefully finished, the usual ready-to-wear characteristics are absolutely lost in the individuality of modeling of the Eiseman Bros'. garments. But beneath the good looks of the clothes is the real reason for their excellence and hold-togetherness through constant wear, through rain and shine—all wool. That's the secret. If all the clothing made was as good as the Eiseman Bros'. make, their long established trade would be badly divided; but so few makes can be considered in their class, that the demand for their tailoring has put them at the very forefront of popularity, and builded for them the largest retail clothing business in the entire South. Let your preference be wisely guided, and choose this store for your purchases.—*Eiseman Bros., Atlanta, Ga.*

In all honesty we say, "this is the world's most complete and best equipped exclusively *men's and boys' clothing* store." Stocks are broadest here, selling space is greatest here, service is best here. Anything you desire made to order in our factories on premises.—*The Palace, Minneapolis, Minn.*

The heads of departments say: "Go ahead and talk all you want to about spring garments. We've the goods to back up a lot of tall talk." But, after a survey of the stock, we confess our inability to do justice to the subject. We might ask you to imagine the handsomest garments you ever saw, and then come here expecting to find similar suits and overcoats at considerably lower prices. For you can surely find them. They're here, cut by artists, tailored by experts, finished superbly. The most finicky man cannot ask for more, for the dresser who knows correct style is delighted with the clothing and smiles at his savings. Pay us the compliment of a visit.—*Fred W. Donnelly, Trenton, N. J.*

There are many wholesale makers of clothing, some good and some worse. Almost without exception clothing stores are supplied by these makers—taking what is offered by them and making choice, if any is made from stock already completed. That is why critical men find such an everlasting sameness about ready-for-service clothing in pretty much all stores. The difference in the Loeser method is that we practically originate all our men's clothing. We choose our fabrics as they come from the mills. We select and test linings, trimmings—every bit of material. We direct and watch every process of tailor work until the completed garment is ready for you here. One result is that Loeser clothing possesses individuality. Another result is that we can correctly fit men of all proportions. Another result is that the specially good tailor work done on these clothes insures permanence to their good qualities until they are entirely worn out. Loeser clothes look better to begin with. Loeser clothes wear longer than is usual. Loeser clothes cost as little or less than ordinary clothes. If you are well satisfied where you are trading, we don't in the least ask you to change. But if you are not satisfied, if you think some betterment is possible, then we do ask you to see this clothing for your own advantage as well as ours. The new spring stocks seem to us as creditable as any clothes ever produced. They have points of difference evident even to a casual inspection.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Spring suits for every man. We assemble everything that is new—everything that is correct—everything that is elegant—and present the most gratifying assortment of styles and patterns. Certainly these great stocks—in such lavish variety—fully merit all the attention that they are receiving. The style you elect—the pattern you prefer—the shade or color you favor—are included in our magnificent showing of spring suits. When may we show you your favorite?—*Fit Reform, Winnipeg, Can.*

The Eaton clothed man is elegantly and economically clothed. The assertion that we make regarding Eaton-made clothing having all the good points of custom tailoring, with none of the latter's price expensiveness, will bear investigating—and the more closely the investigation is conducted the better we'll be satisfied. No man of judgment could make the comparison without being firmly convinced of the great advantage there is in wearing Eaton tailored clothes.—*The T. Eaton Co., Winnipeg, Can.*

Men's suits and topcoats. Do you know what makes our men's department popular? Values. Nowhere can you obtain such values for such low prices. We have a great line of suits and you may have your pick from all the newest of the season in club checks, plain or fancy colors, and everything that is correct in top coats.—*Lewis, Troy, N. Y.*

Your appearance this spring will depend in a great measure on the kind of suit you're wearing. There is always more responsibility placed on the suit in the spring—after a man sheds his overcoat, than at any other season of the year. There is no tonic in the world so bracing as one of our handsome spring suits. We'd like to show you the new spring "kinks." Coats trifle form fitting but not so long. Collars wide, lapels wide and cut to form a soft roll. Trousers very shapely and easy fitting. There are many new fabrics in broken checks and stripes in blue, olive and brown mixtures. \$18 up to \$20 or \$25. Just remember, please, that the best tailors in the land build our clothes and your satisfaction is assured. Yours for whatever's right.—*M. Stanchfield, Grand Forks, N. D.*

When you want the best clothing that can be had, ready-to-wear at moderate cost, come to us and we'll show you, not only the highest class garments, but the greatest value offered in the city. Here you can make a selection from all the authoritative styles in hundreds of fashionable, exclusive patterns of finest foreign and domestic fabrics. Here you can be sure of getting garments, not only correct in every fashion detail, but faultless in workmanship and perfect in fit. That's because we sell the noted "Eff-Eff."—*J. L. Mimbaugh & Co., Columbia, S. C.*

Since a decade ago the sheep industry has been confined very much to the West and the Pacific Slope, and, owing to the scarcity of sheep, contracts are being made right now for fine Oregon and Western wool on the sheep's back at 34c. higher per pound than ten years ago. Note this fact when you see my special offerings in winter suits and overcoats.—*Kinard, Columbia, S. C.*

When you consider the fact that this firm is Schenectady's foremost clothing house, and that nothing but honest goods enter its establishment, you then, and not until then, appreciate the full importance of this clearance sale, and the mighty purchasing power of your dollars. Clean up all winter stocks is the watchword. The following concessions illustrate the way we're doing it.—*Schenectady Clothing Co., Schenectady.*

Clothes made right will look right. There is no use trying to have poorly made garments look right. And there is no necessity in experimenting with clothes that are constructed of cheap material and put together in an unskilled manner. Just come in to our store and get fitted out with one of the many different styles of suits built by the makers of the best clothes in America—Hart, Schaffner & Marx, and you can feel certain that you are fitted out in the latest and best.—*J. F. Holmes & Co., Fargo.*

The difference in clothes. It is the easiest thing in the world to buy poor clothes. They prevail to a much greater extent than the well-tailored, individual and distinctive kind. The poor kind is the easier to make and the profits thereon are larger. But when it comes to satisfaction—that is, wearing quality, perfect workmanship and faultless fashioning—only the good clothes make a return on your investment, and these are the features we can conscientiously claim for the clothes we sell. You can't get anything but good clothes at this store, even though you spend as little as \$10 for a garment. Our \$10 suits, for instance, contain the best quality of fabric and workmanship that has ever been produced in this country for that sum of money, and the patterns are as diversified as the higher priced lines.—*Steeffel Bros., Albany, N. Y.*

We are getting the trade of parents who discriminate in favor of youthful clothing of character. The alert young men and boys, hereabouts, show decided preference for this store because they know our clothing is typically different from the usual. This Easter showing of ours includes Rogers, Peet & Co.'s and other youthful makes which are confined to our selling. The materials, tailoring and finish are absolutely to be relied upon, and it is better known every day that our prices are the lowest possible for anything like equal quality.—*Babbitts & Co., Schenectady, N. Y.*

Suppose two men each with a \$20 bill, started down the street together to buy new clothes. One of them goes to a Kirschbaum dealer; the other man elsewhere for another well-known make. The Kirschbaum man will get a splendid suit for \$20; the other man finds that \$20 only pays for the poorest suit that his maker turns out. Now there is absolutely no comparison between the suits. The Kirschbaum man has the best of it by at least \$5 actual money-value in material and tailoring; and what is more his clothes have more style. See if it isn't true.—*A. B. Kirschbaum & Co., Terre Haute, Ind.*

EVENING WEAR

The formality of the occasion calls for formality in dress. And if a man is particular about anything in his wardrobe it is the character and fit of his full dress clothes—both for evening wear and daytime wear. These exactions are not more severe than our stock is capable of meeting. It is in the difficult problems of clothes making that the Saks clothing shows its superiority most plainly. Ours are high class tailors, and they know how to work with and in high class materials and high class manner—in fact, they don't know any other way or any other class.—*Saks & Company, New York.*

A Man Must Dress According to Custom.—If you associate with men who wear dress suits at any time evenings, you must wear one yourself, and most men are obliged to have them. This does not mean that you must spend from \$60 to \$100—that is, it doesn't if you buy at the right place, and if you will call here we can show you how it can be done at a very small expense, and not a detail will be lacking that the highest priced custom tailor will incorporate—besides, you can wear it the very night you select it.—*P. B. Kearney, Schenectady, N. Y.*

Full dress for complete formality; dinner suits for the family circle and stage doings. Lined with rich silk and in the height of style. Made in our custom tailoring department, they possess that smooth fit and striking style only to be obtained through the touch of master tailors. Style, fit, quality and price guaranteed. No charge for pressing clothes made in our tailor shop—nor for ready-to-wear suits from \$15 up. — *Goldberg Bros. Co., Phoenix, Ariz.*

The donning of conventional full dress in the evening, or of the "Prince Al-

bert" in the afternoon, brings all men of a company to the same level. Time was when "ready-made," venturing to mingle in a group of well-dressed men, might easily have been singled out; but the dress clothes from the Stein-Bloch Co., and some other manufacturers we have made almost equally famous in Philadelphia, possess every attribute of gentility in excellence of fabric, fit and finish.—*Strawbridge & Clothier, Philadelphia, Pa.*

Our display of evening dress wears for men will post you on what is correct in evening clothes and all that go with them. The cut of our swallow-tail coats and Tuxedos is strictly up to the minute and the fit is as smart and perfect as tailors can produce. And you may rely upon the absolute correctness of all the little essentials to evening dress.—*Meigs & Co., New Haven, Conn.*

During July and August you find several occasions where a dress suit or dinner coat is quite essential to your comfort. A dinner at the casino or at some of the hotels; an invitation out to meet some friends. Numerous occasions, on any one of which you'll need a full dress or Tuxedo suit. Better let us fit you out. We have the stock from which you can be perfectly fitted.—*Holbrook & Perkins, Colorado Springs, Colo.*

"Thirty dollars for a dress suit?" The man who always goes to a tailor smiles sarcastically. Yet there are hundreds of carefully dressed Brooklyn men who know that it is possible to buy here even for as little as thirty dollars dress suits that are as correct in style and as fine in every detail of finish and good tailoring as the custom tailor would charge half as much again for making.—*Frederick Loeser & Co., Brooklyn, N. Y.*

MEN'S OVERCOATS

A bright clerk in a Wall Street office has done well in a business transaction.

"Get the finest overcoat in town," said the broker gleefully, "and send the bill to us."

In a few days the clerk appeared in a beautiful fur-lined coat.

"Fine coat—fine," remarked the broker, as he contemplated first the garment and then a bill for \$1,300. "Why didn't you have oil paintings on the buttons?"—New York Evening Post.

Magnificent overcoats! Rather a strong word with which to describe our overcoats, but nothing more mild will cover the territory or do justice to our Winter overcoats. It doesn't matter what shape, or size, or kind of a man you are, if you're an overcoat seeker you'll find what you're looking for here. The styles that are just out. The colors that are just seen. The materials that are just right. The short, the medium length and the long coats—all are here. Your overcoat is here. Come and see if it isn't—\$7.50 to \$30 and full value at any price along this line.—*Wright & Davidson Co., Wilmington, Del.*

We are doing more and more business each season with the manufacturer of these coats, because his product is of the character that finds distribution through this clothing store. Twice this season a simple announcement of this coat has been sufficient to clear our counters in a few hours; so we count ourselves extremely lucky in getting another lot for to-morrow, probably the last for this season. The material is a fine standard coating from one of the best mills in America, in Oxford or black shades. They are cut on a handsome Chesterfield model, single breasted, 44 to 46 inches long; every garment is hand tailored and lined throughout with rich heavy satin. Regular sizes, from 34 to 42—a few for stout men, too.—*Abraham & Straus, Brooklyn, N. Y.*

Fit, style, tailoring, finish—these are the cardinal principles which distinguish the overcoats and top coats that make up an important feature of the clothing of a new standard in the new store for men. It isn't necessary to take our word for it. We would a great deal

rather have you satisfy yourself that we are enthusiastic about these spring clothes because the clothes deserve enthusiasm. It makes no difference whether you care to buy—whether you would buy under any circumstances. We will have a great deal of pleasure in showing you what we mean by calling this clothing of a new standard.—*Fred Loeser & Co., Brooklyn, N. Y.*

If you want to step right into the jauntiest sort of a top coat, of the newest covert cloth, with every little detail of fine tailoring carried out just as it should be, it's here.—*Wm. Vogel & Son, New York, N. Y.*

My whole spring overcoat family from pert, little top-coat to stately paddock is on tiptoe to greet you. If you're fond of walking you couldn't find a more agreeable companion than my "Saunterer." At every step you have the soothing consciousness that style walks with you. For primmer occasions the paddock is in a niche of its own. Its breadth of shoulder, snugness of waist and freedom of skirt make it pre-eminently "a modern of moderns." Stein-Bloch made my overcoats and he, you know, wields a sorcerer's wand in dress.—*Vincent, New York, N. Y.*

Been having rough house in our overcoat department. Found a lot of overcoats that would look mighty fine on men's backs, but they don't look good on our tables.—*Geo. Watson & Co., Newark, N. J.*

Great! Hackett-Carhart spring overcoats just out. Smartest lot of coats in New York. Broad shoulders, loose, easy lines. Put one on. You'll feel prosperous because you'll look it.—*Hackett-Carhart & Co., New York.*

NEW STYLES IN AUTUMN TOP COATS.—The top-coat is not a luxury—it's a necessity. At this time of the year, especially this year, when the evenings are so cool, it is simply dangerous to be without it. The old saying, "an ounce of prevention is worth a pound of cure," should be remembered, and \$8, \$10, \$15 or \$20 worth of top-coat prevention secured at once. The new shades are tan covert, Oxford greys and unfinished worsteds. The short boxy coat for street and driving and the never-out-of-style medium length for all places. You can't make a mistake, whichever one you buy. They are all prizes.—*Nichols & Morse, Haverhill, Mass.*

TOP COATS FOR MEN.—From now till the middle of November a top coat is necessary for a man's comfort. With one a man is prepared for any change in the weather—and changes are mighty sudden here in Saginaw. Top coats here rival the exclusive tailors' productions in every detail, even to fabrics; styles are the latest and fabrics the newest.—*J. C. Mercer, Saginaw, Mich.*

"Not what you hit, but what you aim at, is important," says an old philosopher. We aim to hit the overcoat-tastes of all kinds of men. And we're doing it. We aim to give you better quality and style than your money will buy anywhere else. We're doing that, too.—*Leopold Morse & Co., Boston, Mass.*

"Because all up-to-date men wear up-to-date overcoats is all the more reason why you should buy an up-to-date overcoat."—*Golden, Detroit, Mich.*

Whether a man is in the house or outdoors, he generally takes pains to dress becomingly as well as comfortable. It isn't so much a question of expense as taste and good judgment, and the man who comes to Goldthwait's for his house coat and overcoat is accredited with both; he also saves considerable through the transaction.

Whether the price is \$20 or \$30, the style is there. Difference in price means difference in value of material. The \$20 overcoat made here receives the same attention that the most expensive one does; in short, there is never a false stitch or a skimped seam permitted to leave our shop.—*A. Gilmour, St. John, N. B.*

When it's real hot we like to think there's a cold time a-coming. Thinking of that we ran over our stock of light-weight fall overcoats and found a few odd lots we ought to clean up before fall business begins.—*Rogers, Peet & Co., New York.*

The effect of the finest frock or

overcoat may be sacrificed to an unsuitable pair of trousers. In such instances trousers should show contrast in coloring but not in taste. Our spring assortment of overcoats, larger than ever, contains appropriate patterns in fancy cheviots, oxfords, blacks, tans, quiet and refined designs largely predominating.—*Brokaw Bros., New York, N. Y.*

It's got along a little late, but Winter will catch you now if you don't look out. Better look in here to-day. Overcoats are cheaper than doctor's bills, and more attractive, too.—*The Frieman-Church Company, Hartford, Conn.*

It isn't such a cold world—in our overcoats. They make a fine picture—and warm your frame. Tourist o'coats are a "go" this season—here's a choice assortment—a belt and a guaranty behind every one. Paddock o'coats, too—and long full backs—also "regulars"—and the double-breasted Ulsters, with big warm collars. After your first purchase here you'll know what people mean by "that safe feeling" when in our store. If you're well overcoated—want to be well suited—ours at \$15 to \$35 are suitable suits for the best dressers.—*F. M. Atwood, Chicago, Ill.*

Commencing Thursday morning we will offer 500 of this season's men's overcoats in oxfords, blacks, tans and the new light fancy mixed cheviots, silk lined throughout, absolutely perfect in every detail; designed and manufactured under our personal supervision, and representing the highest art of custom tailoring.—*Smith, Gray & Co., New York.*

We Fit the Hard to Fit.—Good backing for a broad assertion. It is not necessary to pay a big price because you are a big man—you'll find a big lot of comfort in our big sizes—also big reductions this week in heavy weights.—*Wells & Coverly, Troy, N. Y.*

No set date for wearing The Stroller. It's an all-year-round coat, and long coats are the rage; you know that, especially for this coming spring. You can wear The Stroller three hundred and sixty-five days in the year.—*Raphael's, Los Angeles, Cal.*

New Fall Overcoats are coming in every day now, and are piled up on our counters as high as one can reach. They are mighty swell garments, and represent the highest points of excellence in quality, style, fit and finish. Some have belts and some haven't, and the ultra fashionable styles are a trifle longer, as well as a little fuller in the back, than last year's coats. But come and see 'em yourself.—*R. J. Hurd & Co., Spokane, Wash.*

December snow makes overcoats go.—*Ottenheimer Bros., Peoria, Ill.*

We have just gone through our stock and taken out every suit and overcoat of which we have but a few left in each lot. There are all sizes, but not all of the same lot. These we have placed on separate tables and put a price on them that will gladden your heart. Some of them at just one-third regular price. Don't miss this sale. You will never get these suits and overcoats again at the price. Never was such a cut made, and this, too, just as winter is upon us.—*Kaufman Clothing Co., Lexington, Ky.*

Fine overcoats for men with a liking for luxury and a habit of thrift. A good many men who read this word are familiar with the thoroughly luxurious overcoats that we sell at from \$35 to \$50. Place them side by side with the finest overcoats of the best tailors in New York, and, at least, five times out of ten a man would favor one of the Wanamaker overcoats. They have all the style and character that the tailor can put into them. The overcoatings and the linings are of the very highest quality. The workmanship throughout is of the most careful and artistic character. The man who buys one of these overcoats is going to wear it several seasons, and January is the time to make the investment if he has any inclination to economy. This group includes thirteen overcoats that were \$35, eight that were \$38, four that were \$40, twenty-one that were \$45 and thirteen that were \$50. The materials are Oxford mixed and black chevots and meltons; and all the overcoats are luxuriously lined with fine silk. Sizes sufficient to fit everybody who gets here promptly. Twenty-five dollars each.—*Wanamaker, New York, N. Y.*

At the price of \$9.75 we have concentrated the most goodness ever put in one overcoat at such a moderate price. This sale offers the very cleverest three-quarter or extremely long coats in the correct oxford mixtures, all-wool kerseys and meltons; also genuine Irish frieze. These are tailored with broad shoulders and are cut so as to hang gracefully.—*Soloman's, Pittsburg, Pa.*

We have been selling fall overcoats. This reminds us that fall overcoat weather is with us now. In fact, it has been with us more or less all summer. The only kind of fall overcoats we sell is good ones.—*Freeman Church Co., Hartford, Conn.*

Five reasons why our suits, top coats, spring coats and rain coats at \$10 are the best value in men's clothing ever of-

fered in New York, the greatest clothing city in the world: 1. Instead of burlap interlining our garments have linen. 2. Instead of buckram front stiffening—haircloth. 3. Instead of cotton linings—wool serge. 4. Instead of machine work—skillful hand work. And 5. Instead of a much higher price—our price, \$10.—*Brill Bros., New York, N. Y.*

Analyze any successful business and you will find that some specific thing stands out boldly—the thing with which you and your fellows identify the business. It proves this: The man has found his work, and he can do that one thing better than the rest of his kind. As an instance of this we will ask you to accept our new series of suits and top coats at twenty-five dollars. It is our great work. If there be another tailor who has it within himself to infuse into a garment the character and distinctiveness that mark ours, his must be the to-order method and his price at least one-fourth greater than ours.—*Saks & Co., New York, N. Y.*

If you want a bargain—such as you often read about, but seldom get—you should come for one of these fine Chesterfield coats we're selling at \$12. They are coats that are the match of any \$40 garments in point of style.—*Hollanders', Hartford, Conn.*

Don't spend two dollars when one will answer the purpose, but buy where prices have fifty per cent. of saving in them. Our stock of overcoats is full of good things and we're selling 'em.—*Desmond's, Los Angeles, Cal.*

Price advantages run riot in the coat section at this time of the season, because there are many broken assortments and odd sizes that must be cleared away while there is yet time for the wearing of heavy weight coats.—*John Taylor, Kansas City, Mo.*

Perhaps it's the old-fashioned winter weather that has brought the tourist overcoat into such high favor. These long, warm, protective overcoats with the belted back, cover a man effectually, and protect him from the severest storm. Then they look smart as well as comfortable, and men like them. Made with broad shoulders, loose, graceful hanging back. Some single, others double breasted; some lined with serge, some lined with wool. Made in a good assortment of stylish fancy mixed chevots, at \$15 to \$35.—*Wanamaker, New York, N. Y.*

That Touch of Style.—F. B. Q. overcoats have that touch of style that gives them individuality.—*Stewart Dry Goods Company, Louisville, Ky.*

Scores of the best dressed men in this vicinity are trying our "ready-to-wear" plan. It saves them money, and they get as good clothes as formerly from a tailor. If you feel dubious about anything "ready-made" you ought to investigate the facts, in simple justice to yourself. Top coats are fashionable again. Ours are short, boxy, easy, graceful—made of the best imported covert—style and individuality in every line. Your tailor would say \$40. Too much! Our price is \$20.00.—*Sisson & Sewell, Milwaukee, Wis.*

A splendid selection of the stylish top coats in all the various shades which are correct. We also have by far the largest line of water-proof overcoats, showing blacks, Oxfords, neat effects and loud designs. The newest and the best perfected system of cutting employed in the making of these garments, together with the very extensive varieties of sizes, assure absolute satisfaction in fit. Our clothes are absolutely guaranteed to you.—*Peerless Clothing Co., Spokane.*

These days are very suggestive of the need of a fall overcoat. And there are overcoats that will afford you not only a protection against the chill winds, but they will add to the dignity and smartness of your appearance. They possess all the little touches that make for style—those shapely shoulders, snug-fitting collars, and lapels and smooth setting coat fronts, that will always hold shape.—*Vogel Bros., New York, N. Y.*

A Topcoat.—Really a necessity these cool mornings and evenings—a topcoat. These coats we are selling are of the right sort. Cut in the popular short boxy style, they have well built shoulders and the shape-retaining properties that are essential to a stylish garment. The colors range through the grays, browns and blacks. Prices—well, you can buy a good coat for \$12 to \$15; certainly, we've better ones, if you wish them.—*C. A. Weed & Co., Buffalo, N. Y.*

Comfort in Overcoats.—A rightly made overcoat, handsomely finished and luxuriously lined, is every man's delight.—*Browning, King & Co., Kansas City.*

The government is making a short cut to get rid of distance. We are making a short cut to get rid of our winter overcoats—most of them will be just as good and in perfect style next fall. But it's our way not to have them next fall. Come in and see the inducements we're making.—*The J. L. Hudson Company, Buffalo, N. Y.*

At a Glance.—The good features of our overcoats proclaim themselves.—*Wright & Davidson Co., Wilmington.*

We're ready for every overcoat demand with overcoats that are the embodiment of perfection.—*Saks & Co., Washington, D. C.*

As we proceed with our count, we discover the enormity of our Heavy Overcoat stock, not too heavy to wear, but too heavy to carry in stock. The result is, you are making money, and we pay for the folly of buying too much.—*Lion Clothing Co., San Diego.*

The first blast of winter is really time to think of winter clothing. The putter off does not secure the cream of the stock, for the early buyer has that opportunity. Now the time is ripe, and we invite you to inspect the most carefully selected stock in Newport.—*Jennings, Newport, R. I.*

Our coats are the kind that give good service and lots of warmth. That's because of the wool that's in the garment. We sell low and give you a coat which will make a friend for us.—*Gately & Brennan, New Haven, Conn.*

January is the month to buy a winter overcoat, first, because you are sure to have several months of good service out of it, and again because you get a decisive reduction in price. Then an overcoat is always good for two years' service at least, particularly if it is a Wanamaker coat.—*Wanamaker, New York.*

It is conscientious effort that counts in tailoring. To its liberal application our ready-for-service top coats owe everything which divorces them from the commonplace garments—everything which makes them distinctive and ready for the service of the critical and discerning.—*Saks & Co., New York, N. Y.*

They're very swell.—These new top coats are very useful and comfortable these cool evenings. They look like tailor made, and they are made by the best wholesale tailors in the country. Step in and get posted on the spring styles.—*Mullen & Bluett Clothing Co., Los Angeles, Cal.*

A cold wave coming. We are ready for it, are you? If not call and see our line of winter clothing. All hand-tailored, perfect in fit, latest in pattern, prices to suit all.—*Moody, Hirschman & Co., Binghamton, N. Y.*

Even the best class of tailors find difficulty in turning out these overcoats just so. Thanks to a masterful designer, our Paddocks and Surtouts are elegant types, with full, shapely shoulders, snug-fitting collars, a graceful waist line, and liberally draped skirt.—*Vogel Brothers, New York, N. Y.*

There is a certain dignified personality about the M. & B. overcoats that distinguishes them from the general run, a graceful hang that only the most expert tailoring can produce. A neatness of finish not noticeable in coats that tailors charge more money for. Come in and see.—*Mullen & Bluett Clothing Co., Los Angeles, Cal.*

Cheer up! The worst is yet to come! Winter's real ferocities not yet cut loose. Our winter sack o'coats are all cut loose.—*F. M. Atwood, Chicago, Ill.*

Spring's new yet and right fresh. New Spring overcoats for fresh Spring days. New Spring suits—you know the men who buy the best usually buy first.—*Rogers, Peet & Company, New York.*

A man is only the less genteel for a fine coat, if, in wearing it, he shows a regard for it, and is not as easy in it as if it were a plain one.—*Lord Chesterfield to his son.* You need never fret about fabric, fashion, finish, or fit if your clothes bear this label.—*Alfred Benjamin & Co., New York, N. Y.*

A Sign of the Times.—Here are overcoats "as fine as silk"; short coverts, medium vicunas, long cravenettes. Short prices, medium prices, long prices. For little boys, athletic youths, practical men. To-day there is a special brand in the window, one-quarter silk lined, plaid back, at \$25. This is an example of what the average tailor cannot do.—*Eiseman & Weil, Atlanta, Ga.*

Will a light weight overcoat come your way this fall? A short tan covert for hard knockabout wear? A knee length of dark rough goods for evening and Sundays? A long rain coat for fickle weather? A skirted paddock? All of them here in cuts that carry weight with men who know what's right.—*Rogers, Peet & Company, New York.*

The cold north wind and snow and the sleet will soon be here and you will want one of those long, warm, comfortable overcoats. There are two ways of getting the coat you should have. One way is to go to a high class custom tailor—if he is skilled in his art—and pay forty, fifty or sixty dollars for your coat. The other way—it's simple, sure, satisfactory—is by making your selection at the Ontario store where you may be sure you will get everything that is desirable and worthy in a coat and the price will be only \$15.00 to \$25.00.—*Ontario Store, Grand Forks, N. D.*

It is sound business sense for us to cut the prices on men's overcoats now, because it will leave our stocks absolutely

clean and ready for entirely fresh supplies next season. It is sound business sense for you to buy one of these overcoats at the reduced price, because it will serve not only through the balance of this season, but be practically a new coat to start next winter.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Here's an opportunity you can hardly afford to overlook. All our winter suits and overcoats to be sold at a big sacrifice. These prices are exceptional, as the clothing comes from the very best makers.—*Alex. Rice, Montgomery, Ala.*

It isn't a case of the first fellow that comes getting the best suit or coat—the last garment of this lot to go will be just as good as the first. Our reason for urging you to hurry is so that you will be one of the fortunate ones to benefit by this sale. Fine styles in ready-and-right suits and cravenette overcoats—just one special lot of tardy arrivals—on sale at a 30 per cent. discount.—*The Silverwood Stores, Los Angeles, Cal.*

The coats that give satisfaction are the kind we sell. Because they're better styled, better made, fit better, than any other. Not all clothes are alike; some are for one class, some for another. Our clothes are for the man who wants to be clean-cut and well-dressed all the time. No fashion plate can surpass the style embodied in our coat models, and no matter what build of men, the stout, chubby sort, or the tall, slender, we can fit them. We solicit an early call.—*Spira & Pincus, Mobile, Ala.*

The greatest overcoat values in this whole Southern California are here ready for you. Not a "whoop hooray" sale, but genuinely good substantial values. The garments that we have staked our reputation on—the very best made anywhere, and priced within the special sale limit of many stores. We ask you to call and compare the worth of our coats and be judges of their worthiness. You will find them values, not \$10 coats marked \$15 and sold at \$9.99, but honest straightforward merchandise sold at their true price.—*Mullen & Bluett Co., Los Angeles, Cal.*

Men's suits and overcoats of this season's make—suits single and double-breasted styles in fancy chevots, worsteds and some blue serges, all sizes, formerly \$13.50 and \$15.00. Many of the suits are medium in weight and can be worn the year around. This sale will be continued until the spring styles arrive—no longer. Take advantage of this unusual opportunity now.—*Samter Bros., Scranton, Pa.*

Men of personality avoid the commonplace in dress. They incline toward clothes with an element of character. Whether it be a suit or an overcoat of ours that element is positive. It has its source in the exceptional manner in which every garment is designed and tailored.—*Hackett, Carhart & Co., New York.*

Through a series of remarkable offerings of fur-lined overcoats for men, this store has come to be headquarters for fine coats of this character, and in the past two seasons has distributed probably more fur coats at lower prices than were ever before sold anywhere during a similar period.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We are as proud as can be of our stock of men's winter overcoats, and we have a right to be. Again and again we have had our clothing compared with what is being shown in other stores; and every time we see a comparison of this sort we feel more confident about the clothing we manufacture.—*The Goldstein Clothing Co., Binghamton, N. Y.*

Here are overcoats "as fine as silk"; short kerseys, medium vicunas, long, loose, swagger, fancy fullmores and the popular belt coats. Short prices, medium prices, long prices. For little boys, athletic youth, practical men. To-day there is a special brand in the window at \$25. This is an example of what the average tailor cannot do. It pays to buy at the *Boston and Providence Clothing Company, Providence, R. I.*

Men's Spring Top Coats.—Ready to wear—and you can't find anything better at the best specialist store in New York. These are the finest silk lined, for the money, that can be made. All hand-tailored throughout, the same as the best custom tailors make them. Absolutely faultless in style and fit.—*Loeser's, Brooklyn, N. Y.*

A Loeser spring overcoat has character as well as comfort. To produce the finest grade of any useful thing is a satisfaction entirely aside from the profit that may result. So we add newspaper publicity to the direct advertising that every Loeser overcoat does for itself. The distinctiveness which these overcoats have is due to special designing in the first place, and to thorough tailor work in the second place. And a good feature about the coats is the fact that they cost as little or even less than overcoats that are simply protections from the weather and that lack all style. Full stock is ready here.—*Fred Loeser & Co., Brooklyn.*

Overcoats that are cut, that are tailored to live long and hold their shape as long as they live. It is the hidden parts of clothing—the linings, canvas and inside details—that make the right kind of clothing, the sort that looks right in the beginning and holds its shape until the cloth is gone, and that is the character of clothing you buy at the Big Store.—*Streng's, Columbus, O.*

Cold weather specials, \$20.00. If ever there was a good place to buy overcoats, it is at a "Fashion-Craft" shop. We are prepared for you with all the latest models tailored with exceptional care and skill. Oxford and Cambridge grays, blacks, and fancy chevviots.—*"Fashion-Plate," Winnipeg, Can.*

Saturday's savings on fine raccoon and furlined coats. It's good judgment to buy Eaton-made fur garments—it's good fortune to get them below regular price. Better values in fur and fur-lined coats than those listed for Saturday have seldom been offered. Buying now means the acquisition of a coat of far superior quality to the one the same money would purchase at the usual price. The wise man will profit by the opportunity.—*The T. Eaton Co., Winnipeg, Can.*

We have been having a big overcoat sale and it is going to continue to be bigger than ever, because of our offer, i.e., chamois inter-lined overcoats at the price of the regular cloth lined coat. This, of course, is a saving to the purchaser of \$5.00, which looks good to most men. The chamois interlined, as you know, is lighter than the fur or furlined coat, but when you consider its warmth, they are of equal value. We have an elegant line of imported English beavers and meltons, Scotch tweeds, fancy chevviots, etc., and our prices you will find are 20 per cent. lower than you pay elsewhere. Call and make a selection to-day.—*Crown Tailoring Co., Ltd., Winnipeg.*

Keep dry and warm. Do you know that the "Cravenette" is the most serviceable coat made, the most stylish, the most comfortable? Why? It's an overcoat and absolutely waterproof. You can walk all day in a cravenette such as we sell and never have a drop come through to your clothes underneath.

Show me a man who is carelessly dressed and will show you a man who will not make a success in life. Wear one of our new spring overcoats and you will never get turned down on account of personal appearances. New Chesterfield and medium length styles, the latest special value at \$10.—*F. J. Knott, Winnipeg, Can.*

MEN'S TROUSERS

19,000 pairs Men's Trousers Almost Half. "The man in charge tells us 'to make it strong;' that he has been in the clothing business all his life and 'can't recall the time when such values have been offered in July;' that 'every cloth and style is in the lot; plain, striped and neat mixtures, worsteds, cheviots, cassimeres, flannels;' that 'there isn't anything anywhere to compare with them in fit and tailoring, no matter what the price;' that 'if the writer of advertising could only make you understand what big bargains they are there wouldn't be enough to go around.'" Is there anything else that we can say? Yes, this: A new pair of trousers brightens up last year's coat and vest wonderfully.—*Snellenburg's, Philadelphia, Pa.*

Half price sale of odd trousers. Here is the best odd trousers news of the season. A half-price sale of good dependable trousers that comes just when your suit trousers are beginning to show signs of wear and need a new pair. A new pair with your old coat would make you comparatively a new suit—and a splendid bridge-over till fall.—*M. R. Emmons Co., Atlanta, Ga.*

Clearing up men's trousers.—A chance to renew the youth of your summer suit.—*Frederick Loeser & Co., Brooklyn,*

A new pair of odd trousers with your old coat will bridge you over till fall.—*W. R. Emmons Co., Atlanta, Ga.*

A pair of extra trousers is a possession that every tasty dresser appreciates. This is particularly the case during the summer season when the trousers are the most conspicuous feature of men's apparel. We have a large and exclusive department of them made necessary by the growing demand for extra trousers.—*Lazarus, Columbus, O.*

An odd pair of trousers will give variety to your wardrobe and piece out the suits of which the trousers have gone. Trousers wear longer when you alternate in wearing them, so it's really a saving to have one or two odd pairs.—*U. S. Clothing Co., Denison, Tex.*

February is trouser month in the clothing trade. We are placing our ready-to-wear at wholesale prices now. A good time to buy trousers—and this the place.—*Hall & Herrick, Springfield, Ill.*

Pants are like molasses, thinner in hot weather and thicker in cold weather. Men are often mistaken in pants. Such mistakes are "breeches" of promise. When men wear pants it is plural; when they don't it is singular. Men go on a "tare" in their pants, and it is all right; but when the pants go on a tear it is all wrong. If you want to make your pants last, make your coat first. Another way of making your pants "last" is to buy them at the London. That's all.—*London Clothing Company, Los Angeles, Cal., Feb. 1, 1902.*

This is a fine collection of about two hundred pairs of men's pure worsted trousers in medium-colored stripes. All are this present season's goods, and, though they represent the odd lots of the stock, there is excellent variety to select from, and a good assortment of sizes.—*Wanamaker Store, New York, N. Y.*

That Great Sale of Trousers.—See the crowds—growing greater each day—Why?—See the prices—and when you look at them remember the style—quality—fit and tailoring are correct and reliable—and that's what counts.—*Wolff's, Boston, Mass.—Jan. 18, 1903.*

Annual sale men's trousers. That yearly occasion always awaited by Cleveland's thriftiest men, when, with stock-taking over, rare reductions are made. A trousers opportunity out of the ordinary.—*The May Co., Cleveland, O.*

Trouser-lengths from handsome suitings—grays, mixtures, browns—made to order at \$2.50. This is the greatest bargain in pants ever offered in Washington. But you must give your order soon, for when this lot is gone no more at \$2.50.—*Morton C. Stout & Co., Washington, D. C.*

Here you don't have to pay for a vest, if coat and trousers are all you want to wear.—*Allison's, Philadelphia, Pa.*

CLOTHING—MEN'S SUITS

Four bargains to celebrate the Fourth.—Here is our way of celebrating the Fourth—a bombardment of bargains in suits for man and boy—a saving on every purchase big enough to make a noisy celebration over. Best come before all the suits “go off”—this advertisement will light the business end of every bargain.—*Meigs & Co., New Haven, Conn.*

For summer wear there are no fabrics so cool and comfortable as a wool crash, flannel or homespun—men who have worn either will tell you that's true. Why shouldn't they be cool? Loosely woven, sifter-like—yet they're strong and will stand the roughest usage. No other Atlanta store can boast of a larger or better assortment of these ideal two-piece summer suits than Emmons.—*M. R. Emmons Co., Atlanta, Ga.*

Men's summer suits, the flannels and homespuns. The most comfortable summer suits ever made—any man who wears this kind of a suit once will never be without one in the summer—and then this price is a bargain. They are made in either the single or double breasted styles, the latest cut. The coats are unlined and have wide shoulder facing, tailored so as to fit well and retain their shapeliness permanently. The trousers are cut on the latest lines, with turn-ups, side straps and belt loops.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The hot weather suits are having a siege.—*Saks & Co., Washington, D. C.*

You'll melt if you don't freeze on to one of our swell flannel wool.—*J. & W. R. Wing & Co., New Bedford, Mass.*

Men's serge suits.—We don't know of any Suit anywhere equal to this one for the money. You will find this suit the very height of comfort in warm weather—perfect fit, you know, means coolness.—*Frederick Loeser & Co., Brooklyn.*

The prettiest yet.—Talk about outing suits! There are absolutely none in or within reach of Muncie to compare with the splendid garments we show. Perfect in style, perfect in construction, perfect in design. Priced within reach of all.—*Keller, Bryce & Co., Muncie, Ind.*

Those summer suits are going like mountain dew in Kentucky—nothing slow about the suits or the men who want 'em. It's your turn to-day. Just consider—a genuine, dyed-in-the-wool fancy home-

spun, a guaranteed fast-color serge, or a cool wool crash suit, cut and made in the very latest mode—at end-of-the-season prices! Double or single breasted, all carefully shaped and permanent in their perfect “hang” and “set.” A faultless fit assured if you step in at once. In a day or two more some lines will be seriously broken.—*Vannest, Coleman & Co., Trenton, N. J.*

We refer to Alfred Benjamin & Co.'s nobby two-piece suits. They make an ordinary two-piece suit seem shapeless and clumsy. These splendid suits are quite as appropriate for business as for outing wear. They give evidence of the skilled hands of the Alfred Benjamin tailors in their superb style and perfect fit. We guarantee these suits to hold their shape just as well as our three-piece lined suits—no tailor in the city dares promise so much. Two-piece suits come in all the correct novelties, including gray, and the rich blue serges.—*James Smith & Co., Los Angeles, Cal.*

The success of this clothing business is based on nothing else, but good service; on the fact that almost every suit sold means a half dozen more to the man's friends. The styles are as smart as you will get from the most expensive custom tailor. The workmanship is better than you will find in usual ready-for-service clothing. The fit is perfect, and that means for the stout man and the slim man as well as for the man of regular build. The values are from \$3 to \$5 better than you will find outside this store even when stores are advertising “bargain” prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Put a man into a well cut dark blue serge suit, trim him with neat summer linen and low shoes and top him off with a straw hat and he's dressed. You can't find a neater combination, no matter what you spend. But there are serges and serges, same as goats and billy goats. Get the serge that is the right blue—one that will hold its color properly—one that is made to hold its shape—one that is nobby and up-to-date. We have the right serge, correct in every detail, for \$12.50, \$15.00, \$16.50, \$18.00, \$20.00 and \$25.00, and are only too pleased to have you call for a “try on.”—*Chicago Clothing Company, Spokane.*

Once for all let us make you certain on one point about the serge that goes into our suits—whether it is the lowest or highest priced. Every yard is shrunk before cutting and chemically tested for color. And we'll stand back of every suit for that. Now as to the making. Serge is a stubborn fabric and in unskilled hands is a failure. On the other hand, when fashioned and tailored by skilled craftsmen nothing is more elegant than a serge suit—for that sort see Vogel Brothers.—*Vogel Bros., New York.*

It may be easy to match our prices, but you'll see a big difference in qualities. Our suits are built with a painstaking care which insures perfect fit, retention of shape and best styles. There's lots of time to wear summer suits yet. Better see ours.—*Thomas J. Maher, Utica, N. Y.*

This great outing suit offer has drawn hundreds of enthusiastic buyers. It is a sale that deserves more than ordinary attention, for of all the multitude of suits that stock the counter at \$7.50 none sold earlier in the season for less than \$12.50, \$13.50 and \$15. Such famous makes as Hart, Schaffner & Marx, Chicago; also R. & W., all best tailored, best fitting, most stylish fabrics, sizes to fit all.—*The Palace Clothing Co., Kansas City.*

The custom tailor will find his cleverness taxed and every phase of his craft called into requisition to fashion a suit with distinctive lines—the graceful appearance and perfect proportions that identify ours—at fifteen dollars or more—'tis the only ready-for-service clothing of which we know that has everything (except the price) in common with the finest made-to-order. Our styles are distinctive and elegant—yet safely conservative—showing original designs—not too far from conventional lines. Materials of just the proper quality and pliancy to yield to the deft fingers of the tailor-artisans—which gives expression to the grace and shapeliness of the garment—in fact the demand of discriminating men are exacting and the ability to meet them are seldom found.—*Halpert & Jacobs, Binghamton, N. Y.*

The value of a thing establishes its selling price. Governed by this rule these \$15 suits of ours should sell for no less than \$20, that is, if we were to guide ourselves by the selling prices that prevail at other stores—but we don't. The mere comparisons of figures is an aimless way of getting at the kernel of things—and what we want to impress upon you is that our suits, even at \$15,

are better than most stores sell for \$20. We will stand behind this claim, word for word, and satisfy you if it is not so. We are secure in our conviction because we have the knowledge of what we are talking about. It's up to you to prove it—disprove it you can't.—*Wm. Vogel & Son, New York, N. Y.*

This is a very popular price for men's business suits, and it is a price that will pay for very exceptional qualities when the suits are properly planned. In the first place, Wanamaker clothing is made of absolutely pure wool fabrics. The style is just as carefully designed as though the suit was to be sold for double. The shaping of the collar, which means everything in the coat, is done by hand. The inside work on the coat is done just about twice as well as in ordinary fifteen-dollar clothing. This means that a man can safely pay this price at Wanamaker's, and get a suit that is going to be shapely as long as it is worn. The collection includes single-breasted sack coat suits, of fancy mixed chevots and worsteds. Single and double-breasted sack coat suits, of black thibet. Very remarkable suits at the price. Also a collection of double-breasted blue serge sack suits, half-lined, for hot-weather wear, at \$15 a suit. Wanamaker rain-coats at \$15 are made of fine oxford mixed worsteds, modeled after our fine overcoats. Of course, we have clothing of all good grades, but the store can be safely measured by the clothing it sells at this popular price.—*John Wanamaker, New York, N. Y.*

A special purchase from a well-known Philadelphia manufacturer of 375 single- and double-breasted suits—on sale tomorrow (Friday) morning. Can't mention this manufacturer's name—but you will recognize it the minute you note the fine workmanship, the choice materials that enter into the making of these suits. The fabrics are all-wool worsted—the latest style long coat, concave shoulders and the latest shape collar and lapels. The trousers have the semi-peg top. The suits are high-grade in every detail—the workmanship is of the best merchant-tailoring. These suits under ordinary circumstances would retail for \$15.00 and \$18.00—we mark them at the uniform price of \$10.00.—*Lit Brothers, Philadelphia, Pa.*

Our famous Russian navy serge.—There isn't a serge made that we'd trust more fully for the all-around wear of outing and business and dress-up than the Russian navy serge.—*Saks & Co., Washington, D. C.*

The latest sack styles, scientifically cut and finely tailored by makers famed for the excellence of their products. The fabrics are all new and up-to-date in pattern and comprise cheviots, worsteds and homespuns, in wide variety of neat colorings. Every detail of the quality in these suits proclaims them worth \$15.00. It is merely the result of a lucky purchase that we are enabled to offer this lot of beautifully made, high-grade goods at only \$11.00. Our reputation for large clothing assortments and ability to give every customer a perfect fit, will be enhanced by this offering.—*White & Davie, Pueblo, Colo.*

We want to talk to you about the thorough, all-round practicability of a black or blue suit for summer. In the first place, it's the best suit for dress or business, if you want to get along with one suit. Secondly, black or blue makes the most desirable outing suit a man can wear. All this holds good when you get the proper weight and workmanship. Lightweight serges and cheviots demand special treatment. When we talk like this you can rest assured that our suits have it.—*The Freeman Church Co., Hartford, Conn.*

Everybody admits our ability to give better value at \$10 than any tailor can do—the same reason holds good on up the scale. We absolutely defy any tailor to match our \$25 to \$40 suits, which are the product of brain, skill, money, and large output, sold through us at a saving to you. The "M. & B. Label" is a little thing to look for, but a big thing to find.—*Mullen & Bluett, Los Angeles, Cal.*

Men's suits of blue or black serge, light-weight worsteds, cheviots, clay diagonals or thibets, made to your measure, no matter what your size may be, for eleven dollars and eighty cents. Should you not be satisfied with the suit after it is made up, your money will be cheerfully refunded. Sale positively ends next Saturday evening. Forty styles to select from.—*Bloomington, New York.*

As soon as June gets thoroughly thawed out you'll want a lightweight suit. If you want to be absolutely certain that it is a good suit, made of fabrics that you can trust, put together in a dependable manner, fashioned on lines that are proper and priced at a single just profit over the raw manufacturing cost, your suit will be Morse-made.—*Leopold Morse & Co., Boston, Mass.*

For business or pleasure, labor or leisure—here are the suits that suit your figure and your pocket-book.—*Jackson's, Pittsburg, Pa.*

Observe the crash—Not in prices, but in suits.—*Browning, King & Co., Minneapolis, Minn.*

It'll be safe to get a blue serge; coolest fabric in the hot sun—not too thin for cool nights—grave enough for Sunday—gay enough for any event.

When a serge suit is right, it is the coolest, dressiest and most serviceable summer suit you can buy. We'll sell you a serge suit for as little as anybody—and it won't hang like a rag from the shoulders or draw at the edges.—*Robt. I. Cohen, Galveston, Texas.*

Our light weight two-piece suit. No dragged out look to our thin coats. We've mastered the problem; a little lining in the right spot makes the garment hold its shape. You'll appreciate this as you see it, and as long as you wear it. Some good loud colors and patterns; real young stuff for men of all ages who feel they are still in it.—*Talbot & Co., Fall River, Mass.*

Man! Do you know Emmons' clothing? Almost every man in Atlanta does. Those few wanderers who don't—should. And the sooner, the better for them; both in looks and in pocketbook. There are no better anywhere—there are no cheaper. What do we mean by cheaper? We don't mean clothes that nobody wants—look like a rag in a month; color fades, seams rip, buttons come off, linings give out—the stores are full of that sort, and that sort of cheapness is the wildest kind of extravagance. Buy a suit here, no matter what the price may be, \$10.00 for our cheapest or \$25.00 for our best—remember, your money will be returned to you if not just as we represent it to be.—*M. R. Emmons, Atlanta, Ga.*

Ask yourself what kind of a suit you want—you'll find it here. The suit which caught your fancy, that you saw on a certain well-dressed man—that's here, too—ten chances to one. No need going into details about all our suits—we could fill this entire paper. It's enough to say that your suit is here—the suit in harmony with your taste and in keeping with your purse.—*J. C. Mercer, Saginaw.*

Did you ever think the other fellow was better dressed than you? Of course you did. So did other people. We knew it to be a fact. Why? Because we sold the other fellow his suit.—*Geltz, Mansfield, O.*

Unless you're wedded to made-to-order prejudices—our summer suits will interest you. No single blessedness about 'em—they're thrice blessed, i.e., correct in style—satisfying in service—attractive in price.—*F. M. Atwood, Chicago, Ill.*

In the good old summer time you will want a new up-to-date tailored suit. We have them in endless varieties at popular prices.—*Greenston, Peoria, Ill.*

Getting your share. Are you getting your share of the genuine brand of coolness and comfort with "the name blown in the bottle" that we are furnishing our customers? We're dealing out in the shape of suits that soothe 'neath Old Sol's fiercest rays. While they're made of different fabrics, there's little difference in the degree of coolness.—*Brauer & Krohn, Los Angeles, Cal.*

Your fall suit.—After donning one of our new fall suits no one will know but what it was made by some tailor at double the price we asked for it. Let us show you our line. You will not be importuned to buy unless you find the style, fit, finish and everything to be to your complete satisfaction.—*Lazarus, Columbus, Ohio.*

Now that our new suitings are on display, it is a good time to come in and make your dressmaking plans for autumn. We mention a few of the fabrics which will be most popular this fall. They will give you some idea as to prices, but not much idea of the beauty of these cloths. So come and see to-morrow.—*The Robert Simpson Co., Toronto, Ont.*

Men's fall suits to order.—Thinking about your fall suit? You're wise to do so—particularly if you intend to have it made to order. For the new Autumn fabrics are here—a handsome variety—and you get the broadest selection now, without hurry or rush. Patterns range from grave to gay—from neat effects in worsteds and fancy chevots to the more striking styles that young men like. If you've never tried a Wanamaker made-to-order suit, the amount of smart tailoring, fit and correct style in one of our \$25 to \$30 suits will be a revelation to you. It's all that can be put in any suit. And the choice of fabrics is superbly varied. Same workmanship in the \$20 suits—the difference lies in the goods. But you'll never find it out through the test of wear. Stop in and find out more about them.—*Wanamaker's, New York.*

New suitings for fall wear.—If you read the advance fashion journals, which always appear a month ahead of the date, you have read descriptions of these tucked Meltons and Kerseys, or these handsome Scotch Tweeds, a trifle bolder and rougher and shaggier than any ever seen before. But reading, however good, is not half as interesting as sight-seeing, so you're invited to view the first show

of costume cloths for fall wear.—*Stone, Fisher & Lane, Tacoma, Wash.*

Coolness and economy in clothes for men.—That man is lucky who can find a reasonable excuse for indulging himself in some of the summer raiment mentioned here. Its coolness and comfort will go far towards counteracting the warm glow of self-satisfaction arising from his thrift and economy, as well as the temperature-rises he's apt to experience almost any minute now.—*Wanamaker's, New York.*

"Chesty?" Yes, of course, "chesty." There's no "air," no style, no effect to clothing this summer unless it's chesty; it's part of the stalwart, forceful, fashionable fad which now rules. The ordinary tailor or the regulation store cannot produce this effect; skill of the highest order—the kind we employ—is required; the right sort is here.—*I. & A. Friedlich, Des Moines, Iowa.*

Suits that suit. Our suits will please you just as long as you wear them, and finally when laid aside, the remembrance of the long service and perfect fit will be pleasant. Our outing suits, now on display, are the acme of perfection in style, fit and comfort. Get our prices.—*Thomas J. Maher, Utica, N. Y.*

An advertiser the other day, telling of a store he used to write for, said they had three grades of clothing: All-wool. Strictly all-wool. Guaranteed strictly all-wool. He said he thought the latter was really all-wool, but wasn't quite sure. No mincing of words in this store. No relaxing from the old standards that we have built this business on—All wool means—All Wool.—*Wanamaker's, Philadelphia, Pa.*

Rugged, primitive fabrics, both of them, but who will gainsay their supremacy for midsummer wear? Perhaps you do not take kindly to them? You will after the inevitable torrid heat compels you to recognize the comfort their loose open meshes insure.—*Saks & Co., New York, N. Y.*

To the man who has been disappointed elsewhere: A clothier's mere desire to serve his patrons well means nothing—unless he has a first-class stock to back up his good intentions. The man who has been disappointed elsewhere probably suffered more from smallness of stock and lack of expert judgment on the clothier's part than from ill-intention. We have not only a robust desire to serve our patrons's best interests, but we have the largest and finest stock of clothing in Mobile.—*Spira & Pincus, Mobile.*

Some people insist upon having our suits at any price. Set a show window with some of the new summery goods and caught a burglar Monday. Small wonder—they are attractive enough to catch any man. And when he's caught he's kept.—*Rogers, Peet & Co., New York.*

If you've got your mind made up as to what you want for a summer suit, you'll find it here—if it's right. Our first and second floors ought to hold it; if they don't, we can lay hands on it in a minute, in the big reserve stock on our third floor.—*Allison's, Philadelphia, Pa.*

Let July shake the thermometer at you—you needn't quail if you follow our clothing prescription. To-day we received an express shipment of those popular double-breasted blue serge coats and pants at \$15.00. The coats have the new broad lapels and are quarterlined. For service, style and comfort we don't know of anything equal to this suit at the price.—*Eiseman & Weil, Atlanta.*

No huge pile of "blanket" clothing (as one man put it yesterday who had looked through left-over spring stocks in other stores to find something cool). Here we have only the thin, cool summer clothing—worsted, serge and homespun effects that men want now. All of these suits were made within the last few weeks or so, and tailored as only Wanamaker clothing is tailored.—*The Wanamaker Store, Philadelphia, Pa.*

A proposition for men. If you haven't slipped into a new summer suit of clothes yet you are the man in particular to whom we wish to talk. In two weeks we figure up the business of the six months. Don't want to measure quite so many yards of cloth as are on our shelves to-day, so we propose to make a proposition to you. We invite you to select any of the materials which we have been making up at \$18.50 and \$22.50 and the price for the suit, made to your satisfaction as to fit and workmanship, will be \$15.—*Sibley, Lindsay & Curr, Rochester, N. Y.*

Best clothing for fewest dollars.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Summer livery. The clothing department, fourth floor, has received some spanking neat livery that we feel sure will be commended by all who see the collection.—*Joseph Horne Co., Pittsburg, Pa.*

Young men, are you hard to please in clothes? We are, so say all the makers of young men's clothing. We are more careful about the selection of suits for you than we are for men—young men's suits should be a bit smarter than men's

suits, anyway—brighter patterns, younger cut, more up-to-the-minute.—*M. R. Emmons, Atlanta, Ga.*

Great places of "outings," our stores! Outing suits in soft flannel effects, but cooler and better for wear than is flannel. Dainty and novel batiste, striped and plain crashes and homespuns, striped brown linen—and, newest yet—silk crash. Tough serges and next-to-nothing nun's cloth. Price trimming has sent down a good many distinguished business suits to the \$15 counters.—*Rogers, Peet & Company, New York.*

Many advantages, not generally considered, favor the selecting of the new fall suit now. Upon this first showing our reputation, to a certain extent, for the season depends. We must demonstrate our leadership for both styles and values. The garments are made from the very choicest new materials, shades and ideas. The workmanship is by expert tailors, under the most favorable conditions, which are almost impossible later during the rush season.—*Livington & Sons, Bloomington, Ill.*

When it comes to a question of comfort, men, as a rule, don't care a fig what the cost is, but we look to more than the comfort part of it. We look to the keeping of quality up and prices down. Besides all this men like this stock because of the plentifulness of the assortment. One is always sure of getting sizes—ordinary sizes and the "out sizes." Men who know this stock will tell you so—and they are easily found.—*Chamberlin, Johnson & Du Bois Co., Atlanta.*

Men's Summer Suits at \$8.50. "The clothing sale that achieved fame in a day." Men who want good stylish clothing at an exceptionally little price come to this sale in crowds. And with good reason. The business man, the professional man, the man of leisure may wear one of these suits with pride. Would this sale be the immense success that it is if the suits were not worth infinitely more than we ask? And are not these sales advertising this store splendidly? Certainly! The suits are here. As fast as a line dwindles it is reinforced from lots of suits marked at higher prices. There isn't an atom of deterioration about this or any other sale held by the big store.—*Siegel-Cooper Co., New York.*

If you need a suit to take away with you for the Summer—especially if you are going to the mountains or to the seashore—this is a fine opportunity to get a good one for very little money.—*Wanamaker's, Philadelphia, Pa.*

No difficulty about keeping cool even in this warm weather, when you're properly clothed. It is the light weight Summer suit which makes you feel like a "two year old." Here at your door you will find ready for you all the metropolitan styles, whether you are one of the Little Gentlemen or a grown-up.—*Smith, Gray & Co., Brooklyn, N. Y.*

For this big special clean-up sale we have taken fifteen lines of men's high-grade suits and specially priced them all at a uniform price; are made of the best quality wool materials and come in gray, in plaids, checks and small mixtures; coats are medium length or long, have natural shoulders, center vents and creased side seams; lined with mohair or Princess serge; no old back numbers, but the choicest of our winter clothing; sizes are 33 to 44.—*Hamburger's, Los Angeles, Cal.*

Dressy comfort in men's summer suits.—Light, cool garments with all the style and shape retaining quality of our heavier suits. It takes good tailoring to make light-weight clothing that will hold its shape. Our clothing is correctly tailored.—*Wootton & Hayes, Denison, Texas.*

Get your fall suit now, you'll save handsomely. In our immense stock of spring and summer suits a great many were too dark or too heavy for summer, and for that reason are just right for the next four or five months' wear. As the light outing suit has been having its day to the exclusion of everything else, we still have a large assortment of these better grade medium weight suits—which we have priced for an immediate clearance.

There are plain and fancy worsteds, serges, cheviots and cassimeres, in regulars, stouts and slims, all this season's patterns and tailoring. No better values were ever offered in any sale.—*Rothschild & Company, Chicago.*

The greatest suit value that was ever offered for the paltry price we have lumped them at—\$7.50. They are the finest samples of lines which sold all the season at \$12, \$15, \$18 and \$20, and which are still selling for that in many stores. It's the bonanza offer of the year, and it is creating a genuine sensation. Investigate.—*H. & D. Daniel, Hartford, Conn.*

Serge suits. You start on your railroad journey to vacation land in a brand new serge suit—when you arrive the back of your coat and the trousers about the thigh are wrinkled like the hide of a rhinoceros. You think it's

your fault, but it isn't. The trouble is with the serge, poor quality and not properly sponged.—*Mullen & Bluett Clothing Co., Los Angeles, Cal.*

This sale of suits is timed exactly to your vacation needs. The suits involved are light as a feather, fashioned in the new long single and double breasted sack models, with wide peaked lapels and deep side or center vents—veritable marvels of good tailoring. The coats are quarter lined, finished in a smooth, clean-cut manner. Peg-top trousers, with belt loops and cuff buttons. It's a chance of a summertime!—*Vogel Brothers, New York, N. Y.*

We generally celebrate the "Fourth" by inaugurating a custom tailoring clearance sale on the "fifth." Into it come an early summer's accumulation of suit lengths—short pieces of the fabrics used regularly in our \$22.00 and \$30.00 suits to measure. In many of them there is enough material for a single suit, in others enough for two or three suits. These fabrics include fancy worsteds, cheviots, cashmeres, homespuns and flannels, and, as is characteristic of short length sales, the favorite patterns, shown this season are in the majority—a large majority. Though the price has been shaved, the making will not be. The suits will be made up in Macy standard fashion, single or double breasted, as you desire; the coats lined with mohair serge.—*Macy's, New York, N. Y.*

Why Wanamaker serge suits are best: The reason is plain—but convincing. The manufacturer who makes two-thirds of our serge suits is the only one in the country, so far as we can discover, who does not give his work out to contractors, to be made in the alleys and sweatshops, and dear knows where. All our serges are made on the premises, under the eye of the manufacturer, who has built up, with our help, an organization that makes nothing but fine clothing. Think of the best tailors—men who work on \$25 and \$30 suits—working on our \$10 serge suits! It's a fact. Such men couldn't do cheap work, they don't know how. They work as faithfully on our \$10 serges as on our \$20—doing the vital parts by hand, kneading in the shape as they draw the stitches.—*Wanamaker's, Philadelphia, Pa.*

Clothing that is of the coolest, and that you need fewest pieces of. Two-piece suits, for outing or business—cool, adds variety to your wardrobe, saves other clothing.—*Wanamaker's, Philadelphia, Pa.*

Tropical weather clothing. This hot weather makes everybody hot under the collar. If it only stopped at the collar it wouldn't be so bad—but it don't. We can't all drop things and hie away to the mountains when he gets hot—so the coolness of the mountains must be brought here.—*Robt. I. Cohn, Galveston, Tex.*

If you know a man who wants a good looking, well made, all wool summer suit, but doesn't want to pay the price, you will do him a great favor by telling him what's going on here.—*Lorenhart, Lexington, Ky.*

When a serge suit is right it is the coolest, dressiest and most serviceable summer suit you can buy. We'll sell you a serge suit for as little as anybody—and it won't hang like a rag or draw at the edges.—*The Goldstein Clothing Co., Binghamton, N. Y.*

The coolest suits for summer are unquestionably English flannels. But Allison's two-piece suits have an additional advantage: The absence of a vest does not make the coat lose its shapeliness. The shoulders will not sag nor will the back wrinkle. Like all Allison-made clothes there's nothing stinted in the tailoring. And remember you pay no more for this superior making—\$12, \$15, \$16, \$18, \$20 and up.—*Allison's, Philadelphia, Pa.*

A straw, shaved ice, long drink and thin suit is a summer symphony. Our summer suits are in harmony with the mode and the season—fashioned on easy, graceful lines that conduce to mental and physical comfort.—*Wm. Vogel & Son, New York, N. Y.*

Here's a sale of the new long roll double and single breasted blue and black serge suits. With all the good qualities that these serge suits possess they are far superior to the ordinary \$15 sort. If you'll come here and try one on, you'll note at a glance their superiority in fit, fabric and style. They have those shapely shoulders, snug fitting collars and coat fronts that do not wrinkle which give to Vogel Brothers' serge suit that tone and dignity. On special sale at \$12.—*Vogel Brothers, New York.*

Some of the handsome suits that you have admired because of their style, refinement and general air of distinction as well as extreme comfort you will find right at prices that will simply astonish you. You can always depend upon getting clothing that's wearable, durable, stylish and correctly made at this store—yet you need not pay more than from \$9.85 to \$25.00 for the best serge suits

in the market. This simply means that you may find here the broadest variety of the season's best styles at the best prices for equivalent values—and that is true because years of selling always satisfactory clothes has built up a trade that permits us each year to do a little better for you on the price.—*Abraham & Straus, Brooklyn, N. Y.*

Suits that represent absolute perfection in summer wear. Elegant crashes and homespuns. Trousers made with turn-up bottoms. Also a line of fine cheviots and tweeds, in fancy and light colors. No man need be without a new suit when such values are possible.—*Erich Bros., New York.*

The dignity of a serge suit.—In incompetent hands a fabric will suffer; and if the fabric be serge, then it will lose all semblance of what a perfect serge suit should be. On the other hand, if serge be given to a tailorman who is an adept at the art, the result is a garment of distinction and dignity. Such is the cleverness of our tailormen.—*Wm. Vogel & Son, New York.*

Genius is fathered by talent, talent by effort, effort by intelligence. Such is the power which is invested in the tailoring of our ready-for-service summer suits for men—invested for the sake of the character and distinction which our standard of tailoring demands of every garment which the Saks label identifies, be the price what it may.—*Saks & Co., New York.*

These good are all made specially for us, and shaped differently from the usual ready-made. They are cut in the broad concaved shoulder, of the finest quality of worsteds and worsted cheviots, and the fit guaranteed. We invite inspection whether you buy or not.—*Reed Bros., Trenton, N. J.*

I don't know of any suit so useful and comfortable and good to look at as a serge. It is economical, because you can wear it so many places. Every one looks well in one. Most all serge is good in quality. The real goodness is in the tailoring. It must be well made to have style and keep its shape. My serge suits are strong in these points. Are they points you care about? Come and try one on.—*Vincent, New York.*

Here's comfort for the big man—the hard-to-fit man—the athletic man—the uneasy man. Our tailor-made suits are the best. Our cutter is direct from 5th Avenue, New York City, and you not only get New York style, but you get a suit that's made right, too. Suits \$30 and upward.—*Alex Rice, Montgomery.*

How you can save on a suit. We want to keep our tailors busy all summer—for that reason we offer special inducements to you to have us make a suit of any of our special lines of fabrics worth up to \$35 for \$15 to \$20. And guarantee it to fit perfectly. Nor will we charge extra for our interlining of fine French canvas and haircloth that displaces hot, stuffy pads.—*New-corn & Green, Philadelphia, Pa.*

You can order a light weight suit today with perfect assurance that the weather will permit you to wear it. Light weight suitings are here in great variety, in all the popular weaves and shades. Gray worsteds, gray chevriots and gray homespuns in pin head checks, delicate indistinct stripes and overplaids, and in blue serges we have a large range of the different weaves. In fact you will find our custom department a well equipped institution for turning out superior made clothes. Your experience has probably been like many others, that it does not always pay to invest in cheap custom made clothing. The best is a joy and pleasure that costs but a little more than the ordinary kind.—*Gemmill, Burnham & Co., Hartford, Conn.*

From our reserve rooms to our selling tables we have transposed a collection of new suits, to be sold at \$17. We have held them back, a trump card as it were, until the demand for this class of suits reached our very door. These suits point an instance of splendid foresight upon the part of our woolen buyer. For months past the woolen market has been ascending, prices have soared balloon-wards. Our advantage, or rather your advantage, lies in the fact that our woolen goods were purchased long before such a price move was even contemplated. And it is also a fact, borne out by the prevailing prices of our contemporaries, that \$20 and \$22 is the value for suits of like fabrics.—*Wm. Vogel & Son, New York, N. Y.*

Three-button double-breasted style; or four-button sack—no matter, so long as it fits your back.—*Brauer & Krohn, Los Angeles, Cal.*

Your next suit.—Just a few words about it. The suits we are showing for this season are smart, handsome and decidedly well bred. They are "clothes of quality," for they contain every good quality known to the tailoring art. The best tailoring talent in the land has built these suits according to the latest custom models. Shapely shoulders, narrow collars and lapels, drapery with swing and dash are hard things to describe in words,

but easily shown in garments. To buy the suit you would like to wear will take less money here than you think. If you'll stop in for a look, we'll wager anything that we know where you will buy your next suit.—*The Goldstein Clothing Co., Binghamton, N. Y.*

Now we are happy. Easter rush is over. Not one of our customers disappointed. "My suit fits immense," general verdict of all our patrons. Words like this tell the tale. We open with a clean sheet Monday morning, and if you favor us with your order for suit or overcoat you may be well satisfied that you will have every attention paid to your order.—*Davis & Weiss, Brooklyn.*

Go West, young man! (At least past Tremont Street.) Of course Horace Greely knew little, if anything about us, but nevertheless his advice is good. Go West as far as Mullen's. Tremont Street is the "Great Divivde." It costs you from \$5 to \$10 to cross Tremont Street going East and saves a like amount if you are coming West if you are going or coming after a suit. Too late to order an Easter suit made but not too late to connect with one of Mullen's misfits.—*J. L. Mullen & Co., Galveston, Texas.*

If every man in Brooklyn was an expert judge of clothes we shouldn't be able to keep up to the demand for these serges and tropical weather suits.

"Every store says the same thing?" Yes, the horn blowing is enough to deafen you. Everybody shouts "Mine's best," and it is natural that everybody should.

Suppose you take nobody's word for it. Suppose you see for yourself just how each suit is made. Turn the coat inside out and see what sort of stitching has been used; what sort of canvas stays the front. Note the way collar and shoulders are tailored. It is easy to do—and it is worth while.

Of course you want to be as comfortable as possible during your vacation. Nothing will add so much to your comfort as a light, airy outing suit. A good one will cost you from \$10.00 to \$25.00 and you are always well dressed. You can buy the common sort at your own price and always look poorly clad. We sell only the better sort, which we can guarantee without a blush.—*McKeon & Smith, Brooklyn, N. Y.*

There's nothing like a fresh spring Sunday to make old clothes look out of date. Don't you want a new frock coat, cutaway coat, washable waistcoat, striped trousers, scarf, silk hat, patent or enamel shoes, spring overcoat?—*Rogers, Peet & Company, New York.*

In this lot we offer a line of suits which are positively the best values we have ever given to the public. Made from the finest fabrics in a large variety of new checks, plaids and stripes. In style, make, fit and trimming equal to high-class custom work.—*Erich Bros., New York, N. Y.*

A witty man said: "Your serge suits are the coolest I ever saw; I have been wearing one for the past month and I am almost frozen." Thank you for the smile—but one of these days (when it's 95 degrees in the shade) the joke will be suddenly turned on every man who hasn't yet bought his summer suit.—*Wanamaker's, Philadelphia, Pa.*

It's about time that you were preparing for your summer outing. If you are going to the lakes or mountains we have the proper clothing for you. Hundreds have taken advantage of our sale on crash suits and have fitted themselves out in a neat summer rig for from \$1.50 to \$3. Don't overlook this opportunity.—*The White House Clothing Co., Spokane, Wash.*

This is just about the last call on ready-and-right suits at 20 per cent. discount from regular prices. You'll even have to hurry to get yours before your size is sold out. Smartest suits you ever saw—rich blacks, blues and stylish novelties. Former prices, \$15 to \$35—and good value at those prices. Now 20 per cent. discount. Again hurry!—*The Silverwood Stores, Los Angeles, Cal.*

If spring-suit thoughts are treading in your mind, they'll find happy fruition in our style-conservatory.—*F. M. Atwood, Chicago, Ill.*

If you were to add them all up you would find that there are hundreds of mills making men's clothes. From this big number, we have selected half a dozen of the very best. In view of the splendid returns these concerns receive as the result of our immense suit selling, their lines are confined to us exclusively. They could no more afford to sell us a poor suit, than we could afford to sell it to you in turn. The summer styles are beauties, and modestly priced, the range being from \$10 to \$25.—*Lazarus, Columbus, Ohio.*

We'll show you how to keep cool. The thermometer will not matter so much if you are rightly clothed. Thousands of light, summery, cool and cool looking suits—and separate garments for men and boys that defy the heat of the dog days. Outing suits, outing trousers, outing coats, outing shirts, summer hats,

summer shoes, every hot weather requisite for men.—*Heffner, Gilbert & Croll, Reading, Pa.*

Summer has arrived. A little later on it will probably make its presence felt with a vengeance. If proper preparations are not made it is likely that you will be uncomfortable during the weeks that are fast crowding on. Buy an outing suit. It is an ideal summer preparation. It will make you comfortable if any suit can. In addition to their comfort affording qualities, the outing suits sold here possess other desirable points—good material, good tailoring, good style, good fit and good value. Excellent suits at \$10.00. Finer qualities, \$12.50 and \$15.00. Light and dark patterns. Quaker gray, the latest color serge outing suits; double-breasted style—suits of style and comfort. \$15.00.—*Weinstock Lubin Co., Sacramento, Cal.*

Stocks are splendidly attractive throughout. This offering comprises blue and gray serges, worsteds, tweeds and other popular fabrics, in both single and double-breasted sacks. A high degree of tailoring is manifest in every suit; such smart clothing as appeals to men of common sense. Men who appreciate cool, comfortable summer suits will find tomorrow's sale most alluring. In every group there are sizes for all builds of men—for the tall man, the short, the thick-set, or the slim.—*Siegel, Cooper Co., New York, N. Y.*

Come to this store to-morrow and buy men's stylish suits, the season's latest and best kinds, made of worsteds, tweeds, blue and black unfinished worsteds and serges—in either single or double-breasted styles—at a great saving. In this great offer you will find suits worth up to \$18 and \$20—everyone of them made by America's foremost wholesale tailors. For a special flyer Saturday we will give you a choice of 250 of these suits—almost our entire line at above prices—at only \$14.85 values up to \$20.—*Tische-Goettinger Co., Dallas, Tex.*

We are showing now the very newest, latest and best of the season's correct outing suits for men and young men. Our lines are exclusively our own, made expressly to our order. A number of men imbued, for various reasons, with the opinion that they are hard to please, have become our steady patrons and cut their tailor bill in two. Certain shades of gray are in high favor this season. We show them both in business and outing suits. If you don't see the style or the price that you want, ask for it. We have got it.—*Albert Elkins, Sacramento.*

The Halpert & Jacobs clothing is made according to our exacting specifications—hence it is superior to most ready for service garments. Just drop in and slip into one of the new Schloss Bros.' single or double-breasted suits. That's the best way to size up the hang, style and fit of the garments. Spring is brightening up fast. Don't you want to brighten up your wardrobe?—*Halpert & Jacobs, Binghamton, N. Y.*

People wonder how we do it! Two suits for the price of one! Twice a year this sale occurs. About 1500 fine suits left over from this season's selling to be sacrificed. Profits scattered to the four winds. Go they must to make room for our gigantic fall stock, so come and buy.—*The Palace Clothing Co., Kansas City.*

We have put in the excellent tailoring, the worthy materials, the fine points of style that are required to make our suits satisfactory, smart and serviceable, while maintaining the price at a figure that will appeal to seven men out of every ten—Fifteen Dollars—a price, by the way, that is several dollars below what these same suits would command if sold at other stores' ordinary rate of profit.—*Wanamaker, New York.*

Your appearance can be made a business asset. Nothing contributes more to wholesome appearance than good clothing—not necessarily expensive—but apparel that is tasteful, becoming and well-fitting. We have it. Models in sacks, single and double-breasted, were never more distinctive and pleasing for general wear, while English walking suits lend dignity and elegance to more formal business dress.—*Hackett, Carhart & Co., New York, N. Y.*

Newspaper advertising is a very good thing. No store can do without it. But we find the best advertisement we can have is a satisfied customer. You will be a satisfied customer by wearing one of our plain cheviot, black clay or fancy cassimere suits, suits that are well tailored and trimmed, suits that have the wearing and shape retaining qualities that make them marvels.—*Streng's, Columbus, Ohio.*

A new fall suit, \$16.50, instead of \$22.50.—A fine black Thibet; coat full silk lined; from our best tailor—made up when he was least busy at about cost; an early bargain for the man going away, or who needs a suit and does not want to buy summer weight so late in the season.—*Wanamaker's, Philadelphia, Pa.*

Men's \$12.50 to \$15 springs suits, \$9.75.

Small lots from two of our best popular price makers. The cool spring discouraged duplicate orders and they are already at work on fall goods, so these fine suits go to you to-morrow at just about the price they should have brought from us under ordinary conditions. Fabrics are cheviots, cassimers, undressed and a few fancy worsteds—variety of choice colorings and designs—gray in the various shades predominating. They are cut in smart single breasted sack style, largely hand tailored. Suits that will give excellent business service. Sizes for regular or stout men.—*Abraham & Straus, Brooklyn, N. Y.*

Suit science. It hasn't a fault or a flaw, and fitly represents the perfection found in all our men's wear.—*R. J. Hurd & Co., Spokane, Wash.*

Subtle, yet defined, there is an expression of character and individuality to mark a Saks suit which exhausts the power of the tailor's craft—of which the cleverest to-order tailors would be proud.—*Saks & Company, New York.*

We have made special preparation for the man whose conservative tastes are only satisfied by the refinement and dignity of a black suit. The best light weight materials and the best of hand tailoring show how comfortable and cool, as well as dressy, such a suit can be made. Cloths are fine black summer-weight Thibets, unfinished worsteds and serges. Coats made single and double-breasted, half and full lined. Trousers shaped at the hips to fit snugly under the belt for which there are neat loops.

Every suit shows the good work that has been put into it, and after you have worn it three months will still show it.—*Frederick Loeser & Co., Brooklyn.*

Once a man buys one of these summer serge suits his bothers in the clothing line are at an end. He knows then that he can get the suit he wants at the price he wishes to pay right here. So many men have found this out that we do the largest business in Brooklyn and can well afford to sell for the least money.—*Abraham & Straus, Brooklyn.*

The new things in spring suits and topcoats are here, but they're not waiting for you—others are buying them. Here are ready-to-wear clothes, actually hand tailored and the only difference between them and garments made by the best custom tailors is in price.—*I. & A. Friedlich, Des Moines, Iowa.*

It is worth a man's while to see if his size is among our \$8.50 suits.—*A. Gilmour, St. Johns, N. B.*

The young man aged 15 to 20 usually envies the "governor's" smart clothes. The old gentleman pays a high price to the custom tailor for his clothes, but the son's allowance won't stand it. This does not lessen his desire to wear smart clothes, however, and we have made it our business to furnish him. Our spring styles are now ready and the young man who wants a suit with all the style that can be worked into it, can get it here at a moderate price.—*Chucker's Clothing Store, Kenton, O.*

With plenty of weartime ahead, it means that you can get a new suit at a very little price indeed—a suit that will not only do you to the end of this season, but be serviceable next year also.—*Abraham & Straus, Brooklyn, N. Y.*

And now comes the need of a fall suit, and this splendid stock answers HERE! And what a great gathering of leaders it is—Fashion's own favorites, mighty in the force of convincing argument by reason of their own merit.—*Bond's, Columbus, Ohio.*

Men's scarce blue serge suits, \$7.48. If we had to provide the serge at the price asked to-day for this very scarce fabric these suits, with the character of the tailoring, could not be made up to sell for less than \$12.00. You have merely to compare them with suits at that price to prove this statement. There may be a halo about the name of the manufacturer and seller of clothing, but you are the judge finally of the fit and the price.—*A. D. Matthews' Son, Brooklyn, N. Y.*

We will not attempt descriptions of these suits in detail; we wish to say, however, that they are made of the most popular woollens in the best patterns, the tailoring is the acme of perfection and the styles are those most in demand.—*Titche-Goettinger Co., Dallas Texas.*

These are the biggest bargain plums of the season. The suits are all tailored in the very best manner, will retain their shape well; in fact, they are right up to the Loeser standard of excellence.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Fall's here and it's time to do it. If you haven't said "farewell" to your summer suit, you'd better. Our elegant fall suits are here, waiting to say "hello" to you.—*Wentworth Clothing Co., Spokane, Wash.*

These are not the ordinary factory-made suits, but the high-class, exclusively tailored garments that equal the very best custom-made work. Here's something you want to take into consideration—

the collars and lapels are hand padded—the stiffening is all pure Irish linen—all strictly London shrunk.—*Simpson, Crawford Co., New York.*

Every well-dressed man should have an English walking suit in his wardrobe. Good dressers will see at a glance the beauty and value of our line of materials for these suits.—*D. C. Race Co., Binghamton, N. Y.*

Fall suits to fit any man.—Every variation of the human figure is provided for in our ready-for-wear clothes. But nobody is infallible, so we keep a tailor to correct any fault that appears when the clothes are tried on. Custom tailors do the same. You're just as certain of finding a fall suit to please you as you are to be fitted to your satisfaction.—*Weigs & Co., New Haven, Conn.*

For the man who has not his spring suit we place on our counters this morning 500 new spring suits to be sold at \$10.00, \$12.00 and \$15.00. For a number of years at this time we have purchased the surplus stock of a large Eastern clothing manufacturer, whose product we have learned by experience is almost equal to our own. Of the thousands of suits sold we have never had one complaint registered against his make. This is his second lot this spring—the first lot we received just before Easter and they only lasted a few days here. The present line is even better than the first, as most of the cloths are worsteds, although there are some good blue serges. The stock is fresh and new from the tailors' hands. The coats are cut long and have the deep vent in the center seam, broad shoulders, and all the little points that fashion demands this season. The prices we ask are in some cases less than the suits were sold for at wholesale early in the season. The maker of this clothing had to clear his tables to take care of the fall trade—hence your opportunity.—*Wm. Wanamaker, Philadelphia, Pa.*

Here's a lot of good clothes gathered together to supply the need of every man within traveling distance of this store who is well dressed, or wants to be. That means, we've got enough to go 'round among all the careful-about-clothes men.—*C. B. Fudge Co., Muncie, Ind.*

Goodness in cloth, make, style, fit and finish is crowding a heap of goodness into a suit of clothes, but our Royal Brand Suits are just crowded with these things and added to them is another good point, the lowness of their price.—*Prowse Bros., Charlottetown, P. E. I.*

"Who makes the most stylish men's clothes?" asked a customer the other day. "I see this 'feature' advanced as the real thing, and that 'feature' set down as being the most proper. Please tell me who's who?" Firstly, a suit that has any features conspicuously noticeable has not any claim for style. Exacting dressers desire to be distinctive, not conspicuous—a vast difference. "Features" are left to the "I am it" class. Hart, Schaffner & Marx, for whom we are sole Philadelphia agents, make suits without features, yet their clothes bespeak individuality. There's character in the coat, the shoulders are broad, the neck fit is smooth, and the lines concave toward the waist, throwing out the chest. The effect gives one bigness without fullness appearing in the suit. You'll also appreciate these better made H., S. & M. suits because they are no more costly than the ordinary sort—\$15, \$16, \$18 and up to \$25.—*Allison's, Philadelphia, Pa.*

If one keeps going ahead one is sure to come out somewhere—and—as you know—we never rest. We have always striven and are still striving for the betterment of men's ready-to-wear clothing. Certain it is that we have—in the present season's style—achieved the highest degree of perfection yet attained. What the future will bring forth remains to be seen. Our stock represents the fine—finer—and finest grades of America's foremost designers and makers—including the exclusive creations of Rogers, Peet & Co.—which are confined strictly to us for this city—the prices of which range from \$20 to \$35.—*The May, Denver, Colo.*

A suit for a song—if you are a good singer. You really and truly will sing our praises when you see the values for the song price.—*Frosh Bros., Pueblo.*

Owing to the big rush we could not wait on all, so will continue the sale for Friday, Saturday and Monday only. Four-dollar pants made to your measure and guaranteed to fit the same as you pay \$6 to \$10 elsewhere.—*Union Tailors, Spokane, Wash.*

The run on black suits continues. Light suits, of course, are always being run after at this season of the year, but the real thing is the mixture of black and white that is the new gray. It's here, but not everywhere.—*Richardson Clothing Co., Kansas City, Mo.*

No man should be without a serge suit for summer wear, but—now mind we say but with great emphasis—and we repeat it, but unless the suit he buys is right in every way, it will be most unsatisfactory of all suits.—*The Goldstein Clothing Co., Binghamton, N. Y.*

Don't you hear it in the air? The Marconi system is wonderful! "Drop the old and don the new; here's light clothing waiting for you." Our stock is not all fine clothing, but it's all good clothing; good, suitable, wearable and durable for every walk in life.—*United States Clothing Co., Milwaukee, Wis.*

Not many years ago a ready-made suit could be distinguished from one made to measure, "a mile off." But brains and money can do wonders, and these suits we offer at \$12.50 would do credit to the best tailor in town. It's the kind of clothing that gives a man the reputation of dealing with high-priced tailors, yet it costs you no more than the ordinary ready-to-wear.—*Desbeckers', Buffalo.*

If we were asked to "point with pride" to any particular part of this splendid stock of men's fall suits, we would probably pick out the particularly fine line of suits of fancy cheviots at \$15. Fifteen dollars is the popular and much abused price for a suit. In the eyes of some people "everything goes" in material and making, as long as the suits will sell at the price. We take a different tack—crowd as much merit, in stylishness of pattern, in excellence of all wool fabrics, in carefulness of making and fit, into the suits as we possibly can, and—make the man who has bought one sack suit come back for another the next time he needs it.—*The Wanamaker Store, New York.*

There isn't a very great departure from the styles of a year ago, but there is sufficient to catch the critical eye. The double-breasted sack suits have advanced still farther this spring in popular favor. Both the double and single-breasted are a trifle longer—about an inch, say—and they are cut a little fuller in the back. The extreme loose fitting double-breasted have a very long lapel. If you will look into our windows, 8, 9, and 10, you will note that invisible stripes and overlaid are more artistically woven than formerly, and you will also note that our showing of suits and top coats in all points of style and all the way through, is far in advance of anything you will find elsewhere in the city. Come inside and you will be delighted at how well we can fit you, and surprised at our low prices.—*Bergerman Bros., Pueblo, Colo.*

Serges rolling in resemble the serges rolling out of our stores—they're both hard to resist. Our serge suits are resisters of wear. The true blue of the sea and the sea's coolness characterize them. They're equally correct on beach or street, and they're embodiments of comfort.—*Brill Brothers, New York.*

Spring woolens.—Your spring suit, if made by us, will be by far the handsomest suit you have ever worn. Our exclusive patterns are the finest and noblest ever shown. Let us show them to you.—*Dittenhoefer, Mansfield, Ohio.*

The progressive manufacturer doesn't "stand pat" in the face of adverse weather conditions. We closed a very advantageous deal with a maker who banked too lavishly upon an early and active fall season—closing out a surplus stock at a price that we'd have jumped at as a bargain sixty days later. They are on our counters now—and instead of grading them—we've made one great, big, interesting lot and leave the unreserved choice to you at \$15.00 for any suit or any overcoat among them.—*Saks & Co., Indianapolis, Ind.*

To "get on the right side" of the weather—get on the inside of our elegant summer suits. Paradoxically speaking, "there's a coolness" between them and their warmest admirers.—*F. M. Atwood, Chicago, Ill.*

Outing suits made for summer weather such as this, coats and vests of breezy-inviting homespun and light-weight flannel, that cost so little that no man need be uncomfortable for want of a cool suit.—*Comstock Bros., South Norwalk.*

An outing suit—now. Exit—the vest. Little pursed, big pursed. It's comfort every man's after these days. Find a lot of it in one of Hales' outing suits. Just coat and pants of the lightest materials. Swell wool crashes, fuzzy chevions, nobby cassimeres.—*Hales, Sacramento, Cal.*

The lightest possible clothing for summer. There's something comfortably negligible about our two-piece suits. Flannels were always considered ideal for summer wear—and now wool crashes, homespuns and unlined serges are coming in for their share of favor among the more conservative dressers. If they weren't best they wouldn't be here. The real style, the grace and swing that has been put into these garments is indescribable.—*Babbitt & Co., Albany.*

Our "skeleton" suits are designed to defy the most torrid heat that ever the forces generated. Not a superfluous thread to add its burden—yet tailored so cleverly that the shape and character are as permanent as in our heavier garments. As for fabrics, the hand-loomed Donagole homespuns are the most favored of the novelties; the cobweb "double and twist" tweeds, tropical worsteds, English and domestic smooth surface flannels, and black or blue rough or smooth

surface serges in every conceivable weave and design receive the preference of many of the men of more conservative tastes. They cost from \$12.50 to \$25.00.—*Saks & Company, New York.*

It is acknowledged by the best dressed men in Scranton that the clothes we sell are the standard by which to measure ready-to-put-on-garments. There's fit, there's style, there's grace and character about them. There should be no doubt in your mind that they merit your patronage. Don't let the disappointment of not attending the first day of this sale keep you away to-day. The lot of suits put on sale to-day is our entire line of \$12.50 fancy suits, in worsteds and chevions, both single and double-breasted, longs, stouts and regulars. It's an excellent time to buy excellent clothes. You've bought before and bought eagerly at slight reductions. It's a wise buyer who sees his own advantage in this sale and profits by it. All alterations, as usual, are made free of charge.—*Santer Bros., Scranton, Pa.*

A simple method to save money.—Buy your clothing here. So simple and easy that a large percentage of the people of Spokane are adding to their week's wages from \$5.00 to \$10.00 by purchasing their spring suit and furnishing goods of us. Get in line. You will be ahead by so doing. We have a large assortment of just the clothes you want. Newest, noblest patterns, up to date styles and qualities that we guarantee absolutely. Such a fine grade of suits would cost you from \$16 to \$22 at other stores. We are selling these superior grades of fine hand-tailored clothing at \$10, \$12, and \$15. Come up this way. See window display. Be fitted and save money.—*Berry Clothing & Shoe Co., Spokane.*

We say this with every confidence in our ability to prove it. Just give us thirty minutes' time to demonstrate it with the actual clothes. All the popular fabrics and fashions are shown, and the M. & B. mark on every suit—your guarantee of goodness.—*Mullen & Bluett Clothing Co., Los Angeles, Cal.*

You make a clean-cut saving by buying one of our smartly-cut suits at cut price. Hart, Schaffner & Marx made many of them—that's enough for men who know. Why do we cut prices in the face of rising prices on wool? Yes, we know we could make more money by carrying the suits over. But you don't expect us to show this season's suits next season. Not our way. Got to sell 'em this season.—*Rogers & Stevens, South Norwalk, Conn.*

Frock coats and vests.—You've been enjoying immunity from the frock coat and top hat during the summer. But you will soon have to confront the need of donning them again, as autumn days approach. So the query is timely, "Why go to a high-priced tailor and pay ever so much more for a frock coat to order, when a Wanamaker frock coat gives the same effect and satisfaction at a vast price-saving?" New Yorkers are learning that no such another stock of ready-made Prince Albert coats and vests is to be found outside of this store. You men, who are passing through the city homeward bound, may not know. Don't go away uninstructed. There are coats here for the average, the tall, the short, the slim, the stout man—a variety that reduces the necessary alterations to a minimum, and insures the promptest sort of satisfaction.—*Wanamaker's, New York.*

Positively the greatest opportunity for suit buying that ever came to the men of Hartford. The styles are right up to the second, the workmanship superb and there is a nattiness, a "swagger" appearance about them that speaks of the art of the designer. You'll find only one or two of a kind, but they're all so superb that you will find something that will just suit you.—*H. & D. Daniel, Hartford, Conn.*

We will not carry the suits over any more than we will any other stock, so we have slashed the prices on every side. If these prices on the finest clothing for young men do not cause a complete clearance to-morrow—then young men do not desire clothing just now.—*Abraham & Straus, Brooklyn, N. Y.*

The make room season is again here. Our fall line is beginning to arrive. The heavy suits and overcoats take up much space. We have to make this space now. We have quite a few single suits of lots of summer and medium weight left. These we must clear out regardless of the season's selling price.—*Kreisman, Peoria, Ill.*

The first instalment of suits in new fall and winter patterns is on show. They're worth seeing. All the new woollens, styles and cuts that the swellest tailors in the land are showing. They're smarter, better and more in accord with good taste in dress than any other ready-to-wear tailored clothes.—*The Hub, Ogden, Utah.*

Men's black sack suits at a pleasant price-surprise. "About this time look out for windfalls." You'll find this prognostication written opposite every February in our men's clothing calendar.

This year the surprise we've planned takes the shape of just one hundred black Thibet sack suits that are fairly eye-openers at their price.—*John Wanamaker, New York.*

Even our outing suits have their hair-cloth linings, so that they hold their shape.—*Jackson's, Pittsburg, Pa.*

We have too many—about 200—fine suits. You know how we operate in such cases—Sell!—*Wells & Coverly, Troy.*

The calendar says selling-time is ending—

The weather says wearing-time is just beginning.

You buy by the calendar, and profit by the weather.—*Wanamaker's, New York.*

Every suit is a fashion plate.—*The Globe Clothing Co., Atlanta, Ga.*

Business suits. Full of character and solidity — conservative — correct — suits with that simple elegance that appeals to all well-dressed men.—*Dege & Milner, Tacoma, Wash.*

Not so "military."—The new fall suits for men are a little straighter in the coat front and somewhat fuller in the back—not quite so military, you know, but with a dressier and more graceful fit. And then the new weaves will interest you. Taken all in all, they're stunning all the way through, and you'll be pleased with the one you buy.—*R. J. Hurd & Co., Spokane, Wash.*

There's a good deal of satisfaction over our \$12.50 suits. The coats, vests and trousers correspond in size, and you can change or return anything that is not entirely satisfactory. All sizes, 32 to 46. We can strongly recommend the \$25 and \$12.50 overcoats. A lot of money has been chipped off their original prices.—*Smith, Gray & Co., New York, N. Y.*

There's logic in the clothing sacrifices we are making. The specific reason is to sell all goods in their respective season. Prudence, wisdom and 20th century store keeping influence this act of ours. Pack goods away until next season? Our grandfathers did that—but not the aggressive merchant of to-day.—*Kaufmann's, Pittsburg, Pa.*

The whole world loves a lover. We love lovers of good dress and for their benefit we wish to announce the arrival of our spring woollens. Don't wait till you see the suit you admire on some one else's back. In order to retain our "rep." as the "home of individuality" we have confined our novelties to one suit of each pattern. Suits \$25 up.—*J. L. Mullen & Co., Galveston, Texas.*

A goodly collection of correct fall styles is here. No experiments; no mistakes.

Suits cut in the curves of fashion.—*A. H. Waite & Co., Colorado Springs.*

Distinctive cutaway suits for men. For the new season's service the cutaway has struck twelve. It is the symbol of the discerning—at least ours are. They have the earmarks by which the most exclusive to-order tailor's garments are identified—vigorous grace of line and curve, perfect and correct proportions and in style, distinctive.—*Saks & Co., New York, N. Y.*

Most concerns for years have tried to sell you cheviots in medium priced garments. They told you worsteds at low prices would not wear, fit or hold the shape or color. They told that cheviots would serve you better. Cheviot is easier to tailor than worsted. Worsteds is wry, unruly and hard to shape properly. Now if the concerns who try to sell you cheviots when you demand worsteds would devote their energies to perfecting a tailoring organization capable of properly handling worsteds suits, they could say as we do: "These suits will hold their shape until worn out." That worsteds can be tailored properly we can demonstrate to you by showing you worsted suit after worsted suit in our stores that will fit you as though made to your measure. The coats of these suits have hair-cloth front stiffening, linen canvas interlinings, worsted serge linings and hand work on collars, lapels and shoulders. They have every touch of the latest style. They will hold their shape, fit and color until worn out. If any suit does not do all we claim for it, does not give you perfect satisfaction, we insist on returning your money.—*Brill Bros., New York.*

You may be strong in the belief that no ready-made suit will fit you. If so, let us change it. Long or short, slim or stout, we can clothe you with apparel which will fill all requirements.—*Hackett, Carhart & Co., New York.*

The graceful hang and clean-cut lines of our "ready-to-put-on" serge suits command immediate recognition from "men who know." The wide range of sizes insures a fit for every one, tall, short, stout or thin.—*The Wanamaker Store, Philadelphia, Pa.*

They are suits that possess all the snap of summer style as well as summer coolness, and are distinguished from the commonplace usual ready-to-wear sort by our famous "concave" shoulder and "close-fitting" collar.—*Wm. Vogel & Son, New York.*

Young men who want correct new spring suits—suits made for young men especially, of which style, cut and fabric is absolutely correct—will find here just what they want. We are the only store selling young men's correct clothes—let us show you.—*The Palace Clothing Co., Topeka, Kan.*

A nice morning emphasizes the need of a new spring suit, and particularly impresses one with the importance of selecting the season's outfit from a large and admirably assorted line of the best makes and styles, such as we're showing here at popular prices. Our clothes meet every requirement of the most fastidious dressers.—*R. J. Hurd & Co., Spokane, Wash.*

The Jap is changing the map.—To be prepared is the key to success. We are just as well prepared for trade as Japan was for war. We hit the mark every time a customer comes in the store. Don't be discouraged by an untimely return of winter. The sun is getting too warm. Finish your preparations for fine spring days with a new Why suit, shirt and hat and ward off the discomforts of wet and sloppy weather by owning one of our fine cravenettes.—*The Why, Davenport.*

Every garment union made—label on coat, vest and pants. A clothing of absolute reliability, fully guaranteed. Not as low in price as some makers, but character clothes, built for men who want the best. Clothes that must satisfy in every particular or no sale. Such clothing as this is usually sold at big profits, but "Fair Play" in business protects you against big prices.—*The Baity Dry Goods Co., Denison, Texas.*

We do not ask that you should wear a garment of an extreme cut when your taste is conservative, nor a conservative cut if your taste be extreme. We leave that to your pleasure, for we are fully prepared to meet all demands. Our stock affords seven distinctive single-breasted and three double-breasted models in more than one hundred exceptional patterns in the popular browns, English grays, blacks, and all manner of shades appropriate for fall and winter wear.—*Saks & Co., Washington, D. C.*

Beautiful spring. We're not quite sure whether she's here or not, but shrewd buyers are already making their selections from our lines of smart and snappy spring suits and overcoats. It's nice to have first choice and to wear the new things first.—*Garson's, Rochester, N. Y.*

Your spring suit will be just what you want if you leave your measure here.—*H. L. Fullerton, Detroit, Mich.*

Our men's fall suits in the new shades of brown will irresistibly appeal to men who are desirous of being fashionably, yet economically, clad. These suits are on an even plane with tailored-to-order clothes that would cost you \$30.00. They sparkle with newness and style and possess all the distinctive features that will be conspicuous this fall—the longer coats, collar and lapels are shorter and cut fuller—the double-breasted style will be the reigning favorite—rough-finished Scotch cheviots in the new autumn brown shades will set the pace for popularity.—*Streng's, Columbus, Ohio.*

Rush! There's but one day more of the suit sale.—It is the greatest suit sale that has ever been held—more sweeping including greater values at smaller prices than any other. Absolutely every fancy and mixed suit in the house is in the sale. No question of not fitting you in the pattern of your selection, for they are not odds and ends. And, being regular stock, you know they are the best suits in each grade that can be produced.—*The Saks Stores, Washington, D. C.*

Spring suits of superior quality and superior workmanship. Men's and boys' newest styles. A picked showing of the best products of the season—the very latest novelties in the finest grades of pure wool cassimeres and pure worsted cheviots, including the new olive, brown and indistinct stripes and mottlings in the new color tones for 1902. These are shapely suits—the workmanship is precise and exquisite throughout.—*Dober, Seattle, Wash.*

Two- and three-piece-summer suits. Now that a summer suit is a quick necessity, will you not take our word for it that our summer suits possess precisely the style points and character you seek in your summer suit? At least, do us the favor to try on some of our 'varsity suits, superb examples of the tailoring art, but all ready to wear. The result of your experiment will certainly satisfy you that no other clothes you know can compare with ours. A great range of fancy effects in gray and brown worsteds and velour finished cassimeres, besides blue and gray serges and fancy weaves of homespuns and crashes.—*Rogers & Stevens, South Norwalk, Conn.*

Snappy, individual styles, with the fit and hang that come usually only with custom-made clothing. Either business or outing styles; fancy worsteds, strong cassimeres and cheviots, serges and Thibets. Excellently made, with wide manly shoulders, clinging collar and hand-made lapels; roomy chests and full, generous

backs. Checks, overplaids in light or dark mixtures and combinations of colors. Pants all made with belt loops, either cuff or plain bottom. Perfect fitting suits for Friday at Bullock's third floor.—*Bullock's, Los Angeles, Cal.*

With a great deal of satisfaction, we call attention to our blue serge suit exhibition gathered from America's master tailors and offered as the most advanced demonstration of good summer clothes-making that it has even been our pleasure to record. We believe and think you will find it so, that you will best conserve your own interests by inspecting these models before making a purchase or placing an order. Individuality is the shining characteristic of these garments—you will find fit perfect, the draping artistic and the whole general effect exceptionally true to the best conceptions of taste and style. Blue serges, in various shades and patterns, single and double-breasted, cut to the hour.—*Freedlander's, Wooster, Ohio.*

Men's summer suits. Those handsome suits that are displayed in our window to-day are the ones we are going to sell to-morrow at the saving prices of \$9.35. You can't help but admire them, for they are stylish, distinctive, cool and comfortable. You can depend upon their "durability," "wearability," and their shape-retaining ability, for were they not to possess these all-important qualities they would not be for sale at this store. \$9.35 is the selling price for them to-morrow, just \$4.15 less than their real value; won't you get one instead of suffering the discomforts of the heat? They'll last at least three seasons with careful wear. Made of homespuns, worsteds and tweeds, with skeleton lined coat, loops for belt on the pants as well as buttons, and are dressy and comfortable looking. Very special indeed.—*Hudson's Bay Stores, Vancouver, B. C.*

Blue serge suits that will stay blue. Give a Joseph blue serge suit any fair test and see if it will hold its color. Try it in the sun, try it in the rain—it will stay true blue. A good many blue serge suits won't stand tests in these days of faked fabrics. None of these cheapened clothes here, though—and if a bad suit does creep into our stock unbeknown to us, we are here to right the wrongs that crop out after you have worn the suit. A new suit in its place, or other adjustment satisfactory to you. Blue serge suits, two- or three-piece, \$10 to \$25 each. Best choosing, and perhaps best values, are \$15 and \$20 the suit.—*M. Joseph's Sons, Terre Haute, Ind.*

A comfortable outing suit right now will give you more than your money's worth. If you are not familiar with the conveniences of one of these hot weather outfits, you ought to buy one now—today. You'd say you never so thoroughly enjoyed wearing a suit of clothes. Besides being dressed comfortably, you'll be in style and that's worth something. Let us show you what we are offering just to "close them out" at \$10.00 and \$12.50. If you want real value this is your opportunity.—*Doty Clothing Co., Ottumwa, Ia.*

The man who is planning for a cool suit for hot summer days will find his wants excellently well filled here this week. We are placing on sale an attractive lot of men's suits in two- and three-piece styles; some in chevots; some in serges; some in hard twisted worsteds; among them are the stylish gray effects, in plaids, stripes, checks, overplaids and hair-line patterns. Every suit is silk-sewed, hand-padded collar, hair-lined coats, semi-peg top trousers with or without cuffs. A splendid line for your choosing.—*The Red Front, San Bernardino, Cal.*

Grace of line that stays with you. What a fresh charm has the new blue serge or tropical worsted two-piece suit. But what greater charm is commanded if it doesn't change as you wear them. "Ah! that's the rub." That's why the prices of some suits that look so smart are so remarkably low. We'd rather use our knowledge and energy to find you great values to sell for little, than to foist something cheap upon you, just because we had the chance.—*I. Levystein, Montgomery, Ala.*

Semi-annual sale of men's suits. Men, look to your wardrobes. The dry goods spirit takes hold of the men's tailoring store, fourth floor, to-day. It is the beginning of our semi-annual sale of men's suits, made to measure, made to fit according to your own notion, not ours. You are the fellow to wear the clothes, therefore the one to be suited. It has been our custom immediately after the first of July to take men into our confidence, form sort of a partnership with them in providing good clothes. This season our proposition is even better than usual.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Distinctive suits for men at one-half original prices. Even success imposes a penalty. Certain styles and sizes of our suits we find at ebb—two or three of each. To be rid of them the prices have been cut in half. There are single and double-breasted in plain and mixed col-

ors. Among them is a large variety of large sizes in regulars and stouts.—*Sides & Flickinger, Harrisburg, Pa.*

Most men long for the country these days, but most of us must take it out in longing. At least you can have a suit which savors of the country—though it's perfectly proper for town.—*Rogers, Peet & Co., New York.*

\$15.00 men's suits, good values. One of our paramount issues here is the question of good values. We hold it as important as the quality of the goods we sell and it is considered a strong point and we are more particular than ever to give our customers the very best we can for the money they pay for it, and after all these years of strict observance of that rule we have built up a large and increasing business and hope to continue it in the future. The basis of good clothes is good cloth, the fabric of which the clothes are made. Without it there's no value attached to it, however ambitious the effort to put style there. Ours has both the style and fabrics. See our window display. Mail orders carefully filled. Send for our new style book.—*Mullen & Bluett Clothing Company, Los Angeles, Cal.*

Change your appearance for the new year. The probabilities are that you have worn your old suit so long that your friends know you by it. A suit like the ones illustrated for instance may be had as low as \$15 or as high as \$30 here. Between these figures you can surely find the suit and the price that will exactly meet your wishes. Our clothes, of which this is an example, are gentlemen's clothes of the best kind.—*Spira & PinCUS, Leading Clothiers, Mobile, Ala.*

If your spring suit is a Goodyear "Cravenette" you can be sure that it's right—in style, material and workmanship, and yet costing 30 per cent. and over less than you would have paid for the ordinary kind. You can wear a Goodyear "Cravenette" suit anywhere or in any weather with that certainty of feeling which comes from knowing you are correctly dressed—yet wearing a guaranteed waterproof suit. For no matter where you go, you will not see such clothes sold for as low prices as we sell, and we make this "ten days' approval" offer to any purchaser—that if he can duplicate anywhere the suit he bought here at the same price we will gladly refund the money. All because we manufacture the clothes ourselves—selling to you at one profit. That is why our prices are one-third less than those of other stores.—*Goodyear Clothing Co., Atlanta, Ga.*

G. & H. suits for men. True, the weather has been too changeable to come out in thin clothes, but now it's going to be warmer. Everyone predicts that we'll plunge right into summer temperature. The minute you feel the need of a good suit, just come in and try on a few of our kind. Prove by actual seeing, once and for all, that this is just as we claim for it—the home for the best-made clothing. Every suit has individuality worked into it. Every suit is made to accurately fit somebody. Every style is just what men want this season.—*Gately & Hurley Co., Camden, N. J.*

The best dressed men never wear ready-made clothes. You know that the men in any city who are best dressed would never think of buying a ready-made suit of clothes. The highest claim the clothing man ever makes is that his suits "look like they were tailor-made." Don't fool with the imitation when you can get the real thing at a price no higher for the same quality. Tailor-made clothes fit you perfectly because they are cut just to fit your form. They hold their shape because they are shaped to your figure. They last longer because they are better made.—*Morton C. Stout & Co., Harrisburg, Pa.*

Norfolk jacket suits are "it"—right for city or country, comfortable without being slouchy.—*Rogers, Peet Co., New York.*

Men's new fall clothing attractive in style and price. Two special suit values—\$12.50 and \$14.65. Big tables of suits, all new—the very latest patterns in fancy mixed worsteds and new tweeds and casimeres; also good, all wool navy blue and black suits. Every suit well tailored; coats cut either single or double breasted, with broad shoulders and snug-fitting collars.—*Kemp & Hebert, Spokane.*

Men should buy clothes at these prices. An extra suit is never in the way, and no such opportunity for buying all wool or all worsted summer clothing was ever presented in any store anywhere to compare with the chance we give to-morrow and Saturday—tailoring careful, correct and attractive—everything dependable, despite the unusual underpricing.—*Abraham & Straus, Brooklyn, N. Y.*

Men's summer suits are all reduced in price. Prices are cut sharply now on even the blue and black suits—serges, Tibets and unfinished worsteds that will be exactly as good to start next season with as they are for wear now. The radical clearance in the store for men drops prices in a new spot. These suits

have all the dignity, smartness and good tailoring that Loeser clothing is expected to have. They were made for us. They will stand up under the most critical tests to which you can put them.—*F. Loeser & Co., Brooklyn, N. Y.*

Fall clothing for men. We are now showing a beautiful line of fall clothing for men. So there is no reason for your buying a summer suit when you can buy a fall suit of a leading style at Mimaugh's. The clothes we sell are good clothes. The fabrics, patterns and the tailoring appeal to men who like good-looking clothes that wear well. This season, as last season, we are going to lead in men's clothing. We are going to sell good clothes at the same prices you pay for ordinary clothes' elsewhere. "A dollar's worth of goods for a dollar" is our slogan.—*Mimnaugh's, Columbia, S. C.*

There's style and comfort in our blue serge suits. The ideal suit for spring and summer is a blue serge. So smartly stylish, so dressy in appearance, so light and cool, and, above all, so extremely serviceable that we often wonder that clothes makers ever manufacture any other kind. Our new stock of blue serge suits embodies all the style features of fine tailored clothes for this season, and is a splendid credit to our quality store. There are numbers of models to select from; and the buying here means that you get clothes that are made by the leading manufacturers in the country, and bear our guarantee of perfect satisfaction.—*M. R. Emmons Co., Atlanta.*

Young men delight to wear suits from The Hub. Grace, dash, distinction, call it anything you will, our clothes possess it. Our spring and summer styles are on hand, and you'll long to own one when you see them. Every cloth, every cut, every trick in the cutter's art has been called into use in the making of this spring's clothing for the young men who look to The Hub for an expression of nobby and correct styles.—*The Hub, San Bernardino, Cal.*

New spring clothes. Of course you wish to be among the best dressers this season. You want clothes that are correct in fashion, faultless in fit, and garments that will keep their shape and wear well. With our clothing you take no chance. You will be quick to see the superior excellence of the materials and the exceptionally high grade workmanship, while the wide variety of distinctive, exclusive models will surely interest you. Come in.—*Wootton & Hayes, Denison, Texas.*

COAL

*The springtime will delight the soul,
The violets will bloom again.
But, oh, the many tons of coal
That we will have to buy ere then!*

*The Heat of the Future.—A citizen entered briskly.
“Send me up an ounce of radium,” he said, “right away.
The house is colder than a barn.”*

*“What’s become of the ounce of radium we sold you
four years ago,” asks the clerk.*

“The baby swallowed it,” said the citizen.

*Science has as yet discovered no commercially practica-
ble substitute for babies.—Life.*

*The man who’s coaled in summer—
Though strange the truth may sound—
Has little trouble keeping warm
When winter rolls around.*

The ice man ought to have the call just now, but the coal man is fully as essential to your comfort, for the meals must be prepared, and you know poor coal makes a poor cook. Don't take chances of spoiling the cook's temper by getting poor coal. The right sort is here, subject to your order.—*H. F. Miller & Son, Utica, N. Y.*

Only experience can measure coal quality. You've got to burn Salzburg coal in your stove, grate or furnace to thoroughly know its superior goodness. Every person will concede the easy possibility of one brand of coal being better than another. When you buy Salzburg coal you get the extreme limit of the best quality in soft coal mined from Mother Earth. Once a customer always a customer.—*Salzburg Coal Mining Co., Bay City, Mich.*

Coal time will soon be here, and if you want to fill your bins with a pure carbon coal, give us your order. Don't wait until the last moment; until the price of coal goes up. Get it now. Get it from us. It will give you perfect satisfaction.—*Murray City Coal Co., Columbus, Ohio.*

Most any cook will tell you that she must have good coal with which to cook the Christmas turkey. Thus coal and turkey go hand in hand. Good, clean

coal, the kind the cook will like, the kind you will like. It's clean and will give a steady heat. Our end is to furnish the coal.—*R. M. Cary, Pensacola, Fla.*

A ton in your cellar is worth two in our yard. The time to buy coal is now. Don't wait until winter. When winter comes conditions may be such as to make it almost impossible to supply you in the way you desire, and besides—strikes and increase in price are a possibility. We have just the quality that will suit you.—*Robert W. Kennedy Co., Trenton, N. J.*

Freshly mined coal is far more desirable than that dug out of the earth a year ago. It's cleaner—hasn't stored up twelve months' dirt and dust; it's dryer and in many ways a greater heat producer. Here it is at your service on quick order—bright, well screened coal in all the standard sizes at standard prices far better even than standard quality.—*Davidge & Moody, Binghamton, N. Y.*

A roaring fire is an easy thing when you burn Kennedy-Clinkerless Coal. It's selected coal, free from clinkers and sulphur, which makes it an ideal coal for those who are particular about getting the most heat for the least cost.—*Robert W. Kennedy Co., Trenton, N. J.*

Buying coal in the summer is just as sensible as gathering ice in the winter. We are not rushed with orders and have more time to take extra care and pains. We screen our coal free from dust and dirt and deliver by a careful and polite driver. Order your coal from us. It will give you perfect satisfaction.—*The Harris & Gans Co., South Norwalk, Conn.*

For open fires. Sure satisfaction every time you light a grate fire if on top of the kindling is ebony fuel from our yards. It's heat and light-giving and slate-free when it leaves the mines, screened and cleaned again here and served to you full weight and with celerity of delivery. Order any way that suits you.—*The Mountain Ice and Coal Co., Pueblo, Colo.*

Important facts are worth considering. One now is the coming fuel shortage this winter. We don't anticipate it as a possibility, but regret that it is a certainty. We have ample coal now to take care of all orders. You will do well to look into the matter. Order your fuel—get it in your cellar and you'll appreciate your foresight this winter.—*Diamond Coal Co., Los Angeles, Cal.*

Running into money is what you will find it to do when you use a poor grade of coal. You get no heat for baking or cooking purposes, without using twice as much material as when you buy a high grade coal like the kind we furnish. It always gives satisfaction and we always send it to your order clean and full weight.—*The Mountain Ice and Coal Co., Pueblo, Colo.*

Burning hard White Ash coal makes winter living a pleasure. The quality of the fuel is always the same and you quickly learn how much is needed to obtain a certain degree of heat. Whatever that degree is, you use less hard White Ash coal to obtain it than if you were burning other kinds.—*John Byron, Waterbury, Conn.*

Now is a good time to order your coal supply while the prices are low. Our coal is the highest grade—pure, clinkerless and in every way desirable.—*A. J. McGee, Schenectady, N. Y.*

Admiralty coal turns dollars into power because low in ash. It is cheapest because it is best. Dividend-paying mills and plants in the Carolinas are using Admiralty coal. If best for them, why not for you? It will pay you to investigate. Write for proofs and full information. We will send them.—*Chesapeake & Ohio Coal & Coke Co., Richmond, Va.*

Everybody happy when you have some of our good, heat-giving, no-clinkering coal in your cellar. It is the best in town.—*J. B. Montgomery, Harrisburg.*

We give as prompt attention to an order for a small jag of coal as though we were filling your bunkers. It is always better, though, to have a few tons on hand. We cannot control labor strikes and railroad tie-ups.—*Arthur Kuesel Coal Co., Milwaukee, Wis.*

Money in coal! But it's a good investment these cold days. A ton of coal in your bins is worth a carload in someone's else yard, if your home comfort is of any account. Like the Texas cowboy and his revolver, when you want it you want it good and plenty. High quality coal is the only kind we handle.—*W. H. Righter & Son, Albany, N. Y.*

Where can you get the Wenona Third Vein coal that we hear spoken of so highly? Why, of the Bruce Coal Company, of course. They always have this coal on hand and the price remains \$3.75 per ton. Give us your next order and you will not have any clinkers and very little ash to contend with.—*Bruce Coal Co., Joliet, Ill.*

Look into the matter. Learn quickly of us and how we do business, that's if you don't already know. A ton of coal we sell can be the ready means of learning. Let it be a half ton if you haven't room for a ton.—*John Byron, Waterbury.*

Coal that lasts. You would not put on pine wood if you wanted a fire to last. You are well aware that hickory would be much better. Why not use the same judgment on coal? Order the Old Company's coal of us and get the real hot stuff that lasts.—*City Lumber & Coal Co., Waterbury, Conn.*

When it comes to cooking you'll want the best of coal—the kind that will make a hot fire and broil, boil or bake in the shortest possible time to accomplish best results. Then is the time you'll want coal from *The Mountain Ice & Coal Co., Pueblo, Colo.*

A trying experience. It is when you have to use up a whole bin full of poor coal. Be on the safe side and buy your coal where standard excellence is the rule. Our coal is always high grade and clean and will give you no trouble when you want to bake, boil or broil.—*The Mountain Ice & Coal Co., Pueblo.*

Talk doesn't make good coal, but good coal makes talk. All our customers will be found ready and willing to tell you how good our coal always is.—*M. Truby & Son, Joliet, Ill.*

If you're tired of dirty coal why not put our claims to the test? We claim a coal-cleaning process which is superior to that of any other coal-seller in town; which guarantees that there's not a pound of coal dirt in any ton of coal which leaves our pockets; a process which works as regularly and completely as any automatic machinery can work. And what we claim for it it does.—*Reading Coal Pockets, Trenton, N. J.*

We sell fresh coal. Freshly mined coal is more desirable than that dug out of the earth a year ago. We will deliver it to you on quick order, bright and glossy and well screened.—*E. E. Jones, Kenton, Ohio.*

Shooting coal is about the best thing to have done at this time. Shoot a few tons into your cellar for the winter and make your homes frost-proof. Our coal is of a uniformly high standard, well screened and selected, and free from dirt and rubbish that might add to its weight while impairing its burning qualities. If you are shy on your late winter and spring supply of coal, now is your chance to get the best and save money.—*Anderson Coal Co., Montgomery, Ala.*

At this time of the year immediate action is necessary to order more coal when the bin is empty. Coal must be had—and be obtained quickly. Sometimes this condition of an empty coal bin comes upon us before we know it. It matters not what coal you use an empty bin is bound to come some time. The difference is that in using our coal it does not come as soon. That should appeal to you when the other coals cost as much as ours.—*John Byron, Waterbury, Conn.*

The best coal mined on the Monongahela river finds its way into our yards, and yet we charge no more for genuine "first pool" first quality Pittsburg coal than is reasonable, taking quality into consideration.—*Jos. Walton & Co., Louisville, Ky.*

Learn more about Ballard's coal. After reading about all other kinds of coal and experimenting with them, you try ours and you will find more coal in your bin, less ash heap and more money in your purse.—*Ballard's, Binghamton, N. Y.*

Smoke. That's probably what your heater will do when you start it. Why not start it right? Let us tell you how. First, take our dry wood, then our clean coal and you will then be so pleased you will use no other.—*Crane & Veeder, Schenectady, N. Y.*

Good coal. The plain truth about coal is that it must give out heat and not leave a lot of unburned clinkers behind. Clinkers are heavy, and every pound of clinkers means the loss of a pound of coal. When it comes to coal that has the goodness in it, the Alabama coal is best, and the best Alabama coal comes from the mines owned by—*Galloway Coal Co., Memphis, Tenn.*

This is the time for coal buying, to insure pleasure in the time of coal using. We are prepared to supply you with just the kind you want at the lowest price. Call or phone us about your winter supply.—*A. Pickard & Co., Charlotte-town, P. E. I.*

Squeezing the customer to swell the dealer's profits is not our way of conducting the coal business. We believe in fair dealing and want our customers to be our friends as well. That is why we take such care to keep the best, the cleanest and highest quality of coal to be had.—*The Daniel Keogh Coal Co., East Norwalk, Conn.*

Direct from the mines to our yard comes the coal we have for sale—coal that's famous the country over for its free burning qualities, its low percentage of ash, its freedom from impurities. It's "full value" fuel, and our method of taking and filling orders ensures satisfaction. Orders placed now save money for buyers. Take a look at your cellar, then act.—*Tom S. Wotkyns & Co., Troy.*

Buy your coal now. This is a good time to put in your winter's supply. Coal is liable to advance in price when cold weather arrives. We handle the ever satisfactory St. Charles coal. Prompt delivery.—*Meagher Bros., Bay City.*

If you had on Sunday a fire made from the coal we sell, then warmth and comfort was your lot in your home even though it was cold and damp outside. Now there will be other such days this summer; why not be prepared for them. Next winter's supply of hard White Ash Coal put in now will do it. And this is just the right time to order.—*John Byron, Waterbury, Conn.*

Good coal evidence. "The best I have ever had." "Send me a ton of the same kind as last." These are some of the expressions of satisfaction we are constantly hearing in regard to the coal we are now selling. We can truthfully say that the coal we are now putting in our yard is the best we have ever had; and that's saying a good deal. Coal is lower now than it will be at any other time this year. It goes up again June 1st.—*United Ice & Coal Co., Harrisburg, Pa.*

A saving problem. In buying your coal now you save money because there is a rebate on all coal bought during April and May. In the latter month you save 40c a ton providing all bills are paid on or before June 15th. Righter's coal is the standard.—*W. H. Righter & Son, Albany, N. Y.*

A burning success is coal from the Kelley coal yards—the fuel we take pride in selling to the people of Harrisburg. No dirt (unless you call ashes dirt), no slate, no clinkers, and making a clean, hot, lasting fire. For every fuel purpose our coal fills the bill completely—and you get full weight and prompt service here.—*Kelley, Harrisburg, Pa.*

Do you patronize a dealer that sells poor coal, makes you wait a week before it's delivered, even possibly gives you short weight and shabby treatment? Better change and buy here to get honest values.—*W. D. Sypherd, Camden, N. J.*

When you want clean coal, free from dust, slate and other non-burnable particles, order your fuel from this office. We take as much care of a half ton order as of one for a carload. We await your call, letter or 'phone message.—*The Mountain Ice & Coal Co., Pueblo.*

Comes from the New River-Pocahontas smokeless coal beds of West Virginia. Analysis from West Virginia Geological Survey show that it contains 96 per cent. combustible matter. It is, therefore, low in ash.—*Chesapeake & Ohio Coal & Coke Co., Columbia, S. C.*

Buy the coal that will keep your family comfortable from the early morning whistle to the shut-down and that keeps your home warm during the night.—*J. W. Ballard Co., Binghamton, N. Y.*

Why Watts' Coal? Because it's from the best company. Because the sizes are well prepared. Because he is careful to have it clean. Because his delivery is personally conducted.—*Watts & Son, Springfield, Ill.*

Do not forget we have a special coal for this price. It is regular size. If you try one ton of it you will not use any other. Sheathing paper. We are agents for Bird's celebrated sheathing, roofing and deadening papers. These goods are often specified, but cheap substitutes are used. We have these goods in stock. Paroid roofing—1, 2 and 3 ply. Neponset red rope roofing. Neponset black building paper. Co-ted building paper. Florian deafening felt.—*Lumber & Coal Co., Waterbury, Conn.*

A coal with heat. Kennedy Clinkerless is a clean, sparkling coal, free from all

“dead” matter and burns to a fine white ash. It's without exception the best coal mined. We can make more money on other kinds of coal, but prefer satisfied customers to large profits.—*Robert W. Kennedy Co., Trenton, N. J.*

Gee! but it's chilly. These cool mornings and evenings make a fellow think about coal. The time for actual coal burning will be here in a jiffy, and then you will wish you had your bin full. Order to-day while you have the chance.—*Phil. J. Campbell, Trenton, N. J.*

Within the circle of your acquaintances do you know of any one who has not felt that it's about time to think of the winter's coal. It is always wise to fill your bins early in the season when prompt delivery is possible. Then you are always prepared for emergencies. Righter's coal is the best.—*W. H. Righter & Son, Albany, N. Y.*

Coal shipments are large. And while we expect to be able to make prompt deliveries at all times, we can assure you of better service and bottom prices now, if you will give us your winter order early. Full line of anthracite and other good grades.—*Clark Bros., Los Angeles.*

Famine imminent. A word to the wise is sufficient. We have never sold anything but the very best grades of the various coals, and shall not do so unless compelled by the shortage of supply. Under the existing conditions, we may soon be forced to take whatever we can get. When we are forced to sell inferior coal we will frankly notify the public. We have yet in our yards a good supply of genuine Pluto Cannel coal and will deliver any quantity, as promptly as possible, at the same price you pay for Jellico. There is no coal superior to the genuine Pluto Cannel coal. You will be wise to place your order with us at once and thus insure yourself a first-class coal. We think in a few days you can get none or a very inferior quality.—*Pluto Coal Co., Lexington, Ky.*

On account of many rumors of shortage of coal and that many of the coal merchants are reluctantly compelled to husband their supplies to their customers, we wish to notify our 7,000 odd customers that we have plenty of coal of all sizes on hand. We always keep a large stock, and at the present we positively have by far the largest stock in the city. We make prompt delivery and guarantee the quality or we will take the coal back. If at any time we do not give satisfaction, we will make good.—*The Standard Coal Company, Montreal, Can.*

Buy the coal that will keep your family comfortable from the early morning whistle to the shut down and that keeps your home warm during the night. That coal is Kelley's coal. Because it's from the best company, because the sizes are well prepared, because he is careful to have it clean, because his delivery is personally conducted; coal is 50c. a ton cheaper this month.—*Kelley's, Harrisburg, Pa.*

Discrimination in buying coal will prove to those who aim at quality and in getting the best for their money that they can find that the coal bought at our yard comes nearer filling the bill than you can find anywhere in Pueblo. When we sell you coal you get coal, not slate, dirt or slag. A customer once, a customer always.—*The Mountain Ice & Coal Co., Pueblo, Colo.*

We wish to impress you with the fact that there's no better coal mined than the coal we handle. Any one who knows us is aware of the promptness of our delivery, our strict attention to all orders with which we're favored. Hence we ask a share of your patronage.—*The Mountain Ice & Coal Co., Pueblo, Colo.*

It will please you well. This coal has been cleansed from dirt and slate and gives you excellent results in heat production.—*Allentown Ice Co., Allentown.*

The coal question is the supreme question of the hour. It is one which, with the approach of real cold weather, it is not wise to ignore. Good coal of first quality is a mighty good thing to have around the house when the wind blows and the frost is on the window pane. The best coal in the local market is handled by *W. H. Righter & Son, Albany, N. Y.*

Cozy rooms. When you buy coal from us you get good, clean heat-giving coal—the kind that makes cozy rooms. No need to have your overcoat on in the house when you use our coal.—*J. B. Montgomery, Harrisburg, Pa.*

Have you ever given Cannel coal a trial in your fireplace or open grate? We are now handling a superior grade, hand-picked and containing a very low percentage of smoke. It gives a clear, bright flame, and will not snap. People who burn Cannel coal want a good article and as it is practically the only coal that goes into the house that is seen by the family, we think we have an article that will meet the requirements of a critical domestic trade.—*John S. Cross, Lawrence, Mass.*

The cleanliness of coal is a very im-

portant consideration. You can't expect dirt and slate to burn. Neither can you expect coal that is full of foreign substances to burn. Our coal is clear coal. You get all your money out of it.—*L. F. Leonard, Auburn, N. Y.*

Lumps of solid satisfaction are contained in every piece of Robinson's coal, especially for him who pays the bill, for he knows he gets his money back in an extra amount of heat, and is not paying for smoke and clinkers.—*H. A. Robinson Fuel Co., Peoria, Ill.*

Are you looking everywhere in the quest of fuel that gives satisfaction at a fair price? Let your search terminate here. Coal from Mountain Ice & Coal Company suits everyone who's tried it—is certain to suit you. We are careful about its screening and delivery, prompt as you want it.—*The Mountain Ice & Coal Co., Pueblo, Colo.*

Once we start our red ash coal—once it is tried—it will carry itself bravely. It needs no praise of ours then. The first order is all we are anxious about—after that you'll come here, anyway.—*Blanchard & Co., Binghamton, N. Y.*

Want coal?—We've got it to burn. Best kind, too. Carefully selected, clean coal that is all coal and nothing else. No dust, no dirt, no slate. And prices always the lowest. When you get a ton from us it's right. Our guarantee is back of it. You take no chances.—*Derby Mill and Elevator Co., Burlington, Ia.*

We want you to wake up on this coal business and notice that our coal has more glow, wear and warmth, and less smoke, than any other. You don't buy your coal for the volume of black, sooty smoke it has. That's why we recommend ours—it is clean. Gives heat and a rapid fire, and makes spring cooking a comfortable occupation.—*Wm. S. Miller & Co., Frederick, Md.*

Satisfactory and well screened coal isn't the easiest thing in the world to find, but if you will come to a reliable yard, where nothing but the highest grades of coal is kept, as it is here, you will find that you will receive coal in exchange for your money, not slate or dirt, as our coal is all thoroughly cleaned before delivering. You don't get up in the morning and find the house cold, because your self-feeder, parlor stove or furnace has gone out. Our coal will last longer, give out more heat and make a smaller percentage of ash and waste matter than any other coal. For cooking purposes it is equally as satisfactory.—*Pardee & Young, Fall River, Mass.*

Freshly mined coal is more desirable than that dug out of the earth a year ago. Will deliver it to you on quick order, bright and glossy, well screened. Kindling, stove wood, charcoal, coke, etc.—*Clark Bros., Los Angeles, Cal.*

You're easy—Yes; extraordinarily pliant—if you pay a penny more—than our price—for coal—More money cannot buy you better quality—More money per ton—cannot increase the quantity per ton—by a single ounce—so what's the good—buying elsewhere—when here—you save half a dollar on every ton.—*The Pike's Peak Fuel Co., Denver, Colo.*

Once we start—coal—once it is tried, it will carry itself bravely. It needs no praise of ours then. The first order is all we are anxious about—after that you'll come here anyway. If you are getting perfect satisfaction where you are, all right. If you are dissatisfied, if the coal is unclean, half dirt—if it burns out quickly, we want your trade; we guarantee perfect satisfaction.—*Blanchard & Co., Binghamton, N. Y.*

You will miss it if you try to get along this winter without the proper kind of coal. Always bear in mind that the best is the cheapest in the end, and that this is particularly true when the best costs no more than other kinds. We sell the best coal that money can buy, but we charge no more for it than you will have to pay for an inferior article.—*Murray City Coal Company, Columbus, O.*

Help me down, please. We want to help you out of coal difficulties. If you have been buying the kind of coal that refuses to burn unless it is poked and urged constantly it is time that you buy the other kind. I have that other kind always ready and anxious to burn. Try it.—*P. M. Magly, Fall River, Mass.*

Satisfaction sells more coal than all the boasts that were ever made, and the satisfaction that our coal gives the customers is what we depend upon to hold our large trade. Are you one of our satisfied customers? Better let us place you on the list. Will find us wide awake.—*Robert W. Kennedy Co., Trenton, N. J.*

Zero weather is here and it's here to stay—we have it to contend with all the rest of the winter. The best way to resist it is with a good fire and the best fire is made with the best coal.—*Wayne R. Brown, Schenectady, N. Y.*

A New Year's resolution on the question of coal supply: Resolved, That I am not going to pay the price of getting the best high-grade coal and not get it.

Hereafter I will order Elk River coal and see that I get it.—*Galloway Coal Co., Memphis, Tenn.*

We've found the contented man—He's the man who has acquired the "Elk River" habit. Elk River Coal is the best of all the high grade coals. It makes a hotter fire, holds a fire longer, has less ash and never fails to give satisfaction.—*Galloway Coal Co., Memphis.*

An independent mining company not in the coal trust offered us for spot cash at a reduced price several boats of coal if taken in August and September. We bought and are giving the consumers the benefit of the purchase. When it is gone we shall probably have to raise the price. So buy now.—*B. Hershfield & Son, South Norwalk, Conn.*

Where'll you get the next load? Let us try our hands at supplying your coal, we can give you an article that's all coal; if you come once we know we will keep you. Yes, we will deliver it to-day, if you say so.—*Blanchard & Co., Binghamton, N. Y.*

That burning question can easily be solved by using our coal. There is more heat bound up in a ton of our coal than any others. It is hard and has a long life. Order a ton to-day just to see how we will treat you.—*Davidge & Moody, Binghamton, N. Y.*

An exhibition of coal can be seen at any time at our place. You are at liberty to examine everything with a double-barreled telescope, if you choose. One thing you'll discover, and that is, it isn't possible to obtain cleaner, better coal than we offer you. Now's the time you're burning coal—here's the place to save you money, and get better service.—*Blanchard & Co., Binghamton, N. Y.*

We call your attention to the advantages offered in the using of our Lehigh Coal. Less dirt, less dust, more comfort, more satisfaction, more heat to the bucketful, more economy to the ton than any coal sold. Gives satisfaction because it's satisfactory coal. Try it once. You'll see the advantage of using it always. No trading stamps. Remember you get value in coal.—*B. Hershfield & Son, South Norwalk, Conn.*

Lumps of comfort. It is our pride and pleasure to supply in the shape of best quality coal for your stove, fireplace or furnace. When we haven't anything in the coal line you desire, we doubt if any dealer in town has it. Our figures are as reasonable as the market will permit, our facilities for delivery second to none.—*Graham & Ross, Great Falls, Mont.*

Just the word "Coal" ought to be enough this time of the year to bring you in with an order. Nearly everybody in Great Falls now knows the kind of coal we sell and the way we handle it. Those who have tried our coal say they want nothing better. Try a ton of the Nelson.—*Nelson Coal Co., Great Falls, Mont.*

It's a self evident fact to many that no better coal enters this market than is handled by us. Question is: Do you know it from actual experience? If you do not so know, why don't you? You are looking for the best of every thing, aren't you? Why not use M. & L.'s coal and be convinced that you have the very best?—*M. & L. Wood & Coal Company, Logan City, Utah.*

A threatening outlook is prophesied by the weather sharps of the government bureau at Washington, and the man with the goosebone at the country crossroads. Cold, cold, cold. That means coal, coal, coal. The latter is what we supply—coal of grade, at the ruling market price. What we promise is clean coal; coal that burns freely; quick delivery at short notice.—*Northwestern Improvement Co., Spokane, Wash.*

Your coal dollars will go a long way just now. Coal is cheap. Our coal is ready for you—clean, bright, dry and perfectly reliable. The more of it you buy at present prices the more money you will save.—*Blanchard & Co., Binghamton, N. Y.*

The real thing is what you want when you need a good article, and what is there more needful or of more importance to have good than coal? It can't be too good, as the more heat producing qualities it has the more economical it will prove.—*Davidge & Moody, Binghamton, N. Y.*

Have you ever thought about the difference between thoroughly screened coal and the make-believe kind? The best place to trace it is through your pocket-book, and the result will not be very pleasing. When the famous Pittston coal is well screened the result is satisfaction and economy. That's the kind we sell.—*Davidge & Moody, Binghamton.*

Don't burn your money. You might as well shovel your dollars into the fire as to put poor coal into your stove, grate or furnace—you can't get good results from poor coal. If you come to us you will get the best coal in the market.—*Randall Bros., Atlanta, Ga.*

It's fun to use our coal. Clean, makes hot fire and few ashes. Do not miss the fun of using it and the satisfaction of saving money. Quality the highest.

Prices the lowest. Weight guaranteed.—*New England Coal Co., Woonsocket, R. I.*

Take the Hint.—Every loaded coal cart you see on the street is a hint to you to purchase your winter's supply of coal, if you have not already done so. Take the hint, and give us your order, to be filled with the best grades mined.—*Stickney & Babcock Coal Co., Bangor.*

Coal. Coal. Coal. We have this season a large stock of extra choice coal of all sizes and solicit your orders. Low prices. Prompt delivery. Obliging teamsters. If you have not tried Cross Creek Coal, it will pay you to give us a trial order.—*F. M. Griffin, St. Thomas, Ont.*

There are lots of people who won't use any kind of coal but ours, because they are satisfied and happy. Quite a serious question, and one you should look into. You will need coal very soon, so why not try our nice, clean coal, free from dirt, slate and clinkers?—*H. E. Sumner, Worcester, Mass.*

Silver Ash is the hardest, purest white ash coal—the premium coal of the Lehigh coal fields—the best coal that comes from the earth.

And while it is the highest priced coal at the mines, we sell it at the price other dealers in Trenton ask for ordinary grades.—*Tattersall's, Trenton, N. J.*

"Coal's Out Again."—Where will I get my winter's supply? Send your orders to us, who took such good care of you last winter. During the great coal famine we sold our coal to everyone at the same old price, when every other city advanced the price from \$2 to \$3 per ton.—*R. O. Jones, Columbia, S. C.*

Coal that cooks is the coal that the cook and housekeeper are looking for. There is no coal on the market that is so efficient as the Blue Gem. It is free from dirt and slate and is satisfactory for every purpose. We have cheaper coal than the Blue Gem, but none so good. We can fill your orders promptly.—*Rowe Transfer and Coal Co., Knoxville.*

It's a good sign of the character of our coal and of our business methods that our customers stay with us year after year. They don't waste any time on experiments; they know they can't do better.—*Buford A. Graves, Lexington, Ky.*

Wow! Wow!—How that touch of zero weather did dash up and down the tender regions of your spinal column and cause you to wonder about the coal bin. If you need a ton, and need it quick, 'phone us. It's our pet hobby to deliver the best coal in the shortest possible time.—*Spiller & Barber, Joliet, Ill.*

Right up-to-Date.—It may sound a little queer to talk about being up-to-date in the coal business because coal doesn't change styles, but there are all sorts of grades at all sorts of prices, and we have to keep posted in regard to dealers, and qualities, and prices, in order to serve our customers to the best advantage. We keep as close watch on these things as the milliner does of the Paris dictations.—*Murray City Coal Co., Columbus, O.*

Justice rules at our coal yards. She sees that every customer gets just what his money is worth—sometimes more.

Only the Best Coal rules here from one day to another, which is equivalent to saying that A1 coal which freely burns, which knows as little of smoke, cinder and ash as any coal produces, is here subject to your order every business day in the year. No one can contradict that statement with any degree of success.—*Knox & Mead, Troy, N. Y.*

Winter Styles—In Coal.—There are not many changes to be noted. Heavy black stuff is still in vogue for furnace use, and if of good quality will produce the desired warm effect. By all means have both the front and back of your coal bins tucked very full. The waste is made very small in our coal, as it is all screened by us—before delivery.—*Galloway Coal Co., Memphis, Tenn.*

Coal That Is All Coal.—When you buy soft coal of J. H. Emery you get that which has been properly screened. Instead of paying for slate, shale, dust and dirt, you receive the full value of your money in coal that is all coal. His prices are no higher than others get for ordinary coal. One order will convince you that there is a vast difference in coal.—*J. H. Emery & Co., West Bay City, Mich.*

All of our coal is carefully screened; although the price you pay is no less than you would pay elsewhere, it is cheaper in the end, because it is coal that will last longer than any other.—*Murray City Coal Co., Columbus, Ohio.*

The rage for buying coal at Ferris' shows no signs of abatement and bids fair to become almost universal during the winter. It is in fact an evidence of good taste and excellent judgment to buy coal of John H. Ferris, South Norwalk.

A Real Ton.—There are a great many kinds of coal and lots of coal dealers, but did you ever stop to consider that the quality is the principal factor of economical coal? We deal in the best, because we know we can best hold our trade in that way. Our strong hold is in our careful preparation. Every ton

is thoroughly screened.—*Union Coal Company, Fitchburg, Mass.*

Coal is black—there's no getting away from that; but what we mean by clean coal is that it's free from unnecessary dirt, slate and stone; that it burns practically to clean ash; that it gives out little or no smoke, and that sulphurous fumes are just about eliminated—which briefly put, indicates that our coal is a fine coal for fuel and cooking. The price is now as low as it will be this season. Get your order in for winter supply.—*City Lumber & Coal Co., Waterbury, Conn.*

We couldn't improve the coal, so we improve the service. When we built our Front street sheds our main idea was storage; in our Green Island trestles the motive was rapid handling with decreased breakage, or in other words economy; while in the Cohoes pockets the storage and economy ideas are worked out in the same structure. The governing ideas in all, being protection to our trade, economy in handling and convenience in location.—*Peterson & Packer Coal Co., Troy, N. Y.*

You have found the place—the right place—for the purchase of coal if your quest has ended here. Reasons? Coal is about the same price per ton anywhere within a radius of a hundred miles of here. But what kind of coal? We guarantee grade, careful screening, no dirt, prompt delivery and complete satisfaction.—*Tom S. Wotkyns & Co., Troy.*

Carrying coal over till next winter may seem unnecessary. But you'll be wise to do it just the same. Coal is cheaper this month than at any time during the year. So we advise you to order now and save the increase which goes into effect each month. It will amount to considerable on your winter's supply, enough in fact, to be well worth saving. Give us your order this month.—*W. H. Righter & Son, Albany, N. Y.*

It's rather hot weather, isn't it? But say, have you thought that a few months hence it will be cold? Then you will be wishing you had your winter's coal safely stored, should you have forgotten to order it. Listen! Why not have that coal sent to your home now? We offer to fill your order and save you money. Just try us and see.—*Broadway Coal and Ice Company, Memphis, Tenn.*

It's pure coal. That is one of the great merits of our coal, it is pure. No dirt or waste to pay for, no hard words or harder thoughts over a poor burning fire, but free burning, long burning, intense heat-giving coal.—*P. M. Magly, Kenton, O.*

It's a good business, under present and prospective conditions, to buy coal now. Wholesalers will, retailers must, advance prices soon. Fill up your bins now and mark a few dollars saved on your house-keeping slate—to say nothing of being prepared for strike contingencies. All kinds of coal at A. Pickard & Co.'s.—*A. Pickard & Co., Charlottetown, P. E. I.*

Wait. That's what they all say—but what's to be gained by delaying your coal orders?

Nothing—but much to be lost; coal prices may go skyrocketing some of these days.

Be wise—send us your orders to-day when prices are low. Incidentally, there's no better coal than we sell you. It's clean, properly graded, free from slack, slate, gravel, stone. It's just coal.—*Buford A. Graves, Lexington, Ky.*

Order coal now and save money. Ordering your winter's supply of coal now means a saving of money. The selection of the justly celebrated Salzburg coal, mined in West Bay City, means not only a saving of money, but a whole lot of satisfaction for those who burn it. As a domestic coal it has no equal. Burns to a white ash, makes a hotter fire than hardwood, costs a third less and does not fill the house with soot.—*Salzburg Coal Mining Co., West Bay City, Mich.*

If your frenzied furnace is consuming more coal these days than you think it should, we have some of that extremely hard Plymouth coal that will last you much longer than the other kinds, and we sell it for the same price you are charged for ordinary coal. It is perfectly clean. Strictly fresh mined.—*Ford, Beach & Powell, Binghamton.*

We were agreeably surprised at the satisfaction given by our new Magnolia Lump for furnace use, a number of people ordering more after testing its lasting qualities. Give it a trial and be convinced. It's a bargain at \$3.75 per ton.

The Black Nancy is the best prepared coal in the Springfield market, burning as free as Jackson and lasting much longer. Another bargain at \$3.75 per ton. We realize this to be a very broad statement, but know that the burning of it will prove it. We were disappointed at not receiving more Etna, owing to an accident at the mines, but expect to be able to take care of your orders in a very short time. Do not wait until you are out. Get your orders in early.—*Self & Lilly, Springfield, Ohio.*

Don't shiver and shake by burning poor coal. It is all black, but not all

alike. It's the coal that burns, burns all up, and while burning gives heat. That is the kind we keep.—*Randall Bros., Altoona, Pa.*

Mercury went down. Coal went up. Gas went out. To meet the demand for warmth at prices everyone can afford to pay, we will inaugurate a sale of cold weather goods.—*McKelvey's, Youngstown, O.*

We want you to wake up on this coal business and notice that our coal has more glow, wear and warmth, and less smoke, than any other. You don't buy your coal for the volume of black, sooty smoke it has. That's why we recommend ours—it is clean. Gives heat and a rapid fire, and makes spring cooking a comfortable occupation.—*Wm. S. Miller & Co., Frederick, Md.*

A contented man is a hard thing to find, and there is nothing that will make him so content to stay at home evenings as the attraction and comfort of a comfortable and cheery fire made from our superior Renton coal. It gives out a clear and steady glow, gives out intense heat, and consumes less than any coal on the market, and it is only \$4.50 a ton at —*The Griffin Transfer Co., Tacoma.*

If you need more coal give us your order. You will be surprised to see how much longer a ton of our coal will last. That's because we give really full weight and because it's all good clean coal.—*C. M. Lute, Bay City, Mich.*

If you want a coal that gives absolute satisfaction and will do what it is expected to do; a coal that is free from slack and all other foreign substances; that is clean and leaves no clinkers; a coal that will save you annoyance for use in your kitchen range, buy Fellows' Washed Coal.—*E. O. Fellows, Minneapolis, Minn.*

It is time to think of getting in coal for the winter. You'll save money by buying now; coal is cheaper in the summer. It is cleaner, more satisfactory in every way; surely is at our price.—*Blanchard & Co., Binghamton, N. Y.*

Just the word "Coal" ought to be enough this time of the year to bring you in with an order. By this time everybody in this town ought to know the kind of coal we sell and the way we handle it. Those who have tried our coal say they want nothing better. Try one single ton before you buy elsewhere.—*The Harris & Gans Co., South Norwalk, Conn.*

The lot we have in now is unusually large and clean and we can fill your bins without making any dust in the house or

defacing sidewalk or lawn.—*Tattersall's, Trenton, N. J.*

Why not patronize the firm that is saving you money? Why pay more to others when you can get best grades of Lehigh coal at \$5.75 per ton? We will guarantee ours the best in the market. Also weight guaranteed. All coal that leaves our yard is cleaned and free from slate. A trial order will convince you we are the only firm that keeps the prices down for you.—*B. Hershfield & Son, South Norwalk, Conn.*

War Eagle Egg Nut.—A specially prepared West Virginia coal that is unequaled for either steam or domestic use. Showing over 80 per cent. pure carbon, it is a great heat producer and practically smokeless. — *Hamilton Parker Co., Columbus, Ohio.*

When you find the place that gives you the most good coal for the least money, cling to it. We believe this is the place. You may think you are satisfied with your present coal service, but we believe we can give you still better satisfaction. Give us our opportunity.—*Blanchard & Co., Binghamton, N. Y.*

The Kennedy Clinkerless Coal is a coal for the economical. If you want to save a lot of extra expense buy our coal. It's a pure Upper Lehigh and burns to a very fine ash. No clinkers; no trouble. That's why the particular coal buyer demands our kind. Our coal is screened dry. We keep the dirt.—*Robert N. Kennedy Co., Trenton, N. J.*

The last month of low prices—order now. The first of September coal prices go to the maximum. You'll need coal soon and to order the winter's supply now, means to save money. The quality of coal we sell enables you to get the same heat out of little coal as you get from a large quantity of an inferior grade. Thus you save in price and quantity. A 'phone order does the work.—*J. B. Montgomery, Harrisburg.*

The burning question of the hour will soon be the kind of coal that will give the best results for the quantity used. That question is easily answered by getting good, clean, solid fuel, the only kind we sell. A trial order will demonstrate the advantage of using it and make you a permanent customer.—*J. B. Montgomery, Harrisburg, Pa.*

This coal is being specially prepared for domestic use and will give better satisfaction than any other coal that ever came from the mines in this district. If you want the best value for your money get your orders in while the quality is highest and the prices are lowest.—*Kansas City Coal and Coke Co., Kansas City.*

Although the weather is very hot we continue to cut considerable ice in the coal trade. We are busy because people appreciate good coal. We spend a great deal of time and effort in selecting the coal we think will please our customers. Our stock is now in prime condition and if we fill your bins you may wear a smile which nothing can remove.—*The Ferris Coal Co., South Norwalk, Conn.*

Before the weather begins to change from summer's smile to winter's frown, make up your mind to fill your coal bin with our good, clean "FIRST POOL" Pittsburg Coal and avoid higher prices later on. This month we can deliver to you good, clean, fresh-mined "FIRST POOL" Pittsburg Coal. — *Jos. Walton & Co., Louisville, Ky.*

As in everything else, the American Eagle is on top when it comes to the coal question. The best coal in the world is mined in America. The best coal in America finds its way to our yard—don't forget that. It's time you were talking with us about your winter stock. Don't put it off until prices go up.—*Murray City Coal Co., Columbus, Ohio.*

Filling a bin with coal for winter use, with a superior quality that will give full satisfaction, is what we do always when your coal is ordered from our high grade Canon coal. Good, clean coal, fair prices and prompt delivery is always appreciated by the public, and they get it every time from our yards.—*P. A. Cessna, Pueblo, Col.*

Has his wagon stopped at your house? Have you ordered your winter coal? We've been advising you to do so right along and get the advantage of low prices. To-day they went up. Next month they will go still higher. The sensible thing to do is to order your coal now and make a saving. By getting it here you get the best quality at no higher prices than prevail elsewhere. Telephone us.—*J. B. Montgomery, Harrisburg, Pa.*

COFFEE, TEA AND COCOA

Coffee. If your morning cup doesn't taste right, don't blame the coffee; sometimes it's the cook's fault, sometimes the coffee pot. If conditions are right, you won't make poor coffee with our "Supreme Blend," which for strength, richness and aroma cannot be surpassed.—*George Lockett's Sons, Brooklyn, N. Y.*

Teas, for instance. Teas that require less for a drawing; kinds that give the true tea-flavor; and for what inferiority has heretofore cost. And what is true of teas is equally true of coffees and spices and a good many other things—*Simpson Crawford Co., New York.*

It is not talk, or boast, or guess, for "Ye Old Home" Coffee makes its own success. Note the investment. Four pounds for \$1.—*Bresnahan Grocery Co.*

Trenton's greatest gift givers. The "Cup o' Kindness."

It strengthens and cheers,

Nor causeth to stumble;

It's welcomed alike

By the great and the humble.

—*Muschert, Reeves & Co., Trenton, N. J.*

Start the day right and everything will run smoothly. The proper way is to start with a steaming cup of our 30-cent blend coffee. It is always uniform and bound to please. It will make the husband look pleasant at the breakfast table. It will keep the wife in smiles all day long. It will keep the children out of mischief. When you want coffee, think of *Chase Bros., Des Moines, Ia.*

Found. A place has at last been found where a high grade tea and a fine-flavored coffee can be bought at a moderate price. No premiums. No presents. No trading stamps, but your money's worth of tea and coffee.—*Heroy, Trenton, N. J.*

Unparalleled Thursday bargains fetching attractions for provident spenders.—*Mendel & Freedman, New Haven, Conn.*

Plasmon cocoa, 55 per cent. Plasmon builds up—does not tear down like coffee. You can drink all you want of it and always feel the better for it.—*Plasmon Co. of America, Rochester, N. Y.*

We pride ourselves on not selling tea at less than 50 cents a pound, because that's as low as good tea can be sold. The cheaper the weaker it is and the more you need. A pound of our finest quality

80-cent tea will make more than twice the number of cups of tea that a 40-cent tea will and besides you get the fine flavor where you get a rank flavor in the cheap tea.—*Hendt, Kenton, Ohio.*

Every grocer in America will tell you he has good coffee. Every grocer in Owensboro will tell you this, but no merchant will look you in the face and say his coffee is better than Chase & Sanborn's coffee. He may muster up courage and say his coffee is "just as good," but he stops right there.—*The H. B. Phillips Co., Owensboro, Ky.*

The tea and coffee store opened Friday. It was more than an opening—it was a rush-stock sent here for a week's selling exhausted in a single day—but there are immense stocks where the supply came from. The Empress Tea & Coffee Co., who conduct the department, owns and operates its own plantation. Sells to you direct—that's the little price secret. A new supply will reach us for to-morrow's selling and the same low prices and high qualities that brought you here in thousands opening day will bring you again.—*Boston Store, Milwaukee, Wis.*

Great Atlantic & Pacific Tea Co., Muncie, Ind., give for two days a handsome china vase to every purchaser of 50 cents' worth of certain specified goods.

Many years ago on the island of Java the government controlled the plantations which produced the best coffee. But since that time the private plantations have been improved to such an extent that they now produce better coffee than was ever grown on the government plantations. The Milanola plantation is one of the best in Java. The coffee produced there can be bought for 35c. pound only at — *M. C. Dingwall's, New Haven.*

Loeser coffee. As soon as Loeser coffee became a regular feature of store service, served in the restaurant, people began asking us to put it up for home use. It is a blend which we decided upon after much experimenting, as being most unvaryingly successful in producing perfect coffee. And because of the critical attention to its proper "ageing," Loeser coffee is specially sustaining and wholesome, as well as clear, rich and fragrant. Try a pound package at 30c. You will come back to order a 5-pound screw top canister.—*F. Loeser & Co., Brooklyn.*

Coffee for camp. Take plenty—people seem to drink fabulous amounts of coffee out of doors, and nothing is so grateful after an all day tramp or fish. Loeser coffee—well known in the restaurant—comes in convenient five-pound canisters with screw top. Every ounce tells, because of our care in blending and our insistence upon the proper age of the coffee for flavor and quality. Hence Loeser coffee is more sustaining, more fragrant and more economical than most coffee bought in this country. It comes in the bean, ground and pulverized.—*F. Loeser & Co., Brooklyn, N. Y.*

Good coffee possesses a direct beneficial action on the system. Just as well grown nutritious celery is said to supply the brain with phosphates—food for the brain cells—while poorly grown celery has no such effect. So it is with good, well-cultivated, well roasted coffee. Such coffee supplies the nerve centers with an element that feeds the nerves—tones them up—makes them strong. Since the nerves control every function of the body, good coffee benefits all the organs of the body, gives you a strong mental grip, and helps make your success. But poorly grown—badly roasted coffee does not possess this beneficial effect, and has absolutely no beneficial action on the nervous system. Seal Brand coffee is good coffee. It is rich in the nerve feeding element. A cup of Seal Brand coffee is beneficial to health—it feeds the central nervous system—its rich, delicious, creamy taste and fragrant aroma make it a most delightful beverage.—*Chase & Sanborn, Boston, Mass.*

Now when sultry summer breezes intensify your thirst and ice water fails to relieve it it's time to try our *tea*, iced. Its rare flavor and invigorating qualities make it pre-eminently the hot weather drink. Black and green blended specially for making iced tea; 50c. a pound. We have all the other iced beverages and you may take your choice, but after trying our tea iced you will never willingly be without a supply.—*W. A. Reichard, Wilkes-Barre, Pa.*

Iced *tea* is a very healthful drink if properly made—and good *tea*. And it isn't necessary to pay a big price. Some of the most particular *tea* drinkers declare that our 50c teas have that smooth, rich, aromatic, just-strong-enough flavor equal to the grade sold elsewhere at 75c. It is delicious and very refreshing when iced.—*W. A. Reichard, Wilkes-Barre, Pa.*

Iced *tea* weather. While many teas are fairly palatable when steeped, good teas alone produce an entrancing cup when iced. The better quality teas, like

caricol, have no such acrid, herby taste as the inferior sort, and icing makes or unmakes a *tea*.—*Thos. Martindale & Co., Philadelphia, Pa.*

The *tea* you buy somewhere else was probably just as good *tea* originally as my *tea*. But *tea* that is constantly exposed to the air loses strength and that delicate flavor and aroma without which *tea* isn't *tea* at all. *Tea* exposed to contact with green groceries absorbs their taste. That isn't the way I keep *tea*. Buy your *tea* here and note the difference.—*J. A. Early, Waco, Texas.*

Fresh and fragrant choice and Japany, are the *teas* we offer you. If you have a particularly fastidious *tea* taste, we wish you would try our *tea*. You can't help but like it. It is made from fresh, tender young leaves, carefully prepared. We make a specialty of *tea* and coffee. We always have our eyes open for the best. You don't need to know anything about *tea* to tell the quality of ours.—*E. E. Nichols, New Haven, Conn.*

Fancy new crop Formosa Oolong *teas*. It is the policy of this store in the matter of *tea*, as in all other goods we sell, to give the best possible value for the money. When we make a statement about our *teas*, we are prepared to back it up with goods that do credit to the claim we make. No particular sensationalism about our *tea* sales, but the quality is there, the value is there and observing buyers usually come back for more. To-day we are talking about a special bargain in Oolong as a farewell sale for the old year. A new *tea*—tasty—good strength and fine flavor. It is well worth what we usually sell it for, namely, 50c. pound. To-day we will cut out the profit and let you have all you will take of this fine Formosa Oolong *tea* for 35c. lb., 3 lbs., \$1.00. The more you buy the better you will be pleased.—*Newton, Robertson & Co. Hartford, Conn.*

Considering the cost. There is absolutely nothing that you can have on the table that will afford as much comfort and satisfaction as a cup of Maxwell House Blend *coffee*. If you have never used it, you have never realized in its fullness what real *coffee* means.—*Cheek-Neal Coffee Co., Houston, Texas.*

A treat for *coffee* drinkers. Baker's Barrington Hall steel cut *coffee* is without an equal. By the method of cutting it is free from *coffee* dust and chaff, taking away the bitterness. The particles are uniform in size, improving the flavor. It is the ideal *coffee*. Try a can. Try our Monogram *tea*.—*Alex. Campbell, Denison, Texas.*

CORSETS

The extra length below the waist line is a new feature in this season's corsets. The style shown in No. 419 is especially desirable for medium or fleshy figures. Owing to the ample fulness from the hips, graduating toward the back of the *corset*, absolute freedom is given. The model is planned to curve gracefully, yet it fits the waist line snugly, creating the small waist effect so much desired.—*Benner, Begg & Garvin, Grand Forks.*

The Easter frock will soon have its first fitting—the important fitting that determines the set and the style of the completed garment. Its correctness will depend much on the cut, but more on the *corset* over which it is shaped. If the corset is a Fasso, the gown will have the best of all foundations.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Perhaps you bought a new *corset* about holiday time—one that a friend recommended. You were delighted with it. Immediately you were several inches longer waisted. Your belts had to be taken in. Women complimented you on your trim, erect carriage. Then things began to happen—the *corset* began to curve out at the hip instead of sloping in a graceful line. The bones slipped up in the casings and the loose cloth rumbled into crosswise ridges that caused great discomfort. The *corset* felt too tight at the top and had stretched loose at the bottom. It began to “ride up” so that after a few hours of wear you were shorter waisted than when first dressed. The *corset* may have been all right in itself, but it did not fit you. No good *corset* that fits perfectly will lose its shape, or slip, or feel uncomfortable after a few months of wear. The thing is to get the *corset* that fits. One way is to try all the models of every make of *corset*. Another way is to consult with somebody who understands the needs of every type of figure and who has at command every good sort of *corset* made. Here in the Loeser store is the most comfortable and complete *corset* store in Brooklyn.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The new C-B models for 1907 have very many interesting features. Through close attention to the style tendencies the model makers have embodied features that will build a type of form adequate to the requirements of the most exacting

modiste. The new models give as far as *corset* lines can portray, the effect of extreme slenderness. Long and sinuous are the ultra high-bust effects. By skillful designing the depth of the bust is secured without stiffening, as fashion requires that the form be willowy, and yet closely *corseted*.—*T. A. Chapman Co., Milwaukee, Wis.*

Royal Worcester *corsets* in high or low bust, Princess hip, black, white and gray; also blue and pink, all sizes. These styles are sold everywhere at \$1.50 a pair. As an extra special for these three days.—*C. Cohn, San Bernardino, Cal.*

The fact of our carrying so many models in Warner's rust proof *corsets* is justified by the standard of the make. There is no make that stands higher, and we doubt if there is one that stands so high. Every pair of the *corsets* is first quality. If you are not familiar with them, give us an opportunity to demonstrate to you their several excellent points. You will then see why our confidence is so unlimited. We carry all the necessary models for fitting any and all types of forms. No small factor in the comfort of these *corsets* are the Security rubber button hose supporters—there is no better supporter, and we doubt if there is one so good.—*Warner's, Albany.*

The new *corset store*. This beautiful department upstairs has opened in a most satisfactory manner. We now have unlimited room and the softest daylight to show the many handsome lines. Expecting women who require certain defined lines in their *corsets* are absolutely assured of satisfactory selections in the new *corset room* upstairs.—*Field, Schlick & Co., St. Paul, Minn.*

La Vida *Corsets*. You can get a La Vida *Corset* in an ultra shape or shape not ultra, but thoroughly fashionable in a variety of styles, varying in price from \$3.00 to \$8.00 a pair. These *corsets* are fitted free of charge by our experienced *corsetiere*, Miss Forster, who has a practical knowledge of *corsets* that enables her to judge each *corset* style and the kind of figure to which it is exactly suited. Alterations are made right in our own *corset* department, thereby insuring a prompt delivery of goods. Make an appointment to be fitted at your home or in our *corset-fitting room*.—*Miller & Swartz Co., Trenton, N. J.*

Is an excellent model for well developed figures. Its closely stitched front subdues abdominal prominence and rounds the figure into graceful lines. Made of white imported coutil. Trimmed across top with lace and ribbon. Hose supporters at front and hips.—*Weingarten Bros., N. Y. City.*

Women who invariably pay the above sum for their *corsets* and have been waiting for certain styles and sizes to come in can now be suited the first time they come down town. The new Royal Worcester styles are here in force, long hip and low bust, long hip and straight front, short hip and high bust. The most complete showing of corsets in the city.—*C. Cohn, San Bernardino, Cal.*

Special attention is directed to a number of new models in *corsets*—the Lily of France, the Sapphire, the Parame. Exclusive effects in coutils, plain and fancy; batiste, plain and embroidered; rich silks, beautiful satins, fancy broche, etc., especially designed to meet every requirement of the season's fashions.—*Woodward & Lothrop, Washington, D. C.*

G. D. Justrite corsets in one of the most popular styles of the day; absolutely perfect fitting to figures it is suited for; made of batiste, in medium low bust, long over hips; supporters attached to front and sides.—*Whitehouse Dry Goods Co., Spokane, Wash.*

Some concerns contend that we lose money on every pair of Nadia corsets we sell; on the contrary, we get a small profit, not large, of course, because no other corsets have been sold for so little over actual worth of material and work. These corsets are made expressly for us by the best corsetieres in this country. It doesn't cost the manufacturer a cent to put them on the market, nor can any one dictate our prices.—*Montgomery Fair, Montgomery, Ala.*

A Diana corset. In order to more thoroughly introduce our world-renowned Diana corsets — the most graceful and symmetrically proportioned model of the twentieth century—of highest excellence, both in material and construction, we shall offer them during this sale at a special discount of 20 per cent.—*E. E. Atkinson & Co., Minneapolis, Minn.*

The triumph of science, the success of years of experience, has finally been reached in our new Stevecco corset here illustrated. In this model every effort has been made not to provide the best for a predetermined price, but to produce the finest made and best designed corset for a well developed figure, the price the least consideration. The result is a corset

that is the greatest creation of the age. This model reduces the hips and creates a long tapering waist line so necessary as an effective foundation for the ultra tailored gowns. Above the waist this corset is cut long but very roomy, forming a straight line at the top and boned at the sides of the bust with bias sections of whalebone, thus holding the bust forward, an almost universal need with all full figures.—*Chas. A. Stevens & Bros., Chicago, Ill.*

The Nemo Corset—Model for Stout Figures. This is the only corset that can preserve in stout figures the erect straight front without physical discomfort and consequent strain, distorting the shape of the corset. This effect is secured by the means of relief straps fastening in front, confining and bearing the weight of the abdomen. It's a comfort to wear them.—*The T. Eaton Co., Winnipeg, Can.*

Most women could be an inch longer waisted and slimmer waisted if their *corsets* were right—were built to produce the desired effect, not only for the first week or so before the corset had been changed by the pressure of the figure, but to produce it to the last moment of wear. Only exactly the right corset can do that, and in every case.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The Heath corset is the only radically new corset. It is the only corset in the world that improves the health by improving the figure. The cause is in the back. The effect is in the front. No matter how well you feel, it certainly is a comfort to feel better. No matter how well you look, it certainly is a pleasure to look better. The Heath corset will improve your figure, your comfort and your health. This can easily be proven by demonstration.—*Virginia Bowie, Atlanta, Ga.*

"Tapering Waist" R. & G. Corsets give the graceful tapering contour and the defined waist line demanded by the prevailing fashion. A style for every figure and every kind of dress. R. & G. Corsets wear as well as they fit and they fit to perfection.—*Fred Lazarus, Lexington, Ky.*

The new spring models are here in abundance and are shown in two different weights. Some in batiste — ideal for this season of the year. In this style we call special attention to our No. 2 model, which is made of the best all linen fabric, is of medium high bust style, has long hip and is equipped with two pairs of hose supporters and hooks in front to hold the skirt down. Price \$1.00.—*Gimbel Bros., Milwaukee, Wis.*

If you have been waiting for your size or style, come in the first time you're down town. The new Kabos are now here. Stocks now contain practically all sizes in every style. Expert fitters are always at your service.—*The Crescent, Spokane, Wash.*

The New York expert corsetiere who, by special arrangement with the makers of the famous La Grecque models, is here to show and explain the very latest ideas in the corset art, and to fit you with a corset designed for your especial form. An opportunity that no progressive woman should miss. There will be no charge for consultation or fitting.—*H. M. Vorhees & Bro., Trenton, N. J.*

Fit and comfort guaranteed in Eaton corsets. Don't need to pay a fancy price to secure that perfect fit and comfort that every woman demands in a corset. Even our most moderately priced corsets possess it. Our corsetieres will help you to secure it.—*T. Eaton Co., Winnipeg.*

"Binner" corset. Well-dressed women must of necessity wear first-class corsets. Many find in the "Binner" the realization of their desires. It possesses the virtues that accentuate the elegance of the good figure, and imparts to the figures that are otherwise, a dignity, grace and ease foreign until its advent. We know that many women would become converts to the charms of the "Binner" were they to make a trip here to become personally acquainted with this wonderful corset. No time like the present to obtain this knowledge. Our special demonstration of the "Binner," in charge of an expert, is inviting to women who covet a good figure. This corset will help in gaining it, to which may be added comfort, style and durability. Appointments made for special fittings.—*John G. Myers Co., Albany, N. Y.*

Corsets that combine all comforting points. First of all, we seek to give comfort to all who come to our store. Just now we naturally give light, thin corsets a good deal of consideration. The sorts of corsets wanted for hot weather wear are here a-plenty. Starting with models that contribute much to the attainment of graceful figures and fine appearance of gowns, we have lightened the weight of several lines of corsets without lessening their strength in any part. These corsets are undeniably the best ever seen for keeping comfortable in on hot days.—*Burke's, Rochester, N. Y.*

Ladies live in corsets and what is life if you are not comfortable and happy? No lady can be comfortable, much less happy, in an ill-fitting corset. There are

unshapely things called corsets, they look like corsets, but they don't fit as a corset should fit. We don't talk corsets for the pleasure of seeing our corset ad in the paper. We talk corsets because we have the kinds of corsets that back up and confirm every word we say about them. We could say it stronger but would rather let the corsets demonstrate the facts.—*Bay City "Cash" Dry Goods Store, Bay City, Mich.*

Speaking of corsets it's a well-known fact that the grace, ease, symmetry and well-rounded, erect form figure of the typical model-formed woman of to-day depends largely upon the improvements, both hygienically and artistically, in the styles of the modern corset. The female figure is gradually being allowed to assume the outlines and proportions represented by the Greek Goddess, Venus de Milo—the artist's ideal of female loveliness. The corset or girdle is made to fit the figure, not the figure to fit the corset. Just another step in the line of the present day "new thought" and in keeping with modern progress.—*A. D. Baughman, Charlotte, Mich.*

Something different. A new era for us in corsets. A corset that is made to fit any figure comfortably and give perfect ease of movement, and the right form to the figure; a corset that gives that becoming appearance so much desired and on which any shaped skirt hangs easily, naturally and gracefully.—*McConnell & Co., Scranton, Pa.*

"True grace, a gift from fairyland,
On earth with style walks hand in hand."

There is no article in a woman's wardrobe that gives here any more concern than the corset. Every woman who knows the bewitching charm of a perfect figure—and what woman does not—knows that the corset is the very foundation over which are fashioned the beautiful gowns for all occasions. If the corset is not made right then the gown will be a failure—then, Oh! dear, such a time.—*J. W. Milliken, Traverse City, Mich.*

The gowns for the spring and summer season demand corsets which fit the figure as perfectly and as smoothly as a glove does the hand. With our fitting rooms which assure the privacy of one's own home, our eminently skilled corsetieres and a collection of models without an equal, our facilities for providing an absolutely perfect, comfortable fit, and at the same time rounding out all the graceful curves and lines of the figure are not excelled elsewhere—not even in the great salons of Paris. These are a few of the very recent models.—*Marshall Field & Co., Chicago, Ill.*

Don't think that because we mention only high grade corsets that our stock consists entirely of them. There isn't a more comprehensive stock in the city. Prices as low or as high as you wish to pay—there's the best possible value at *Jones' Dry Goods Co., Kansas City.*

If they're not as good a dollar's worth as you have ever seen, then we're much mistaken. They have every earmark, every detail of finish and modeling that you'd expect in an A No. 1 dollar corset. It's the manufacturer's way of introducing his dollar corsets, to sell them at 59c. once in a while to show you how good they are.—*S. P. Dunham & Co., Trenton, N. J.*

The correct figure for fashion requirements will be described and the proper Corsets for various types of form will be shown. Instructions given in the new method of lacing and putting on Corsets. Models used in practical demonstrations will be the Redfern.—*Kaufman, Straus & Co., Lexington, Ky.*

To-morrow we will present a series of the new models, each in a complete variety of styles. In the La Premiere Corsets, which are recognized as the highest expression of the corsetiere's art, you will find the newest Parisian ideas expressed.—*Saks & Co., New York, N. Y.*

Some of the corsets have been especially made for us to sell at these prices; others are in lines that we shall discontinue, and on which we have marked radical reductions.—*Wanamaker, New York.*

To obtain a certain kind of figure is the desire of the fashionably dressed. Which corset shall it be? Only the model that will shape the form into fashionable contour, without a shade of discomfort. We know the Kabo to be that corset.—*Donaldson, Minneapolis, Minn.*

Not because it is the special corset exploited by this store, but because it ranks first in quality of materials used (including boning, covering, laces and even the thread with which it is stitched) and in the shaping, which is both graceful and comfortable, we heartily commend the American Lady. They are specially noted for the great variety of models to be found among them—suitable to the various requirements of women who wish to look smaller; slight women who must have curves; average sized women whose good points should be accentuated. Taboo shapeless corsets—you'll find the well-fitting American Lady a boon after you have tried it—a rest, a support; an aid to a better figure. Made by one of the two best

corset makers in America.—*Schipper & Block, Peoria, Ill.*

We are glad to announce that Miss Worch, the expert corsetiere from New York, will remain here one week longer, and those who have not yet profited by the merits of her assistance in suggesting and fitting the proper Nemo model, still have this valuable opportunity. There is no mistake about the excellence of Nemo corsets. They accomplish more towards perfection and grace of form, give better results in comfort and wear, than any corset that is made in America. Daily experience is proof of the claim. Comparison of results justify it. The demonstration will thoroughly convince you. Come and be fitted in one of the series of models in the Figure-building or Self-reducing System, as your needs may require. There is a type for every figure, however stout or slender, and these corsets will do more than you have any idea they will, or than we can tell you. No other corsets have the same features, or the Nemo would not be so famous.—*Davison-Paxon-Stokes Co., Atlanta.*

Some new summer corsets made of the lightest silks, batistes and scrim, have just been received, and our patrons will find that we have given the same care and attention to details in the making of our inexpensive as well as our more expensive models. Consequently the many patrons of our high-class models who require a greater number of corsets for summer wear and desire a more medium priced one can now secure same in the less expensive materials that are as near the original models as machine work can duplicate hand work.—*Mannheimer Bros., St. Paul, Minn.*

Miss Williams, the special corsetiere of New York, who has been with us the past few days, consents to remain another week for the express purpose of introducing our "La Marguerite" and "Kabo" corsets. We thought it advantageous at this time when you were having new spring and summer gowns, and urge you to embrace the opportunity. It will give Miss Williams pleasure to show you these corsets, even though you are not intending at present to purchase.—*Wm. J. Baucus Co., Birmingham, N. Y.*

Corsets that are right. Right in style, right in quality, right in finish and right in price. Don't blame your dressmaker if she can't make a gown to fit over an ill-shaped corset. We have corsets adapted to every form and figure.—*Haines Bros., El Dorado, Kan.*

For several years we have been the exclusive headquarters in Boston for these famous corsets, which are high in the people's favor for excellent and sufficient reasons. They are made of imported cloths out of which the stretch has been taken. They are filled with lively whalebone, which renders them always well fitting as when first adjusted to the figure. The models are very numerous and in great variety, assuring to each wearer the precisely proper shape for her figure. La Vidas are hand built, and, while in all respects equal to the Parisian makes, are considerably more reasonable in cost, as there is no duty to be paid upon them.—*Shepard Norwell Co., Boston, Mass.*

Short corset talk. Pithy, but intelligent. Have you ever thought how much the corset has to do with the making or marring of a figure, and how difficult it is to make a wise selection from among so many models shown, to tone down an overfull figure, to correct deficiencies and aid you in becoming properly corseted? We employ an expert fitter, who is always in attendance at our corset department.—*The Crescent, Spokane, Wash.*

These wonderful corsets give the wearers easy, graceful figures and help them to hold themselves erect, but they do it without requiring tight lacing.—*Hudson Bay Stores, Vancouver, B. C.*

In selecting your summer corset it is necessary to have an expert to fit you and not choose blindly. We employ experts who have made intelligent corset fitting a study, and carrying, as we do, the largest corset stock in Pittsburg, we can give you that "corset satisfaction" so necessary to all women of fashion.—*Kaufmann's, Pittsburg, Pa.*

One dollar for best quality linen Batiste corset—the ideal material for summer wear, with maximum of strength combined with minimum of weight.—*Gimbel Brothers, Milwaukee, Wis.*

A summer corset is not good simply because it is cool—material counts for little if the shape and making are poor. However, it is not at all impossible to get both—a good model and cool material at a very moderate price.—*The Wanamaker Store, Philadelphia, Pa.*

The correctly shaped corset contributes grace and charm to the figure and thus adds to the comfort and pleasure of the wearer. An indifferently made corset produces the contrary result and often impairs the health. Our corset department is stocked with every conceivable make of properly made corsets in the

latest prevailing styles and all sizes. Just a hint of what we carry in this division of our great store.—*Joel Gutman & Co., Baltimore, Md.*

It's the corset that makes or mars the fit of the costume. A corset may be high grade as regards materials and yet lack that graceful and comfortable fit so necessary. We mention here two lines that we consider absolutely perfect—that represent the highest achievement of corset making to date.—*Robert Wright & Co., Brockville, Ont.*

Two ways of looking at the corset question in summer: A good many women buy cheap corsets, especially young women, because of the exercise and heat spoiling them almost at once. Others believe that good corsets pay better because they can be washed and done over. For those who prefer to buy fresh corsets often we have:—*Shipper & Block, Peoria, Ill.*

When a corset feels like a well-fitting glove you may feel assured that something is being attained in the way of figure result. Just this feeling is sensed from Warner's Rust-proof Model 488. A summer corset of batiste, a reliable fabric which resists the strain, fitting smoothly and beautifully, shaping the form into the up-to-date figure style.—*Golden Rule Bazaar, Crookston, Minn.*

Summer corsets.—One might as well think of wearing furs in summer as the regular heavy corset. Let us fit you in a cool net or batiste corset that gives as perfect form as a heavier corset and is absolutely comfortable.—*Sibley, Lindsay & Curr, Rochester, N. Y.*

Corsets never played so important a part in dress as now. Time was when almost any kind was tolerated, but now there is nothing that woman is so particular about. This store foresaw that and now can satisfy corset wants with greater exactness than any other store in the two cities.—*Goodfellow's, Minneapolis, Minn.*

A chat about corsets. There is no such thing as a well-fitting dress and a poor fitting corset combined on the same figure; for the lines of one must conform to the requirements of the other. We use the greatest care in selecting our models of corsets and of all popular brands.—*Hamburger's, Los Angeles.*

Fashion's best models. "Her ladyship" corsets are the smartest models known to the corset manufacturers' art. There never has been made another corset that has achieved such universal favor throughout the style centers of the world.—*Bergner's, Peoria, Ill.*

Corsets, 50c up.—We've built up a reputation on our corsets. Every woman who has tried them spreads the good news to her friends and neighbors. You will be perfectly delighted to see how splendid they are for the money. The chances are if we don't mention the price you would never dare hope that such corsets could be bought for anything like the money.—*The Palace, Spokane, Wash.*

The new lines of corsets are fast filling up the shelves. And one marvels at the many new beauties. Handsomely embroidered, finished with lace and ribbon and dainty girdles in different delicate shades, all too pretty to hide away as undergarments, almost. Corsets are fitted and altered, if need be, of course. Corset waists are now very nearly as much worn as corsets; beauties are here.—*Walker, D. G. Co., Salt Lake City.*

Low cut and low price and happily united on the Coronet Gored Corset. It is without equal among low-priced corsets. Excellent material and the best workmanship enter into it. It will please the woman of limited means who has been paying more for corsets not as good or the same money for inferior ones. Examine its merits and you will seek no farther, if you want the best value for your dollar.—*The Ontario Store, Grand Forks, N. D.*

La crecque corset gives the chic, erect figure with an easy air of style, impossible in the ordinary corset.—*Van Orden, New York.*

Women who wear Thomson's corsets cannot easily be persuaded to change. The merits of these veteran models make life-long friends.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

No woman with a desire for distinctive, artistic effect in dress can succeed without first securing a corset suited to her figure. Women of fashion have learned that the style and fit of their garments have more to do with successful effect than the mere costliness of material; in fact, a woman may be dressed with the severest simplicity, with the slightest expense, and yet be stylishly gowned if she wear the correct corset.—*Mehler Bros., New York.*

Imported from Paris, made entirely by hand, filled throughout with finest whalebone, bias cut and gored at every essential point, so designed as to be the embodiment of comfort and yet to impart the graceful, tapering lines that this season's fashions demand—so well constructed that they cleave to the form as though molded to it, sufficiently resilient to permit the utmost freedom

of movement—in fact, they are so yielding that the wearer never feels the constraint of the ordinary corsets.—*Kaufmann, Pittsburg, Pa.*

The very highest type of American made corsets is placed before the women of New York to-morrow in the widest variety of designs and styles ever shown in any American store. No other corsets are so thoroughly adapted to the varied requirements of different figures, nor so thoroughly satisfying to the individual taste.—*Adams Dry Goods Co., New York, N. Y.*

"The woman of fashion" intimates the good corset. She seems to have given her corset the attention that results in assisting the dressmaker to make all possible out of her form, and the outlines suggest corset perfection for her figure. There are Redfern Models to suit all kinds of forms, and they will all give the stylish contour if the proper corset is selected.—*The Higbee Co., Cleveland, Ohio.*

A woman isn't limited a bit as to model when she's choosing it from our L. R. line of corsets. Here's an object lesson—the styles we have at one popular price, One Dollar.—*Wanamaker, New York, N. Y.*

No guesswork, no reason to hesitate, for these are regular R. & G. corsets, with the firm name and trade mark stamped on every pair. They are cut bias, dip hip.—*The 14th St. Store, New York City.*

Do not make the mistake of wearing an ill-fitting, flimsy corset in the summer. If the Jessica you are wearing seems a bit heavy for hot weather, get one of lighter weight—we have a full assortment in dainty coutil or batiste.

The same matchless models that bring out every graceful line and are unequaled for comfort—the corset that "feels as though one had no corset on."—*Strawbridge & Clothier, Philadelphia, Pa.*

Stock-taking told us we had too many corsets. There's just one remedy for such a condition, viz., take the lines we can spare and put a "take away" price on them. Here's your chance to secure an up-to-date corset for a half to a third the usual cost.—*Simpson, Toronto.*

The finest corset in every particular that may be obtained anywhere. They are made for us by the most skillful European corsetieres; designed and fitted on a scientific basis, in such a manner as to give the most artistic lines to the figure of the wearer, at the same time conserving health and comfort.—*Abraham & Straus, Brooklyn, N. Y.*

This is the stylish corset which met with much favor when previously offered at this special price. These corsets are made for us by one of our best manufacturers, and we are able to have them on sale only at intervals, as they can be made.—*Wanamaker, New York.*

The Judic corsets are designed to supply the demand for high-class corsets at a moderate price, and at the same time fulfill all fashion's requirements in grace, beauty and harmony of contour. The next time you are in the store won't you please ask to see the Judic corset, both from a hygienic standpoint and as an adjunct to fashion beauty.—*Simpson, Crawford Co., New York, N. Y.*

That new suit or gown to fit well and appear to the best advantage must have a good foundation under it. The corset is the foundation on which a lady dresses. The best corset is La Vida. It is full gored, bias cut, full whaleboned throughout and made of the finest obtainable materials. There is a different style for each distinct type of figure. Therefore we can fit you perfectly without any alterations. A call will be not only interesting but beneficial to you.—*Spokane Cloak & Suit Co., Spokane, Wash.*

The highest skill and knowledge in corset making find expression here in some of our exclusive makes. Paris experts designed them, and the best skill of Europe and America carried out the plans—resulting in what is manifest to every woman who knows what a shapely, graceful, easy, well-fitting corset is.—*Manheimer Bros., Saint Paul, Minn.*

This store is Philadelphia's headquarters for Nemo corsets. The newest Nemo models are always seen here first—and they're always worth seeing, for every Nemo presents some patented device or special feature of much novelty and practical value. We like to sell Nemo corsets, because they are always up-to-date in style and give satisfaction in fit and wear.—*Strawbridge & Clothier, Philadelphia, Pa.*

The art of corset-making is to-day an "exact science." Corsets are better and wear longer than ever before. Who hears of a steel breaking now-a-days! Corsets are made to fit; no strain—if you choose the right model.—*Strawbridge & Clothier, Philadelphia, Pa.*

Many new models are being introduced both in the cheaper and better grades which we would be pleased to show you at any time.—*John Taylor, Kansas City, Ky.*

Absolute freedom in every pose the wearer may assume, and perfect har-

mony with fashion's latest decrees, are most successfully attained in the fitting of every figure by our corsetieres.—*Marshall Field & Co., Chicago, Ill.*

American women like their French sisters, have come to realize that the corset is the foundation of good dressing and good carriage. Time was when gowns were toned and boned to do the work that we now demand from our properly fitted and properly adjusted corsets. With the introduction of the new fall modes the necessity of finding some method by which greater trimness of effect increases and we have several new models, which we think excellent for the purpose. They are slightly higher in the bust and closer under the arms and cut so as to give a much smaller waist effect and yet be thoroughly comfortable.—*The Crescent, Spokane, Wash.*

Latest models in Parisian corsets.—French corsets are par excellence. There is that certain something that distinguishes them from any other. The styles, the shapes, the finish and general appearance have that air of refinement and exclusiveness that is characteristic of the French, and of which the French only are masters. The latest French ideas are depicted in our exclusive models of the Lily of France, the Parame and the Sapphire, which are shown in coutils, plain and fancy; batiste, plain and embroidered; rich silk, beautiful satins, fancy broche, etc.—*Woodward & Lothrop, Washington, D. C.*

There are hardly any two figures alike—and no two shapes of corsets that are precisely the same. Numerous shapes are necessary to perfectly fit the different variations of figures. You cannot make yourself fit a corset. There's a model shaped according to your lines. Get that shape. The models we carry in stock are not experiments, but are makes that have given perfect satisfaction for years, and are always to be found in complete assortments on our shelves.—*Woodward & Lothrop, Washington, D. C.*

Every point essential to a perfect figure is included in the R. & G. Summer models. Such a dainty handling of summer materials and such a perfect modeling and staying makes the R. & G. essential to a perfect fitting summer gown. Cool, gauzy creations in individual designs to meet the needs of every figure. They give the slender hips and graceful waist lines so necessary to the present style in gowns.—*Kaufman, Straus & Co., Lexington, Ky.*

Wright bust forms fill out the slender figure with naturalness and grace. They round out the angles, are comfortable and durable. These and more advantages will be demonstrated by Madame Wright in our corset department. This is her last week in Newark.—*L. S. Plaut & Co., Newark, N. J.*

These very timely offerings make possible the getting of well-known, reliable makes of corsets just when your need is greatest—when a new corset is absolutely necessary before getting your fall costume. Fortunate purchasing brings you these two lots, and others which we have no room to mention, at prices decidedly below the regular.—*Lit Bros., Philadelphia, Pa.*

There is no article of woman's apparel that lends so much to her appearance as the corset. A good fitting corset that gives the figure a perfect fashion-contour is absolutely essential to a prepossessing form. Corset-making of today is a science and the innumerable shapes offered are calculated to remedy all defects in form and enable women to attain the symmetrical shape so essential to a stylish figure. It is necessary, however, to have an expert to fit you, and not choose your corset blindly. We employ experts who have made intelligent corset fitting a study for years, and carrying, as we do, one of the largest corset stocks in America, we can give you that "corset satisfaction" so necessary to all women of fashion. In the new 1905 styles we have all the new curves and contours, all of the new lengths from the shortest to the longest abdominal; also all the new standard and dress reform corsets and waists. We also show many exclusive styles and shapes that are not on sale elsewhere. Our prices are always lower than the lowest for the same quality elsewhere. In choosing your next corset let us show you how well we can fit you and how much we can save you on your purchase.—*Simpson Crawford Co., New York.*

It is a well known fact that a perfect gown starts with the corset—that must be right or the best efforts of the modiste will fall short of accomplishing the desired end. We study each individual form, and shape the corsets to meet the needs of a particular person, aiming to produce harmony and perfect lines, adding to or producing lines where necessary.—*Simpson Crawford Co., New York, N. Y.*

There is no figure which cannot be fitted with a Royal Worcester or Bon Ton corset.—When a woman lives twelve

hours a day in her corsets she should wear the best. Royal Worcester and Bon Ton corsets are pleasing to wear and permit perfect freedom of bodily action. The Bon Ton corset is the embodiment of excellence and comfort. It is modeled on the latest shape and made from the most serviceable fabrics.—*Denholm & McKay Co., Worcester, Mass.*

A corset convention.—Here's a list of corsets that will give women an idea of the standard lines of corsets we carry, besides our own exclusive lines, the "Lillian" and "L. R."

One model of each make is described—merely a delegate representing the full range of prices and styles.

It may serve as a hint that the Wanamaker corset store is a very satisfactory place to come for your particular brand of corsets.—*Wanamaker, New York.*

Some corset offerings.—Savings of one-quarter to one-third on excellent summer corsets in a variety of good, new models, are made very easy of attainment by these interesting offerings. Wide tape girdles; perfect fitting, supporters attached. Of delightfully cool summer net; low bust, dip hips. P. N. corsets of fine cool batiste, lightly boned. C. B. corsets, for medium figures, requiring short corsets; no side steels; defines the waist-line sharply, gives perfect freedom to hips and bust. W. B. corsets for the average figures; of light-weight batiste; straight-front, long hips. P. N. corsets, of summer net; long and short hips; moderately long from waist-line up; lace trimmed.—*Wanamaker, New York.*

A model that combines least weight with most strength. It is admirably adapted for either out-door sports or full-dress occasions; and gives perfect freedom to both hips and bust.—*Wanamaker, New York, N. Y.*

Tuesday we will have on sale some new and exclusive corset styles for the season of 1905. Some splendid new Lily of France models contain points of excellence we have been working on for months to perfect—one for a fleshy, long waisted figure, another new habit back, very long over the abdomen and hips. Prices range from \$5 to \$15. We will also introduce a new corset—the La Grecque, which will be marked at special prices for this introductory sale. One very popular for fleshy figures is made of the strongest imported double coutil, very long below the waist line with a very heavy, wide set of satin garters front and side, for only \$5.—*Mannheimer Bros., St. Paul, Minn.*

The best of the inexpensive models is the "Marcel." The great clientele which has come to this corset store is due in great measure to the fact that we have the knack of selecting for each figure the corset which will give the most comfort and at the same time display the most graceful curves. The latest models give greater trimness to the figure; the very graceful curves being secured by the retention of the straight front.—*Abraham & Straus, Brooklyn, N. Y.*

Figures of every proportion can be perfectly fitted with corsets best adapted to them from the great numbers of specially priced models especially brought forward for this important sale. That the prices are special—lower than are made at any other time of the year—will be evident at a glance. The materials are of white coutil and silk batiste in white, blue and pink.—*Marshall Field & Co., Chicago, Ill.*

Do you dance? Then dance in comfort. No need to have your pleasure tempered with discomfort. La Premiere corsets are made elastic and, yet strong and durable enough to serve their purpose. They are made to fit your figure, of imported materials—whalebone throughout, and gored at every possible point. You need not hesitate relative to fitting.—*Saks & Co., New York.*

Corsets.—A woman should select her corset store as carefully as when choosing her dressmaker or the shop that supplies her gloves or shoes. Corset making is a science, and the store that knows the ins and outs of the making of corsets, that has back of its selection the knowledge of design, construction and style, is the store most deserving to be depended upon. The head of this branch of the business is an expert—has made corsets a life study. Not only the shape that best suits you, but all styles for all figures. Her experience is at your service.—*J. N. Adam & Co., Buffalo.*

Corsets built for style and comfort.—If there is any one thing which spoils the effect of a good gown or a pretty waist it is an ill-fitting corset. Every woman appreciates this, but every woman cannot wear the same style corset. There is a make of corset which comes nearer to perfection in fitting the human form and yet embodies all the newness of style more than any other, and that is the "Royal Regent," for which we are exclusive agents in Los Angeles. We also carry complete lines of several other popular corsets, among them the most favored of which is the well-known brand, "C. P." So before getting your

new waist or dress buy a pair of these corsets and have the new garments fitted over them, and you will have no adverse criticism to make.—*Hamburger's, Los Angeles, Cal.*

The smart corset for slender women.—Usual corsets provide shapeliness for all figures except the woman of slight proportions. All sorts of figure aids had to be resorted to in order to wear dresses of stylish lines. That was before the introduction of the Wright bust form. The name is deceptive, as the "bust form" is really a complete corset that gives continuous lines from shoulder to bust, giving the long slope from neck, with graceful curve over the bust, and continuing with the most correct straight front. The Wright bust form will do for the figure what no other corset can do; and what the dress-makers cannot do. It will also enable you to buy a stylish ready-made suit, without requiring alterations. And it is the most comfortable of all corsets.—*Wanamaker's, New York.*

These excellent corsets are made especially for us, over models of our own selection. They represent the most popular and more approved styles of the season, and the corset-making is of the very highest character.—*John Wanamaker, New York, N. Y.*

This store has been recognized as Philadelphia headquarters for the famous "R. & G." corsets for more than a quarter of a century. Always a full line of "R. & G." models here—the very latest and best. Plenty of all sizes in every style—not merely occasionally, but all the year 'round. And that's as it should be; for the "R. & G." corset is one of the very best produced in this country (thousands of women think it is the best), and it's quite natural that it should be fully represented at all times in Philadelphia's foremost corset store.—*Strawbridge & Clothier, Philadelphia, Pa.*

Successful costuming is impossible without a proper fitting. This important feature receives every attention it deserves at Gerretson's. No matter what price be paid, all corsets are fitted in a perfect manner by corsetieres fully experienced and qualified to understand your every individual corset need. Corsets \$1.00 to \$16.00.—*Gerretson Silk Co., Milwaukee, Wis.*

Good corsets, low priced.—These good and good-looking corsets, in stylish, comfortable models, offer the happy combination of quality with economy.—*Sibley, Lindsay & Curr Co., Rochester.*

These excellent corsets have many virtues that appeal to careful women. First of all, they are correct in shape and style, splendidly made of good, honest materials; and the merit of being rust-proof is a distinct advantage during the warm weather, and adds much to the life and good looks of the corset.—*Wanamaker, New York, N. Y.*

The maximum of corset beauty. Our imported Lillian corsets represent the very highest effort of the foremost corsetiere of the world. They are made of the finest and most beautiful materials. The corsets are designed in the most shapely and graceful models that French skill and ingenuity have contrived; yet Lillian corsets are as comfortable as they are shapely. Here are descriptions of three beautiful models: At \$4—A well-proportioned, graceful model, straight-front, designed for the average figures, made of firm French coutil, supporters front and sides. At \$8—Straight-front model for the average long-waist figure, made of fine French coutil, high bust and dip hips. At \$12.50—Beautiful model, made of handsome brocade, for stout figures, widely popular for its comfortable qualities, heavily stayed and beautifully finished.—*Wanamaker, New York, N. Y.*

The scientific fitting of corsets, a specialty in which we excel. In the current fashions the absolute correctness of the corset is more than ever of vital importance. Its lines either make or mar the beauty of the smartly modeled gown. Our skilled corsetieres have made a close and careful study of the individual requirements of different figures and with this very thorough knowledge, together with the large varieties of all the different styles, they are enabled to fit perfectly figures of every proportion. This is done in less time, at less expense, and, as a rule, far more satisfactorily than in corsets made to order.—*Marshall Field & Co., Chicago, Ill.*

New corsets from Paris. If you want to see all those charming new models that the Parisian corsetieres have evolved to give grace and style to woman's figure this season, visit our corset salon.—*Mandel Bros., Chicago, Ill.*

Corset news. Half and less than half regular prices (Main aisle and second floor). Not old-fashioned shapes nor corsets that have been mused and handled; but all fresh and clean; nearly all the bias-gored straight-front models women are wearing, and all from the best-known makers.—*Wanamaker's, New York.*

We show exclusive corset models that meet the latest demands of fashion, among which are some of the most exquisite models in design and construction that we have ever shown. The latest ideas in waist line, bust and hip contour, are shown in our Fasso, Lily of France and La Vida, at from \$4.00 to \$20.00. Interesting are our Lillian models, as they have gained widespread popularity, for their absolute perfection in fit, materials and workmanship.—*Mannheimer Bros., St. Paul, Minn.*

The air of distinction that comes to a woman wearing a Redfern model is to be envied. In the initial step—that is, the adoption of a corset of the new fashion—it is wise to be fitted scientifically. We have a special fitter who will thoughtfully corset you, accentuating the good points and concealing the defects of your form as only the eye and the knowledge of an expert can. Redfern corset style is as exclusive as Forsythe's waist and suit style.—*John Forsythe, New York.*

In Lyra corsets, the highest point of corset excellence is reached. It is doubtful if there is another corset made that gives more charm and grace to the figure. The beautiful lines are the result of years of study by the leading corset designers of Paris. The materials used are the very best—adopted after severe tests. The variety permits of a selection suitable for any climate, of sufficient textile strength to be satisfactory in regard to wearing qualities, even to those women who are hardest on corsets.—*Field, Schlick & Co., St. Paul, Minn.*

A perfectly fitting corset gives an air of distinction to the costume and is a world of comfort to the wearer. In one of the Riverside windows is a special display of pretty new models of Kabo, Sapphire and Bon Ton corsets, each of which is designed with a view to fitting perfectly some particular form. Here are also shown all those numerous and indispensable accessories that are a part of the feminine wardrobe. Expert corset fitters are in charge of this department, and will take pains to see that you are correctly fitted with the corset best adapted to your figure.—*The Crescent Store, Spokane, Wash.*

Here is a make of corsets—"The Melrose"—which we import. The particular woman will welcome them, for many of the little niceties of shaping and finishing which escape busy American manufacturers, mark them and make them almost ideal.—*Journey & Burnham, Brooklyn, N. Y.*

Corsets. We fit the form.—The distinguishing feature in this corset is the fact that there are corsets to fit every figure comfortably and properly. Nobody to urge you to take any risks of discomfort or poor figure, for our expert will fit you correctly for the asking.—*Stone, Fisher & Lane, Tacoma.*

We are able to sell them at these low prices by special arrangements with the makers. You'll see in the list a good many brands you know—and can have confidence in all of them.—*Wanamaker, New York, N. Y.*

In these days a properly corseted woman is almost obliged to stand erect and well poised, with her lungs in a position to take in all the good fresh air there is.

This does not mean a tight corset, nor one that is uncomfortable—but simply the right model and the right lines.

Makers have put these ideas into summer corsets of net and batiste as well as into other kinds.—*Wanamaker, Philadelphia, Pa.*

These superb imported corsets are made in so many different models, and at such wide range of prices, that they meet every wish of the well-dressed woman, for every day wear, as well as to give form and character to the most important gowns.—*Wanamaker, New York.*

For bathing, for golfing, for general wear. Have an extra inexpensive pair for hot weather. Batiste, for fabric because of its daintiness and light weight. La Markette corsets have most of the good qualities of shape and make of the higher priced corsets.—*Gimbel Bros., Philadelphia, Pa.*

New corset models. We are catering to the trade of women who invariably experience difficulty in getting a suitable corset as well as the women who are more easily pleased. The handsome new models in Kabo, C. B., a la Spirite and Thompson's Glove Fitting possess features which lend themselves readily and gracefully to practically all figures. A complete range of sizes in every style of merit. Materials are imported batiste

and coutil.—*The New York Store, Los Angeles, Cal.*

Corsets. The foundation of good dress, a homely yet true saying, begins with the corset. To ignore the corset is to run the risk of dissatisfaction with the dresses. There should not be any discomfort, and would not be if the corsets were given the attention that they are entitled to. Make sure you will not be troubled this year. We have corsets for every type of form. It makes no difference what the size, or shape, we have a style for every woman. Many of the corsets are imported, others are domestic makes, the world's best, and for several we are the sole representatives in this section of the State. The list includes all of the popular brands.—*J. G. Myers Co., Albany, N. Y.*

The right corset makes all the difference. This year's style features—the flounced skirts, ruffled sleeves and floating sashes seem to have been devised for the lissome, long-waisted woman. The stout woman thinks how pretty they are—and sighs hopelessly. Suppose she is told about a corset that will add two good inches to the length of her waist and at the same time make it more slender and give her the long, sloping hip line. There is just such a corset here for every short-waisted woman, but not the same corset by any means. There are scores of corsets and hundreds of models, and every model is built to produce the desired lines of trimness, slender waistedness, long hip and rounded bust on some special type of figure that needs help to be just right. The overstout woman is taken care of, the overthin woman, too—the woman who needs softening lines and a corset that will make the most of curves and hide angles. Let us help you wear sashes—or any other feature of summer finery that needs grace and trimness and good carriage to make it successful. Every good American corset is carried in stock and two French corsets that are unequaled in the world in beauty and style. Our fitters can tell which models will best suit your need. Prices, \$1 and up.—*Frederick Loeser & Co., Brooklyn.*

CREDIT

Quite the Thing—"That's a queer design you have in the corner of your billheads," said Slopay.

"It's merely a little flower," replied the tailor.

"Think that's appropriate?"

"Well, yes; it's a forget-me-not."—Philadelphia Press.

Credit makes the buying easy, for it breaks up the payments into convenient amounts—arranged to suit your income. Our prices are marked in plain figures, and are as low as the lowest cash prices elsewhere.—*Peter Grogan, Washington, D. C.*

You have the real thing when you get our easiest-on-earth credit. Your name once on our books means this is your home. You can get anything you need here in home furnishings and your name good on our books for a lifetime. Your best interests are served here, for we give you the square treatment that will bring you back.—*People's Credit Co., Rochester, N. Y.*

It's Brent's.—In so many, many ways Brent's can best help you. Firstly, the Brent credit system is easiest of all. A man can buy more furniture with less money at Brent's and take longer to pay for it. Secondly, at Brent's one finds the biggest variety to select from. The average credit house could be tucked away in one corner of the big Brent building—that's not said boastfully, but to give an idea of what a great place the great credit house is.—*Brent's, Los Angeles, Cal.*

Forethoughtful people will buy for all needs, for these prices on credit are lower than anybody's cash prices.—*W. H. Keech Co., Pittsburg, Pa.*

Don't be held up by serfdom of old credit giving ways. Come here. We charge you right and trust you. We do not charge extra prices. Just make your selection and tell the salesman to charge it.—*Union Credit House, Fall River.*

Under our easiest in the world credit system you can have as nice a home as the rich and well-to-do. The people are "growing wiser as they grow older," and most everybody furnishes their home on this up-to-date plan. It's only a question of getting the best prices, best terms, best values and best treatment, and people who are posted, their tracks lead to *The People's Credit Co., Rochester, N. Y.*

Credit is free! What does that mean? Simply that you can furnish your entire house with every convenience for a few dollars. It means that if there is anything lacking in your home—whether in parlor, dining-room, bedroom or kitchen—you can get it now and have the pleasure of using it while you are paying for it at your own convenience. We make our terms delightfully easy and no matter how small your earnings we will make the terms to suit your income.—*The Weeks Furniture Co., Woonsocket.*

Special offer to the young folks. Those who contemplate matrimony don't need much beyond the cost of the license, if they trust the furnishing of the home to us.—*St. Louis House Furnishing Co., St. Louis, Mo.*

Better than a bank book. Our credit-book represents the money you pay on a well-furnished home. While you are paying for it in the smallest amounts and on the easiest terms you enjoy all the solid comfort and pleasure of a beautiful home. A bank-book represents the money you are letting some one else use for their own benefit while you get only a paltry 3 per cent. interest. Which is better, our credit-book or bank-book?—*Straus', Baltimore, Md.*

Our liberal credit system bridges the chasm between your desire to buy and your inability to pay spot cash at time of purchase. Hundreds of happy families have used this bridge in the course of our twelve months' business existence. It's open to all. Pick out whatever you need to comfortably furnish your home, pay a mere trifle down and the balance in little weekly or monthly installments as best suits you. No interest. No notes. No extra charges above our plainly marked prices.—*Du Bois & Davidson, Los Angeles, Cal.*

Long credit does away with the necessity of "getting along" with meager furnishings—it furnishes the new home with artistic beauty at once.—*Cowperthwait Co., Brooklyn, N. Y.*

We have many wealthy customers. Don't think for an instant that a credit trade is all cheap trade. We sell to some of the wealthiest people in Cleveland. Some of them pay cash and some buy on credit. They have found out that the goods we sell are thoroughly reliable, and that our credit prices are no higher than at any cash store.—*Brown Bros., Cleveland, Ohio.*

Credit clothiers to men, women and children. No money needed. Did you say money, or was it said by someone else? You must have heard it somewhere. Don't let it trouble you, but take advantage of this offer. Open an account without deposit, pay the balance at 50 cents, 75 cents, and \$1 a week, depending on the amount purchased; Your money is well invested when dealing with us. Our prices are very low and quality compares with the best and largest cash houses. The public never know your business when dealing with us. Open accounts without publicity.—*Michaels Bros., Newark, N. J.*

Pay us every week as you earn it.—*The Weeks Furniture Co., Woonsocket.*

We sell lower on time than others do for cash.—*Du Bois & Davidson, Los Angeles, Cal.*

Don't let an empty pocketbook and hot weather make life a burden. Get one of our high-grade refrigerators, and pay for it as you pay for your ice.—*Mason's, Brooklyn, N. Y.*

Easy pay system. Half a minute of your time is all we require to convince you that our credit system is perfect. You can buy twenty-five dollars' worth of furniture here for five dollars down and one dollar a week.—*Flint & Barker, Fall River, Mass.*

Whether married or single this is the store for you. You can buy your house-furnishings here on terms of payment that are entirely congenial. Just remember that your credit is good at Spears's. And prices are guaranteed to be lowest. Nuf ced.—*Spears's, New York.*

Credit free as water. We trust everyone. Clothing to fit the purse as well as the person. Fifty cents to \$1.00 weekly will dress you as well as your neighbor and no one will be the wiser as to how you purchased. Our business is conducted in a confidential manner—our place of business is very retired.—*Union Credit Clothing Company, Rochester, N. Y.*

Credit to all who want credit. You'll not need the cash to buy now. Don't wait till you get the money to pay for a suit or overcoat. It's time to have

it now, and you may save yourself a sick spell and a doctor's bill. We'll trust you and give you as good values as you can get anywhere—even though you should pay spot cash. Our lines of ladies' tailor-made suits and wraps on same terms—a little down and a little at a time—as may suit your convenience. Outfits for the children, too. Come see our goods and learn our simple, dignified credit plan. Goods, prices and terms will please and surprise you. Your credit is good.—*"The Surprise," Lexington, Ky.*

Owing to the fact that spring is a very expensive season, on account of moving and one thing and another, we are prepared to sell and fit up gas and electric fixtures (provided order is placed early) on a credit basis, that will appeal most satisfactory to all that wish to take advantage of it.—*H. R. Richey Co., Montreal, Can.*

We sell on credit at cash prices. A small payment down and balance you can pay in small weekly installments. Your friends buy their clothes on credit; why shouldn't you? This store bids you welcome and offers you the same opportunity as enjoyed by the wealthy class who receive credit from the large cash and department stores.—*The Mc-Clain Credit Clothing Co., Zanesville.*

Start the new year right. If you want to consider your personal appearance and your pocketbook make a mental note to think of the Capitol Clothing Store. Our name on any article is a guarantee of which we are proud and that you can surely depend upon. Twenty-nine years doing business on the same corner on the square means a great deal to us and something to you. We aim to do bigger and better things and want your personal co-operation—credit is not cheap here, but we are always anxious to have good people on our books.—*Capitol Clothing Store, Montgomery.*

Liberal credit given at the Wilson Furniture Co. The store where value and low prices go hand in hand. If you will compare some of our values here shown and note the price you will not hesitate in calling upon us for your future wants.—*Wilson Furniture Co., Winnipeg, Can.*

Long credit is an open charge account, which enables you to place "rush" orders during bargain time.—*Cowperthwait Co., Brooklyn, N. Y.*

Make your home cosy on credit. Fall is here, and it is time you began brightening up your house.—*Peter Grogan, Washington, D. C.*

Credit here not to a favored few but to you.—*Household Furnishing Co., New Bedford, Mass.*

We will credit you. Your credit is good here. Our plan: A few dollars down, then pay a dollar a week. You wear the clothes and pay for them on your terms. We trust the people. The people trust us.—*The National, Springfield, Ohio.*

Our clothing-on-credit plan. Our kind of clothing is not the ordinary sort. When we say ordinary we mean the kind of clothing you see in nine out of ten stores. For instance, you can buy a suit for \$12, \$15, \$18, in any clothing house. Common price, you'll say. Yes, you're right! Every clothier sells men's suits at these prices. But, if you come in for a look at our fall or winter suits at these prices you'll see suits that you have never equaled for the money. That's the point. And you can open an account with us and pay us off a little every week, semi-weekly or monthly, until the account is paid.—*Moss Bros., Hartford, Conn.*

The big value of free credit. The Schreiber idea of part-payment credit is spreading to broader channels. You can pick up newspapers of this city almost daily and see glaring advertisements of representative dry goods establishments offering various propositions on their charge account basis. When this concern first exploited its ideas and set out to accomplish its purpose of credit accommodation we were alone in our fight. To-day, as we have already demonstrated, the very concerns that decried the part-payment idea find themselves adopting our self-same plans. You can certainly feel honored (if we may be allowed to use the word) to have your name registered on our books for a charge account, and it doesn't require anything more than an honest name to get it there. We care nothing for your rating, nothing for the size of your bank roll—everything is in your moral standing. Our offer interests every man and woman in Hartford and vicinity. You have the advantage of charging whatever you buy and paying off the bill in weekly or monthly payments, as you prefer. It's all so easy. Just say to the salesperson: "Charge it."—*Schreiber's, Hartford Conn.*

Pay as you can, but do not pay excessive prices just because you buy on credit. That is an unfair tax on the wage earner's pocket. For thirty years we have endeavored to lift the credit business out of the old rut so offen-

sive to deserving people and so unfair in its price. The volume of our business done through thirty-one stores, under one management and unusually light expense, enables us to sell you high grade clothing at practically cash prices. Our customers stick to us year after year because they are pleased. We have few losses. Therefore we can afford to get along with smaller margins of profit. If this claim does not seem reasonable to you—come and see for yourself.—*C. F. Adams Co., Saginaw, Mich.*

Three kinds of credit open to those who lack the ready cash. First—there is the 30, 60 or 90-day credit of the "cash" store—at the end of the term of credit you are just as much in the hole as you were when you secured this favor (?). Second—the obsolete installment plan, based on extremely high prices for inferior goods, and, thirdly—the Krieger Co.'s cash or credit plan. You open an account with us when you make your purchase. Charge it up and pay in small weekly payments of \$1.00. Week by week your account grows smaller. You are not asked to sacrifice quality, style or value; you are not asked to pay a higher price than other stores ask for the same goods. You pay one dollar per week and wear the goods while paying for them.—*Krieger & Co., South Norwalk.*

We make it easy for young folks to begin housekeeping. You can well afford to open an account with us and make your home comfortable and pay for it as you like. Our private credit system and long experience in fitting up homes is at your command. We've made almost a life study of it. We can furnish you not only with good advice as to what to buy, but how to keep down the cost in the furnishing of a single room or a whole house—cash or credit.—*Metropolitan House Furnishing Co., Montreal, Can.*

Is your cash busy? Our system of credit is free from all annoyances.—*John Bruener, San Francisco, Cal.*

There is justice in our system of credit and that is the reason why so many women prefer to buy here. There are hundreds who do not yet understand our plan. It is very simple in operation. An article is ordered and you have us make a charge of it. Then the account is paid in time, one, two or three months. No high prices are charged to cover the possible losses incidental to the system. We take care of the collections and very few accounts are lost. It's an established success and we want you to try it.—*Gately & Brennan, New Haven.*

Clothing on credit. All members of the family may have their wants supplied here on one account if desired. Millinery, shoes, dresses for the ladies, and hats, clothing and shoes for the men. We guarantee that any clothing we sell you will give satisfaction, as we handle nothing but well-made, durable goods. No money down and easy-payment system. Open an account now and pay later.—*Gately & Brennan, New Haven.*

To the country trade.—A personal inspection of our store and prices will convince you that you can do better here than elsewhere. We don't need to write an essay on the value of our goods; give them a chance—they will talk for themselves. The financial ability of our customers we don't have to consider—the rich, the poor—the capitalist and the wage earner are all on the same footing with us; all treated alike with the same courtesy and consideration. Our prices and terms are alike to all. Our credit system is founded on the inherent honesty of mankind. We furnish homes, flats, hotels, and rooming houses, and extend our little-at-a-time paying plan to our country patrons as well as in this city.—*Ingram & Bird, Sacramento.*

Furnish your home without cash.—Never let money matters stand between your family and a comfortable pretty home. No salary is so small, no income so big but what the great credit house can help you. So many of the nice homes you envy were bought in just this way. Brent's helps you in a dozen ways—the low prices, the easy payment system, the splendid new styles of all the Brent furniture, carpets, etc. And don't forget that Brent's is the great complete house furnishers, everything from the kitchen to the chamber. Your neighbor will advise against taking chances. At Brent's you are safe. Let's have a chat about it.—*Brent's, Los Angeles, Cal.*

Credit is free.—What does that mean? Simply that you can furnish your entire house with every convenience for a few dollars. It means that if there is anything lacking in your home—whether in parlor, dining-room or kitchen—you can get it now and have the pleasure of using it while you are paying for it at your own convenience. We make our terms delightfully easy and no matter how small your earnings we will make the terms to suit your income.—*Peoria House Furnishing Store, Peoria, Ill.*

Your word is your cash.—Come to us with an honest name and it's good on our books for any amount you request. You can live in a tenement or a man-

sion grand and it's all the same to us. One person's dollar is as good as another's here, and every purchaser on one equality. The Hecht credit privilege is free—absolutely and emphatically true. You pay just to the penny whether you settle cash with purchase or part accounts at your leisure. The fact that thousands after thousands of New York men and women in all walks of life are daily profiting by our offer argues rightly for us.—*Hecht Bros., New York.*

Half the time.—You can accomplish any house furnishing task in just about half the time that it takes to save and accumulate enough money for the purpose by buying on our little-at-a-time credit plan. Of course, we'll deliver the goods the minute the contract is made—and you can enjoy their use all the time that you are earning and saving—and paying in little easy parts. But what we mean is that the little-at-a-time way beats the other way of saving the price just in the matter of the time and effort it takes. Little-at-a-time way gives a definite object to work for, and you don't lose any time in accomplishing it. Other way you have only a good purpose—more or less determined, according to your ability to hold to a purpose. Either way—you can deal at this store to your best advantage.—*Ingram & Bird, Sacramento, Cal.*

Why shouldn't "your" home be well furnished? Did you suppose our credit talk was intended for other people—people who have, perhaps, a little more ready cash than you? Indeed, no. It's your own home we're thinking of, how pretty and comfortable it could be made. How easily you might give yourself and family the enjoyment of nice furniture and pleasant surroundings. Brent's Great Credit House will prove how you can secure and own such a home as every honest American should have. No credit house has the strength of Brent's. It makes no difference how little you have, how little you earn, this great house is willing to help you. You'll enjoy a little call at the store—so will we. Brent's never urges a sale. Plenty of time to tell you all about the credit system that has done so much for thousands of families.—*Brent's, Los Angeles, Cal.*

Your flat furnished for \$80; parlor, bedroom, dining-room and kitchen all furnished complete with everything. This offer has set all Chicago talking—the offer that has already been taken advantage of by thousands of families in this city. Terms \$8 down, \$5 a month.—*People's Outfitting Co., Chicago, Ill.*

Credit makes it easy for you to dress well and fashionably. You need not limit your purchase to the amount of your ready cash, for you can buy as much as you want on credit and pay it off in small, easy payments.—*T. Kelly, New York.*

Credit is one of the features of the popularity of our store. It matters not to us whether you be poor or not, if your intentions are honest, you can feel perfectly free to select anything you may want from our big stock and by paying a small deposit down, the goods will be promptly delivered to your home, and you pay the balance while you are using the goods.—*The People's Furnishing Co., Harrisburg, Pa.*

Whatever you want is yours, whatever you can spare from weekly or monthly earnings. That is our little-at-a-time paying proposition, adjustable to any amount of buying you wish to do—little or much, anything or everything—to make your home comfortable and pretty and attractive. No interest—no extra charges—no publicity—no annoying inquiries among employees or friends—nothing to spoil the offer for you.—*Ingram & Bird, Sacramento, Cal.*

Buy what you need, pay when you can. There are times when nearly every family feels the need of ready money. You need not deny yourself a comfortable home, no matter how little you have. Many a man has gathered the courage necessary to make a success by reason of a pleasant home wherein he could enjoy perfect happiness during his leisure hours. That sort of home is the kind Brent's will furnish for you. Pay for it by the Brent system, which is the original credit system of Los Angeles, and the only one which has enabled thousands of families to secure a home, no matter how small their means.—*Brent's, Los Angeles, Cal.*

Cash or credit, both are as good as wheat at this store. If you have the cash we are glad to see you. If you have not, you can come here and buy goods at as cheap a price as for cash, and we are equally glad to have your trade. We have all kinds of house furnishing goods, and if you are not in the financial condition to pay down, you can pay as you choose and thus get what you want in your house at any time. Just try our "little at a time" plan.—*Peoria House Furnishing Store, Peoria, Ill.*

Scrutinize the Halpert credit plan in every possible way; you'll be better pleased the closer you examine it. Not only the clothing we carry, but the price

and our liberal plan of payment. A stock that is replete with sterling values commands the preference of the thrifty. Sterling values were never more strikingly manifest than now. The Halpert money saving methods are yours. Credit is yours for the asking here—it costs you nothing. You simply open an account with us, that's all. Easier to pay in dividend amounts— isn't it?—*Halpert & Jacobs, Binghamton, N. Y.*

Your credit is good. You've got pride in your home and why not have it furnished nicely. Get out the worn things and put in their places fresh and new furniture. We know the first things you will say, "that takes money"—so it does—but not cash money. If you buy here, you can be just as long paying for what you get as you find convenient. Our charge system steps in and carries the account until you close it with a final payment. All inducements to buy here—easiest terms—largest selections—honest treatment—smallest prices. We have helped many to comfortable, inviting homes—can't we help you?—*Burns & Co., Harrisburg, Pa.*

"You can have it charged." The final week of the clean sweep sale.—*Hecht's Greater Stores, Washington, D. C.*

No money down. Give us a chance, gentlemen, to furnish you wearing apparel by our easy payment system and the knowledge and satisfaction gained by trading with us will make you a permanent customer.

Credit for all Washington. We are offering deeper discounts than ever and our terms of credit are easier than have ever been offered before for any furniture house in Washington. We are making great price concession.—*Peter Grogan, Washington, D. C.*

News to women. Cleverness, brightness, daintiness are characteristic features of the huge stock of women's garments in our women's department. You are a fortunate woman if you can find anywhere jackets that surpass ours—you will go a long way to see the skirt we can't match. If you want anything in the line of outer wear garments just come here. Come and investigate if you will—come without any thought of buying. Then, if you should decide to buy, you don't need money; cash cuts no ice here; credit is supreme.—*Mentor, Rosenbloom & Co., Hartford, Conn.*

The right kind of credit.—Credit that doesn't make you pay a penny more for a garment than a good cash store would ask is the right kind of credit.—*Mentor, Rosenbloom & Co., Peoria, Ill.*

Long credit gives immediate possession of all our bargains.—*Couperthwait & Co., Brooklyn, N. Y.*

We trust the people. Credit is free. What does that mean? Simply that you can furnish your entire house with every convenience for a few dollars. You can get what you need now and have the use of it while you are paying for it. We make our terms delightfully easy, and no matter how small your earnings, we will make the terms to suit your income.—*A. P. Curtis & Co., Great Falls, Mont.*

Hundreds of homes will be brighter and cheerier and more comfortable, and many hearts will be gladdened because of this sale. Remember, this remarkable offer is made for a short time only. Unless you take advantage of it now it will be six long months before you will again have the opportunity to do so much with one dollar. Select any article you wish, pay one dollar down and have the goods delivered right away—furniture, carpets, household goods. Balance in weekly or monthly payments to suit. But don't delay. These Dollar sales occur but twice a year, and there won't be another one for six long months.—*Spears & Co., New York, N. Y.*

We do not indulge in extravagant representations, and when we advertise a thing everybody knows we've got it and will see it at the advertised price. This is the store where a dollar or two will do. Credit free to all.—*Bing & Nathan, Buffalo, N. Y.*

Beneficial credit. That's our kind—the kind that is helpful to every man, to every woman, to every family—credit that's liberal, convenient, honest. We recognize your right to credit, and we extend it to you without extra charge, without interest, without a particle of red tape. Say "charge it"; that's all, and you will have opened an account that will prove a positive benefit to you.—*Menter, Rosenbloom & Co., Kansas City.*

Our "don't worry" plan. There isn't a bit of worry connected with our credit plan. All the bad features of going into debt are carefully eliminated. There's nothing left to cause a worry. Little-at-a-time plan arranges for the paying when the contract is made—and its arrangements always take what's easiest for the buyer into full consideration. Never a worry is caused by debt when the paying is easy—and it's easy to buy—easy to pay—on our little-at-a-time terms—backed up, as it is here, by a store full of the best and newest goods to make home beautiful and comfortable, well selected, rightly priced and reliable

in every value sense. These "don't worry" terms are free for all—for in-town homes or out-of-town homes.—*Ingram & Bird, Sacramento, Cal.*

Never deny yourself a home—you need not. Ask your best neighbor about Brent's and she'll give you a better idea of the popular Brent credit plan than you'd gain from our advertisement. Besides, we like to have outside folks speak well of us. We would like you to see just how your own friends feel about this great credit house that has done so much for Los Angeles and its homes. If you have no money, we are just as ready to supply the furniture, carpets, stoves, draperies, etc., as though your bank book totaled a million. Why not visit the store and let us have a little chat about it, as so many other women do?—*Brent's, Los Angeles, Cal.*

Explanation of how we extend you credit.—Our confidential credit system is a very simple one, and may be explained in two words—confidence and good faith. Years of experience have taught us that an honest person is a safe person to do business with, and that, if the conditions are not difficult and burdensome, an honest person may be depended upon to fulfill them. We do not charge interest. We do not employ collectors. We don't compromise your standing with your employer by investigations. We don't require payment when you're out of a position or ill. There are no disagreeable features to buying here on payments, as, under the Weber system, the old-fashioned and objectionable features of the installment plan are done away with. We give you all the credit you want and all the time you want to pay.—*Louis Weber & Co., Chicago, Ill.*

Keep your money now. Come and be clothed in the top notch of fashion. Be dressed as well as your neighbor. Come to the only store that sells on credit at the same prices the cash stores do.—*Mentor & Rosenbloom Co., Minneapolis.*

The road to happiness. Spring clothing on credit.—Don't delay another day. When you buy on credit here you are not asking any favors at all—credit here is simply an accommodation which you are entitled to, and don't have to pay extra for. Why not come now and get your spring clothing; you will get a full season's wear out of it, and it won't cost you any more than you will pay later on. Have no fear of publicity—all our dealings with customers are strictly confidential and our credit terms most generous.—*H. B. Ridgley Merchandise Co., Ottumwa, Iowa.*

Credit for all.—Come to us and let us explain to you our great credit-giving system. We can show you how you can enjoy the comforts of a finely furnished home on the easy payment plan, in a strictly confidential manner.—*York Supply Co., York, Pa.*

A different credit plan.—Don't judge our credit plan by others in Peoria. Ours has none of their objectionable features. Our credit is free—no extras of any kind. Our plan is confidential. Liberal concessions given—no crowding of payments. We'll tide you over adversities—requiring no payments while you're sick or unemployed. We'll help you in hundreds of ways, protect you and grant favors that would be refused you in any other store in Peoria.—*Hartman Furniture and Carpet Co., Peoria, Ill.*

Besides giving you the best furnishings for the home, our credit system enables you an easy method of paying for what you buy. You can have the purchases delivered to your home and enjoy them while you pay for them in small amounts from time to time.—*Mahaffey, Canton, O.*

The home of Credit.—We made and maintain the little-at-a-time paying plan for furnishing homes. Whatever preference we enjoy with the public is because we stand firmly to our conviction in our methods of selling goods—on easy payments—at cash prices.—*Ingram & Bird, Sacramento, Cal.*

Newly married couples should have us furnish their homes on credit! If you are to be married during this month of April consider well our proposition to furnish your house on easy terms of credit. We sell none but the best in parlor, bedroom and dining-room furniture, and our credit prices are as low as the lowest cash prices elsewhere. Everything is here for complete house-keeping.—*Peter Grogan, Washington.*

We are making it so easy to furnish a home that there is no longer any excuse for untidy or uncomfortable surroundings. Credit as free as the air you breathe—and better values, too, than you get from storekeepers who insist upon cash.—*American Furniture Co., Denver.*

We extend credit to all at cash prices.—*Scheerer & Crown, Newark, N. J.*

Pay after, but come now and be clothed from head to foot, besides giving you credit. We ask you regular cash store prices.—*Empire Credit Clothing Co., Kansas City, Mo.*

Your word is your cash in our store. Your name is good for any amount on

our books, and if you live in a mansion or a tenement it is all the same. You will be accorded the same generous treatment, given the lowest price, and shown a line of goods bought at a figure that enables us to undersell any of our competitors. Come in and pick out what you need for your spring furnishing.—*Falls City Outfitting Co., Louisville, Ky.*

When bargain prices point your wants long credit fills your purse.—*Cowperthwait Co., New York.*

The light that never fails, credit.—No money down. That's the light for you to follow. Credit with no money down. Select what you wish, take the goods; and pay us later. The new styles are ready—just the things every man and woman needs.—*Askin & Marine, York.*

Don't put the wedding off; don't wait to get rich. Many of the happiest homes in Galveston are now being paid for on our little-at-a-time payment plan. Leap year wedding couples are urged to come in and talk it over with us. Special inducements on complete outfits.—*Kauffman, Meyers & Co., Galveston.*

Think it over.

We have a much larger stock than most stores.

Being large buyers, we can quote lower prices.

Prices being lower for credit than most stores charge for cash, what prevents you from having what you want whether you have the price—or not?

This is a leading question which should have weight—if we happen to have the article you require.

Come in and find out.—*De Wolf Store, New Bedford, Mass.*

The Conrad way, credit at cash prices.—*Conrad, Indianapolis, Ind.*

"You can have it charged."—*Hecht's Greater Stores, Washington, D. C.*

Special on credit, pay as you wear them.—*Empire Credit Clothing Company, Minneapolis, Minn.*

Open an account with us! We will trust you. Hundreds do it. Why not you?—*Saul's, Schenectady, N. Y.*

The right way: Credit. The easy way to buy: to pay at 25c, 50c and 75c per week.—*H. B. Ridgley Merchandise Co., Galesburg, Ill.*

No trouble to get credit here.—Make your selection—tell the salesman to charge it—that's all. We'll trust you. Don't hesitate a moment because of lack of money. If your credit's good anywhere it's good here.—*Gately & Fitzgerald, Altoona, Pa.*

Cash is good, but if you lack the cash, what a nice thing it is to know that you can have credit for the asking! That is what you can have at the Peoria House Furnishing Store. There is nothing in the store but what will be sold on the little-at-a-time payment plan.—*Peoria House Furnishing Store, Peoria, Ill.*

Your credit is of the utmost importance to you. Don't say you do not wish to take advantage of it. The largest enterprises in the world are careful to maintain their credit, and they conduct their business almost entirely on a credit basis. We have several reasons for telling this, namely, most housekeepers are constantly in need of something in the furniture line. Some of them go without things they really need because they cannot spare the ready cash. They do not seem to realize that they have credit, that it is good and that they can get anything they want for the asking. You are under no obligations to anybody when you pay for your goods in installments; your money is as good as anybody's and will buy just as much.—*Peoria House Furnishing Store, Peoria, Ill.*

No money down! Only first weekly payment in advance. Isn't that easy?—*J. Michaels, Brooklyn, N. Y.*

Spear's the man who says to you: "A dollar or two will do." Credit free to all.—*Spear & Co., Pittsburg, Pa.*

Your credit is good—any way to suit your convenience.—*Rhodes-Buford Furniture Co., Indianapolis, Ind.*

Don't mind about the money.—We'll extend you credit.—We'll make the easiest terms you ever heard of and will require no payments when you're sick or out of employment.—*Hartman Furniture Co., Louisville, Ky.*

Have it charged.—You're not making the most of your advantages if you do not avail yourself of the future payment way that has proven so immensely popular. Every alternate adult in Washington has an account with the Hecht Stores. If you're one of those who have not, make the test—and no better time than to-morrow.—*Hecht's Greater Store, Washington, D. C.*

Credit.—Wear it home, compare it with the garment you paid cash for, ask yourself what's the use of paying cash? it's no cheaper. You gain nothing by it and your money's gone all in a lump. Why not wear your clothes while you are paying for them? Come here and take your pick of the swellest clothes that money will buy—our prices are right—clothes are right—credit plan's right

—what more can you ask?—*People's Clothing Co., Williamsport, Pa.*

Don't let the money part bother you. If you need the goods come and make the selection, give us your name and address, and we will deliver the goods promptly. No money down.—*City Furniture Co., Altoona, Pa.*

And, of course, credit. It is to your credit that you are trusted. No one need be ashamed to buy that way. We want to open an account with every man and woman in Sacramento. We extend to you unlimited credit and guarantee to arrange terms to suit.—*Ingram & Bird, Sacramento, Cal.*

Our generous terms of credit bar no honest man or woman from making as many purchases as he or she may desire. Accommodations in the purchase of home furnishings is a necessity in nine cases out of ten, and our contracts are liberal and devoid of annoying features.—*H. H. Lampe & Co., Altoona.*

Can you spare the ready cash to furnish a home? If you cannot, take advantage of our liberal credit system; it enables you to pay in small convenient sums, and still receive all the benefits of a cash transaction. Think it over and you'll readily come to the conclusion that there is only one place to furnish a home.—*John Mullins & Sons, Jersey City, N. J.*

Now that the fall season is at hand, the liberality of the easy payment plan becomes more evident. The new styles have arrived—plenty of them for men, women and children. Generous assortments of the fashions that stand illustrative of the season, and that give the wearer a sense of satisfaction. They're the kinds every body likes to wear. Credit goes with every one, if you wish it—and the cost is no more. We have solved the problem of selling on credit and on a small margin of profit. It lies in the volume of business.—*Askin & Marine, Rochester, N. Y.*

Long credit gives immediate possession of all bargains at this season.—*Cowperthwait Co., Brooklyn, N. Y.*

Liberal credit places comfort and attractiveness within the reach of every one.—*Brooklyn Furniture Co., Brooklyn.*

Convenient credit terms on large or small purchases.—*Mason's, New York.*

Our credit system is founded on the inherent honesty of mankind. Why not trust us, when we are ever ready to trust you? We sell goods cheaper on credit than you get them elsewhere for cash.—*S. F. Alston & Co., Tuscaloosa.*

Deal where your credit is good. Come to Gately & Donovan's, pick out anything you may need in the clothing line and have it charged.—*Gately & Donovan Co., Bay City, Mich.*

Long credit secures for you at once whatever cool comforts are needed.—*Cowperthwait Co., Brooklyn, N. Y.*

The only easy way.—Credit solves the problem of "How to be well-dressed." Credit—a magic word at this store. It gives every worthy man, woman and child the opportunity to secure stylish, dependable clothing, hats and shoes for summer wear, at prices as low as any cash store. No security is required—your promise to pay is enough.—*Mentor, Rosenbloom & Co., Grand Rapids.*

Unmarried men take warning!—Spear & Co. are "After you."

If the unmarried men of these cities don't brace up and quit fooling it won't be the fault of Spear & Co. This firm is making prices so low and terms so attractive that the average young fellow can't look his sweetheart in the face without feeling that that he should have "proposed" long ago. You can practically make your own terms—your credit is good and a dollar or so will do.—*Spear & Co., Pittsburg, Pa.*

Say "charge it" and your word is equal to spot cash. Your promise to pay will buy cool, comfortable summer garments for either man or woman.—*Hecht's, Washington, D. C.*

Bargains abound in every nook and long credit reinforces the economy of reduced prices.—*Cowperthwait Co., Brooklyn, N. Y.*

You have often wondered why certain people always look stylish and natty when they earn no more than you. The reason is that they buy our better quality clothing on credit at prices as low as cash elsewhere.—*Detroit Credit House, Detroit, Mich.*

There is no need for deliberation if you are in want of wearing apparel. Come here and you will receive good values, and then if you wish it you can have the privilege of our no-extra-charge credit system.—*Carey & Sides, New York.*

Besides giving you the best furnishings for the home, our credit system enables us to offer you an easy method of paying for what you buy. You can have the purchases delivered to your home and enjoy them while you pay for them in small amounts from time to time.—*Mahaffey, Canton, O.*

It requires no cash to furnish the prettiest little home—or a big house or hotel.

What you have guessed about the "Brent Credit System" may be fully wrong. Let us tell you all about it and how it will help you just as a savings bank would do. No salary too small, no income too big but what this credit system will be found advantageous.—*Brent's, Los Angeles Cal.*

For your accommodation. Perhaps you are going to get married this fall, or maybe you are married and going to have a new home, but not quite ready to buy. We've arranged that you can have the advantage of these sale offers by paying a deposit on whatever you want and have it reserved for you and delivered when wanted.—*Wise, Smith & Co., Hartford, Conn.*

We had rather have your future good will than your present cash and dissatisfaction. Our plan is money back if you want it. Cash or liberal credit. We extend to our customers every facility for paying.—*C. F. Wing, New Bedford, Mass.*

Our sixty-seven stores and a million customers are the forces which enable us to offer such low values in clothing for men, women and children, and on easy terms.—*Gately & Brennan, New Haven, Conn.*

We make no bones about giving you credit. It's free to everybody. We sell clothing on credit because we found that thousands like to buy in this way. You're welcome, too.—*Gately & Brennan, New Haven, Conn.*

Dress well on easy terms by means of our simple credit system. You have no objectionable questions or inquiries to meet; you receive the same courteous treatment as if you were a cash customer. Our prices are less than those the ordinary tailor is forced to ask you, because our clothing business is on such a gigantic scale that we can produce a perfect-fitting, best-quality suit at a much lower cost than that charged by the tailor who sells only, say—one dozen suits a week.—*Catesby & Sons, London.*

Make your home comfortable these torrid days. If you find it inconvenient to pay the cash make use of our liberal terms.—*Rothbert's, York, Pa.*

If you need anything or everything in furniture and carpets to equip a home, there are three things for you to remember about the little-at-a-time terms we offer.—*Ingram & Bird, Sacramento.*

Long credit gives still further possibilities for comfortable and congenial surroundings.—*Cowperthwait Co., Brooklyn, N. Y.*

Money isn't necessary—your credit's good.—*Murphy's, Baltimore.*

The working people's friend.—A friend in need is the friend to stick to. That is the reason we have all of the laboring class's trade. We make our terms delightfully easy, and no matter how small your earnings are, we will make terms to fit your income. We use these sledge-hammer inducements to get the people's trade and hold it, too.—*The People's Credit Co., Rochester.*

Our strong position in the credit world of Worcester is a matter attained by undaunted persistence in matters of quality and littleness of price, backed by the most liberal and generous credit proposition ever offered the men of Worcester. All the credit you want and no money down.—*Worcester Credit Company, Worcester, Mass.*

Any old tramp can buy for cash! That's easy! There's no special honor in the fact that one can walk into a store, lay down in cold cash the full price asked for an article or number of articles, and so become the possessor. Come to think of it, it's the coldest sort of a proposition, a mere transaction of barter and change. To have credit given you is entirely different. Makes you feel as though you were somebody. What a great honor it is to be able to enter a store, select such goods as you want and arrange to pay for them in amounts and at times that are convenient to you. What a great dignity there is to credit, and how far-reaching its beneficial effects. A large per cent. of the world's business owes its existence to this great commodity. To buy for cash, then, is very ordinary, but to buy on credit is always a distinction that one should be proud of. To be known as a customer at a store where credit is given reflects to the good character and standing of that customer. The Big Trustful Store is a credit store in the fullest sense of the word. It is known far and wide as such, and the owners glory in the fact that this is so.—*Gately & Brittin, Reading, Pa.*

You can do this at our store for Christmas—Select any article you choose; pay a deposit down; make payments from time to time, if you wish.

What we will do—Keep what you select. Give you receipts for your payments. Have it put in a pretty box or case, ready for you when you call. Hundreds do this with us. Why not you?—*Clint E. Dice, Joliet, Ill.*

See Spear—it's not dear. Credit free to all.—*Spear & Co., Pittsburg, Pa.*

Easy terms—ready cash is unnecessary in dealing with us, if you desire the convenience of credit.—*Pinkham & Willis Co., Worcester, Mass.*

You don't have to pay your money down when you trade with us. A quarter and the balance in installments of a dollar a week.—*T. W. Stackpole, Thomaston, Rockland, Me.*

Never mind the money. Get everything you need to be comfortable in hot weather—and pay the bill as it's most convenient, weekly or monthly.—*Comprecht & Benesch, Baltimore, Md.*

We open charge accounts. We have yet to register the first complaint regarding our methods. That speaks pretty well for the Halpert plan, don't you think? Credit is just as free as air with your promise to pay.—*Halpert & Co., Binghamton, N. Y.*

Sometimes folks don't have enough cash to pay for new clothes all at once—and a store like this is a mighty handy place. Just as we've said time and again, you are as welcome to this store when you have a little money as when you pay cash. Some folks don't like to ask for credit; why, bless you, there's more than half the people getting their clothes this way.—*Trojan Clothing Co., Troy, N. Y.*

Out go all our winter stocks at a great sacrifice. The reason for the big cut in prices is a logical and sensible one. We are only prudent in pushing out present stocks before our spring goods put in an appearance. We must have the room and do not intend to carry any winter goods over. You don't have to dig down and see if you have the money in order to secure these bargains. Never mind, simply come and select your choice and ask us to charge it, and pay us later as you can.—*Gately Clo. Co., Minneapolis, Minn.*

If you are preparing for the inauguration, or supplying ordinary home needs, you will find that our prices are lowest—whether you buy for cash or on easy terms.—*Peter Grogan, Washington.*

Dignified credit free to all and not a cent of tribute. We positively do not exact one penny of tribute for credit accommodation, so that our prices are actually lower than those of the merchant who refuses to trust you and exacts full cash for everything. These are facts which sensible men will take home and discuss with their wives.—*Spear's, New York, N. Y.*

Your simple promise to pay will furnish your home complete.—*L. H. Cahn & Co., Youngstown, O.*

Whether one buys for cash or on credit, he desires to be very sure of the prices he is paying and the styles he is getting. The large cash business always done by both Cowperthwait stores—one still in Chatham Square and the other in Harlem—is irrefutable evidence that the prices are more reasonable than elsewhere, to both classes of customers. The price of every article is marked in plain figures.—*Cowperthwait & Sons, New York, N. Y.*

No matter how small or how large your bill may be, you are entitled to credit just the same. Pay us by the week or month, just the same as you are paid, and then you can live in a comfortable home with all kinds of swell furniture.—*Brand & Smith, Trenton.*

Hartman's credit plan is considered the ideal plan of people in every walk of life. We have made ours such a modern, businesslike credit plan as to please the best people of the community, and so lenient and generous that the smallest salaried employee may find it possible to pay for his goods with greatest ease and to feel well protected in case misfortune overtakes him.—*Hartman, Chicago, Ill.*

We allow no house to undersell us or make easier terms. Accounts opened if desired.—*T. Kelley, New York.*

The Empire's credit system is based on honest business methods. It is a fixed policy with us to insure absolute satisfaction to every customer, and with every sale goes the privileges of money back should the goods be unsatisfactory or not exactly as represented.—*Empire Clothing Co., New Bedford, Mass.*

No capital required to go house-keeping. If you can pay rent you may go to housekeeping and be happy. Our easy payment plan of furnishing homes solves the problem. We'll begin with the empty house and furnish it complete throughout, from kitchen to parlor. You pay us in weekly or monthly sums until the debt is discharged. Don't delay getting married because you haven't enough money to furnish a home. That is a mistake. Your credit is good here. Let us do a little figuring—come and talk it over.—*John Schmelzer, Saginaw, Mich.*

What it really means. These few words about our trade-mark, "Your Credit Is Good." It means just this: That in the event that you should want credit when buying furniture, carpets or stoves; that you should prefer to pay a little down and a little each month, you can do so at this store. And all

prices are always marked in plain figures. You are not charged anything extra for this accommodation, for we figure it is simply a convenience for those who want it—nothing else.—*L. Schoenfeld & Son, Tacoma, Wash.*

We furnish your home from cellar to dome. And remember we'll trust you.—*John Norris Furniture Co., Pueblo.*

Your credit is good. If you need a dozen pieces of furniture and think you can't afford any of them, just try our advice: Buy one thing at a time.—*Freed, Salt Lake City, Utah.*

Our credit office gives prompt and satisfactory service to those who prefer to make their purchases by means of a charge account.—*Rothschild, Chicago.*

A little down "on time." A little each week. Time, that's what everybody wants. If you haven't got time, we've got plenty of it to give away.—*Meyer & Hummel, Pittsburg, Pa.*

The Big Store's part-payment plan. You have the privilege of our part-payment plan, which enables you to buy any and all goods and have them charged. Pay us to suit your convenience. Call and make inquiries.—*Rosenstein's, Baltimore, Md.*

Credit buying is more popular than ever. We have made it so by personally guaranteeing every article we sell; by giving you more for your money than elsewhere. We will furnish your home on the easiest kind of weekly or monthly payments without notes and without interest. Do as thousands of others are doing, furnish your home now, for we are ready to arrange payments to suit your own convenience.—*John Mullins & Sons, Jersey City, N. J.*

Our prices do the work. To many Sacramento homes our little-at-a-time plan brought the opportunity to possess a comfortable home in the past year. Don't give up the idea of home furnishing because you can't come in with a pocket full of money or a well-supplied check book. To furnish a home of your own on our little-at-a-time plan of easy payments is really like saving money, for the payments come in easy parts from your weekly or monthly earnings—like saving would—and in the end you have something to show as a good result of the little effort required.—*Ingram & Bird, Sacramento, Cal.*

Never mind the money. Get everything you need to be comfortable in hot weather, and pay the bill a little each week.—*The Weeks Furniture Co., Woonsocket, R. I.*

Cash or credit. Cash or credit. Goldstein's easy-payment plan. An experience of 15 years in the selling of clothing and furnishings for gentlemen has convinced us that there is a legitimate demand for a liberal system of credit at a store which can be depended upon to offer only strictly reliable, high grade goods, at reasonable prices. In other words, many people would like to buy their clothing upon a credit basis, providing they could know that they would not be obliged to pay exorbitant prices. * * * We shall offer any article from our entire store at the regular cash price, accepting a small payment down at the time of making the sale, with weekly payments thereafter. Take all the credit you want. Don't hesitate a moment about buying on account of a shortage of cash. Credit will cost you nothing here, and you can have all you want. That's a pretty liberal proposition, isn't it? And we mean it literally, too.—*Goldstein Clothing Co., Binghamton.*

↑ "We're your savings bank." There's a little speech to set you thinking. Ever consider what it means in buying things for the home what it means in buying them on our easy payment plan? Buy what you want, pay for them as you can—a little every week, or month, and have the use of the goods all the while you're paying for them. See how it is we are your savings bank? Many homes in Montreal that wouldn't be, were it not for our way of selling you the things you need. Come in. Let us estimate for you.—*Metropolitan House Furnishing Co., Montreal, Can.*

A store where credit buys as much as cash—where you select what you want and then say, "Just charge it to my account." Where all objectionable features of the old style installment store have been obliterated—where there are no annoying trips to the justice of the peace—just a plain, old-fashioned charge account.—*Straus & Miller Co., Cleveland, O.*

It was Spear & Co. who upset all the old-fashioned ideas of trade by offering credit free to anybody and everybody for the asking. And now by supplying every customer with a handsome metal savings bank Spear & Co. confer the greatest possible benefit. In the first place, the customer finds that the nickels and dimes and quarters dropped into the bank from time to time are never missed, and yet they amount to enough in a very little while to meet all the payments on the furniture or carpets. The magical little bank, without apparently

taking anything from the family revenue, provides the funds wherewith to furnish the home in comfort and elegance throughout. But the little bank does more. It teaches a respect for pennies and nickels and dimes that will be worth many thousands of dollars to every person who learns the lesson.—*Spear & Co., Pittsburg, Pa.*

Try our plan—pay as you can. Our plan enables you to get the article you want—or need—right away. You don't have to wait several weeks—or months—and "save up" until you get the whole amount necessary. When you buy here, buy our way, you simply pay a small amount down to bind the bargain and the goods are delivered at once. And then you pay the balance due a "little-at-a-time" each week or month—as best suits your convenience.—*Spengel's, Denver, Col.*

Liberal credit arrangements. Hartman's credit plan is a most liberal proposition. It is the most helpful credit plan in Chicago. It provides most generously for your convenience and for your help when special favors are desired. It is a thoroughly sensible and business-like credit plan and appeals to thinking people in every walk of life.—*Hartman Furniture & Carpet Co., Chicago, Ill.*

This is the time of the year that thousands of people in this beautiful city of ours are beginning to think of cleaning house, while countless others are preparing to enter the bonds of matrimony. Some are moving to new homes that have been in course of erection the past winter and some are going to the lakes. To all of these we wish to say we are home furnishers, and no home too humble or no home too grand for us to furnish. No matter whether you have money or not, we stand ready and willing to extend to you our generous credit, so you may get all the home furnishings you want right away, and we will gladly pay for the money. To the young couple just starting housekeeping, we wish to say a word. Don't try to get a couple of rooms and put in a lot of shoddy furniture, because you feel you have not the ready money to furnish up in nice shape. Just come to us and we will let you have all the goods you need, and all we ask is a small payment down and the balance can be paid in small weekly or monthly payments. Come in and let us show you the largest and most up-to-date home furnishing store in the Northwest.—*Smith & Farwell Co., St. Paul, Minn.*

Our credit system and low prices are not affected by labor troubles! In view of the partial business stagnation the people at large require an easy system of credit on furniture and household goods more than when conditions are normal. The labor difficulties have not in any wise altered our admirable credit plan, nor have they affected our prices, which continue as they have been—the very lowest consistent with quality. You may open an installment credit account at any hour and your goods will be delivered without delay.—*Spiegels, Chicago, Ill.*

If you haven't purchased at Mason's you have left a big stone unturned in the pursuit of saving money. Sixty-three years of merchandising has given us the knack of underselling. We give goods of excellent quality at the price inferior goods usually command. Our assortment is extensive and well selected. Easy credit terms arranged to suit your income.—*Mason's, Brooklyn, N. Y.*

Our easy payment plan permits selection from this splendid range of pianos, and yet requires only a cash payment of ten to fifty dollars, according to instrument chosen, and a monthly payment of six dollars and upward, afterward. This accommodation as to easy payment does not add one dollar to the cash purchase price of the piano; you simply pay the insignificant interest of 5 per cent. per annum, for the amount remaining unpaid.—*Gimbel Brothers, Milwaukee, Wis.*

A stock such as ours, replete with sterling values, commands the preference of thrifty people. Sterling values were never more strikingly manifest than they are now. Cash or credit—both are as good as Government bonds at this store. If you prefer to pay cash we are glad to see you. If you wish to use our Credit Plan of Easy Payments, we're equally glad to see you, and you'll find that you do not have to pay one cent more if you "charge it."—*Halpert & Jacobs, Binghamton, N. Y.*

Numbers have delayed buying their fall and winter clothing because of lack of ready money. Don't hesitate longer. Visit us and take your pick from our large and beautiful assortment of clothing. Pay the bill in small weekly amounts such as you can afford. Thus you enjoy the use of them while paying in convenient weekly payments. Style, novelty and quality combined in every garment. If not—don't buy. The wide range of prices permits you to buy at any stage. No harsh means employed

in collecting. We trust you and want you as a regular, permanent customer, and we realize our treatment must be such as to invite continual patronage. And it is. Try your personal experience. We await your call with pleasure.—*Gately & Brennan, South Norwalk, Conn.*

Our credit plan bridges over all the difficulties that stand in the way of home furnishing—opens up a clear, quick right of way into a comfortable home of your own—in other words, it puts the whole problem right up to you. Our Little-at-a-Time credit plan is an endless chain—it keeps going from relative to relative and friend to friend—each one after dealing here sends in the others—so satisfied are they that deal here.—*Ingram & Bird, Sacramento, Cal.*

When you get rich you are going to have all sorts of things. But we believe you'll allow that there is a chance or two that this may never be. Now the question is: Hadn't you better get as much out of life as possible and commence right now. Hadn't you better sleep in a luxurious bed and sit in a well-to-do-man kind of a chair and walk on good carpets and otherwise make life worth living? We will furnish you with what you want and let you pay in small amounts monthly, according to your convenience.—*H. H. Sampe & Co., Altoona,*

How to start a home. We make it easy for young folks to begin house-keeping. You can well afford to open an account with us and make your home comfortable, and pay for it as you like. Our Little-at-a-Time plan has had long experience at fitting up homes—and is at your command. We can furnish you not only with good advice as to what to buy—but how to keep down the cost in the furnishing of a single room or a whole house. Credit makes the buying easy—for it breaks up the payments into convenient amounts—arranged to suit your income. Our prices are marked in plain figures and are as low as the lowest cash prices elsewhere. So many nice homes you envy were bought in just this way.—*Ingram & Bird, Sacramento, Cal.*

"Long credit" assures your purse of a substantial lining. Cash or credit.—*Guy Furniture Co., Worcester, Mass.*

No money down. Time for Spring clothing. Why shouldn't men and women come and get Spring clothing now? It's something you've got to have and you might as well get it now and have a full season's wear out of it.—*Menter, Rosenbloom & Co., Peoria, Ill.*

Clothing on credit. We clothe men on credit at no more cost than cash prices.—*Worcester Credit Co., Worcester.*

This is an age of co-operation—Let us help you. What the street car is in convenience and labor-saving, our system of credit is in affording elegance and economy to buyers of clothing, making it convenient and easy to be well dressed.—*L. Wiener, Pittsburg, Pa.*

Why not make your house cosy and pleasant? You live in it day in and day out, and no matter how small your income may be, our accommodating credit plan opens up an easy way to furnish a home and still receive the benefits of a cash purchase.—*John Mullins & Sons, Jersey City, N. J.*

Buy your Spring costume now. Pay the bill later. The new fashions are here—and we are ready to supply your wants at once—and you can pay the bill as you find it convenient—that's what the New Idea Credit System means—you needn't wait till the season's half gone; you can save the money while you are wearing the latest, smartest attire.—*Rosenthal's, Baltimore, Md.*

Dollar down and dollar a week. If you have an account here any go-cart can be added without a payment down. Just keep paying—that's all.—*Household Furniture Co., New Bedford, Mass.*

Are you going to get married or go to housekeeping? If you are, the first thing to consider is economy. We can start you right if you will come in and let us name you prices on furniture, carpets, stoves and furnishings. Cash or time payments.—*Economy Furniture Co., Memphis, Tenn.*

Take all the credit you want. Don't hesitate a moment about buying because of a shortage in ready cash. Credit costs nothing here; and you can have all you want. We're doing everything we can to make this the best and easiest store to do business with.—*Rhodes-Havert Furniture Co., Atlanta, Ga.*

That's a pretty liberal proposition, isn't it? And we mean it literally. Don't hesitate a moment about taking advantage of our easy credit system. You're perfectly welcome to the conveniences it offers.—*Rhodes-Havert Furniture Co., Atlanta, Ga.*

You are welcome to the "Charge-it" privilege, whether your purchase is large or small. You can open an account and pay weekly or monthly, as is most convenient.—*Hecht's, Washington, D. C.*

Credit is free to all. What does this mean? Simply that you can furnish

your entire house with every convenience and every comfort for a few dollars. It means that if there is anything lacking in your home—whether in parlor, dining-room, bed-room or kitchen—you can get it now for one dollar and have the pleasure of using it while you are making the balance of the payments at your convenience.—*Spear & Co., Pittsburg, Pa.*

Where credit outbuys cash! The idea of buying clothing on credit at prices oftentimes lower than most cash stores seems at first glance to border on the ridiculous. With most credit stores it would be ridiculous, but with us it isn't; it's a sensible statement. Want to know why? Well, that's easy. We are manufacturers, and big ones—we save the manufacturer's profit—we save the jobber's profits—these two big profits we split with you.—*Menter, Rosenbloom & Co., Hartford, Conn.*

Why not furnish a cosy home? Why not put aside a few dollars from your earnings and pay for a well furnished home that will endure a lifetime. You will be fairly surprised at the big—big lot of furniture you can own by the popular "Little-at-a-time plan." If other stores helped the people as well, why should the plan have grown as great? You will thoroughly enjoy having a chat with us and looking through our large assortment from which you can select what you wish. We make our terms delightfully easy and no matter how small your earnings are we will make terms to fit your income.—*Ingram & Bird, Sacramento, Cal.*

A modern charge account plan that is open to and recognizes all alike. An open door—an open book that makes it possible for everybody to be correctly and fashionably attired, and this system of carrying accounts is yours at cash prices. No tribute exacted for credit. No rebate for cash. The Halpert & Jacobs Charge Account Plan was the first means of supplying dependable wearing apparel to everybody on credit terms but at cash prices.—*Halpert & Jacobs, Binghamton, N. Y.*

Our terms of easy payments are the most liberal of all. Ready cash is unnecessary in dealing with us if you desire the convenience of credit.—*Frank J. Murphy, Baltimore, Md.*

And, of course, credit. The Moss popular plan of charging things. Select all you need. Pay us later on the Moss plan. It's easy to buy. Easy to pay.—*Moss Bros., Hartford, Conn.*

Hartman's is an institution founded upon just and liberal principles—that treats its customers generously and guarantees perfect satisfaction to every purchaser. A part payment plan that may be adjusted to suit the convenience of each individual customer. Hartman's Credit Plan is such a plan as a high-class store may be proud of and such a plan as appeals to thinking people. It is a most just and honorable plan. Most liberal, too. We make our arrangements to suit your convenience instead of asking you to comply with cast-iron rules such as confront you at most credit stores. At Hartman's you make your selections and then we listen while you make the arrangements—while you state what will suit your convenience and what will be required of us. This innovation has made Hartman's the most popular credit institution in the country. We always have had the utmost confidence in the wage-earner and our confidence has not been misplaced.—*Hartman's, Chicago, Ill.*

The best of the ready-made stores sell suits like these of this quality for \$25. We want to sell just one thousand at \$15, and show just what a credit house can do. None of these suits will be sold for cash. They must all be sold on credit. No money down and a little a week. We want to give our credit customers the benefit of our low prices and easy terms. We want no cash trade, we want to get a thousand new credit customers, and if saving them \$10 on a suit will do it, we are going to try to get them. Anyone can open an account here for one of these suits if they are honest and mean to pay their bills when able. Open evenings.—*Boyle Bros., Boston, N. Y.*

You don't need cash. Never hesitate to come and talk with us about our credit system. Many times our experience enables us to point out how a good sum of money can be saved. Every week hundreds of families buy house furnishing goods by our credit system. Some folks who have plenty of cash find it convenient to buy on credit. It's a pleasant way of fitting out the home, just by saving a little each week or month. We mark all goods in plain figures, and we have plenty of everything that we advertise.—*Brent's, Los Angeles, Cal.*

It may surprise you to know that we have on our books the names of many well-to-do and really wealthy people, all of whom take full advantage of our unique and comfortable system of installment credit. We designed this plan

for the use of the laboring men and wage earners who find it absolutely essential in furnishing, or adding to, their homes. But as rapidly as it has become known, it has extended to all classes and this proves its efficacy, its strength, its desirability and its dignity. The ancient history of some trashy installment concerns was an obstacle for a time, but it disappeared (and now is obsolete) in the face of refining influences. Today, by reason thereof, installment credit ranks with the highest kinds of home financing, and we are selling more furniture and household goods than was ever possible under the old methods. Ours is a cosmopolitan house of metropolitan tendencies and must be considered the furniture center of Columbus. All goods delivered promptly.—*May & Co., Columbus, O.*

Married or single enjoy the free use of our easiest in the world credit system, and have as nice and comfortable a home as anybody. The people are growing wiser as they grow older, and most everybody furnishes their home on this up-to-date plan. It's only a question of getting the best prices, best terms, best values and best treatment, and people who have investigated come and bring their friends to us. We would like to talk it over with you.—*The Weeks Furniture Co., Woonsocket, R. I.*

Credit bridges the chasm between your desire to buy and your inability to pay "spot cash" at the time of purchase. Why not speak well of the bridge that carries you safely over?—*Moss Bros., Hartford, Conn.*

Ready made homes are being supplied daily to worthy people by us. Young married couples find their path through life smoothed for them by our system of furnishing completely everything for housekeeping and on terms that are made to suit your convenience.—*R. C. Reynolds, Cohoes, N. Y.*

Credit. You can pay us a little each week, or month, until all is paid. You don't miss the money and can dress in the best of style. * * * If you want to get a handsome, stylish, well-made suit we can give you just what you want on easy weekly payments.—*Hogan Bros., Rochester, N. Y.*

Let us enroll your name, your credit is good here. This week we offer a wonderful opportunity to every one who contemplates furnishing their home. With very little money you can provide yourself with every necessity at a greater saving in cost than ever before.—*Waldheim & Co., Cleveland, Ohio.*

A word about our modern credit system. Were we to erect a monument typifying the important factors to which we owe our abundant success, high up, in sight of all, would be inscribed, in letters of gold: Credit—the Economy's Home Maker. Its marvelous power for good is apparent in thousands of homes.—*The Economy, Scranton, Pa.*

\$1.50 will give you one hundred dollars' worth of furniture, enough to furnish two rooms very nicely, three rooms comfortably, or a whole flat if judgment is shown in the selection. Our weekly payments are within your income and there is no interest to accumulate. The goods are sent to your home at once, and you enjoy the feeling of independent ownership while you are leisurely making the payments.—*The Weeks Furniture Company, Woonsocket, R. I.*

Clothing on credit. Don't forget that there is only one best place to establish a credit, that lasts as long as you like. That place is at the Goldstein Clothing Store. We have recently opened a liberal credit department in connection with our regular business and we want you to be fully informed regarding the many good features it offers the man who desires the finest wearing apparel which can be paid for in easy weekly payments.—*The Goldstein Clothing Co., Binghamton, N. Y.*

Enjoy the benefits of a cosy home. If you haven't the ready cash all you have to do is to open a confidential account with us and pay a little a week or month.—*John Mullins & Sons, Jersey City, N. J.*

We want you to come in as soon as you can. The stock is at its best now. And everybody knows that nobody need wait on account of money. A dollar or two will do. You can make your own terms. Just come in and select whatever you want. The goods will be delivered promptly.—*Spear & Co., Pittsburg, Pa.*

Our new open account system containing more features favoring the purchaser than all the old style credit plans combined. No security, no interest, no collectors, no mortgage, requiring annoying trips to the Justice of the Peace—just a plain, old-fashioned charge account and the best values.—*L. Fish Furniture Co., Chicago, Ill.*

Commendable caution in the business world. Credit is the oil which lubricates the wheels and keeps the machine in motion—remove that and stagnation would immediately follow. If your

available cash runs low your credit is good to replenish it on your personal security only, and keep your head above water.—*Tierney Bros., Bay City, Mich.*

Business couldn't be carried on without credit. Mutual confidence is as necessary to commercial progress as oil to the wheels of an engine. Credit is the bulwark of business. It is a straightforward method of anticipating incomes. Buying furnishings on credit is just as creditable as buying a railroad or a house and lot on credit.—*Ingram & Bird, Sacramento, Cal.*

The bridal path to happy land
Lies in the way of the pointed hand
Where a comfortable home is readily
made

On terms convenient and easily paid.
Comfortable homes that are cosy and
nice,

Properly furnished and at a low price.
Go where thousands have gone before,
The reason's plain—"Tis the satisfactory
store."

—*The Reliable, Indianapolis, Ind.*

A temple of fashion. Nothing less. Our stock is at its height of perfection now; everything that woman's heart can desire is here, styles that were but dreams of the dressmaker's art a short while ago. This race for supremacy is what makes New York women the best dressed and the most envied in the world. Examine our stock. You will realize we are in our proper place in the lead. No other place would satisfy us. Investigate our terms. You can dress equal to the best on our system of easy weekly payments.—*T. Kelly, Brooklyn, N. Y.*

Five cents make a nickel, 2 nickels make a dime, 10 dimes make a dollar, \$1 a week furnishes your home.—*Straus & Schram, Chicago, Ill.*

Your simple promise to pay will furnish your home complete. Your credit is good here.—*"The Reliable," Indianapolis, Ind.*

Credit. It's to your credit that you are trusted. No one need be ashamed to buy that way. We want to open an account with every honest man and woman in Baltimore. We will extend you unlimited credit and guarantee to arrange terms to suit.—*Julius Hines & Son, Baltimore, Md.*

Don't fear the expense of matrimony! Set out to win the woman whom you love, for there is no question but what you can furnish a home faultlessly with but little money if you come to Friend. Friend will give you credit.—*Friend, Pittsburg, Pa.*

"Long credit" is a boon to economical housekeepers.—*Cowperthwait & Co., New York.*

The newest and most up-to-date goods always on hand. Your credit is good. We give very liberal terms on installment plan, in fact will make you terms so easy you can pay for a nice bill of furniture and not miss it.—*R. T. Dennis & Co., Waco, Tex.*

The Moss Credit Plan is founded on the inherent honesty of mankind. We trust the people, the people trust us. Gives you quick possession of the wearing necessities of life. But you save your pocket money. That's the point. * * * We open charge accounts! No extra for credit. No less for cash.—*Moss Bros., Hartford, Conn.*

When young folks go housekeeping, a dollar or two will do. Don't bother about the money—come to Bing's. We make special inducements to young couples starting housekeeping. If you are not ready just yet come anyhow. We will show you through, give you estimates and prices and advise you how to furnish your home tastefully and economically. Remember Bing's plan—pay as you can.—*Bings, Cleveland, O.*

You may own anything in our south window for nothing by simply starting an account on something else. This lasts only a few days! * * * "I want that rug," said a lady shopper, Saturday, who had paused a second at our window display. She hadn't much money, but she had a dollar—enough (with a promise to pay a dollar weekly) to obtain the new carpet she needed, and—that rug went with it as free as air.—*F. R. Slocum Co., New Bedford, Mass.*

If it comes from Gately's it's good, with or without money. Why certainly! You are always welcome to anything in this store on your own terms of payment. We take the greatest possible pride in arranging every detail to suit the convenience of our patrons.—*Gately's, Peoria, Ill.*

This peculiarity, together with our most liberal terms of credit, are the secrets of our great success.—*Stewart Bros., Columbus, O.*

Buy all you want, pay later. You need not limit your purchase to the amount of your ready money, for you can buy what you wish here and pay it off in small payments. You pay no more than if you paid cash.—*Oliver Rothort, Altoona, Pa.*

We made a big hit when we arranged our special credit system so as to break

up the payments into convenient amounts—arranged to suit your income—and we have furnished hundreds of happy homes in this way.—*Pinkham & Willis Co., Worcester, Mass.*

No money down. By our easy payment plan you can secure your pick of the new spring garments now, right at the beginning of the season, and pay for them in small weekly or monthly payments while wearing.—*Menter, Rosenbloom & Co., Peoria, Ill.*

Have you a friend who is going to furnish a room or a home? Bring him to us, because we have the largest stock. We have the newest styles. We are noted for fair dealing. We have the most liberal credit system. We have the promptest delivery. We have the lowest prices and you can have it charged.—*The Edmundson-Perrine Co., Pittsburg.*

Christmas is only a few days off—you ought to have new clothing for that festive day. It is a duty you owe to yourself, to your family—to come here where money saving prices are plainly written on every price tag. Buy before Christmas, pay after Christmas; that's the way you can do business here. This is a credit store. We are proud of it. But we are not half so proud of our store as we are of the fact that we are the only credit store in the city selling on credit at cash store prices.—*Mentor, Rosenbloom Co., Columbus, O.*

Our credit plan is the most satisfactory plan in existence. No strict requirements as contained in other credit systems, no red tape and no annoying features whatever. You make your own terms. Thousands in Montreal owe their comfortable homes to this liberal plan, and the same opportunity is open to you. Fair dealing, liberal treatment and low prices for reliable goods has been the keynote of our business success. Come in and get our prices. If you want anything for the home, or intend furnishing a house, you will find no better place than this store to open an account.—*Metropolitan House Furnishing Co., Montreal, Can.*

Credit. Truly stunning tailor-made suits, separate skirts, jackets and millinery on easy weekly payments. * * * A splendid collection of high-class garments at little prices, embodying all the newest creations and correct styles, showing fabrics that are dependable and popular, at prices as low as any cash store. We let you wear them while paying for them. A small payment each week or month is all we ask.—*Hogan Bros., Rochester, N. Y.*

Credit to all. * * * We will furnish your home for \$1 per week.—*Michaels Bros., Brooklyn, N. Y.*

Your credit is good. * * * To those who are unable to pay cash and large sums of money, we will do all dental work on easy weekly or monthly payments.—*American Painless Dentists, New York.*

The only furniture house that sells on credit at cash prices. That's all.—*Bing's, Cleveland, Ohio.*

Your credit is good with us. We like to keep repeating this statement for we mean it, and we want that every one should feel perfectly free to come here at any time and buy whatever is wanted on our well-known liberal terms.—*The Household Furniture Co., New Bedford, Mass.*

One dollar per week opens an account.—*Baumann's, New York.*

Timely chats about our E. Z. T. O. pay plan. Don't spend your money foolishly; add to your home comforts by paying a little down and a little each week.—*E. W. Lynch Furniture Co., Worcester, Mass.*

If you've furniture, carpets or stoves to buy don't let a little thing like the lack of money cause you to postpone the purchase. There should not be a person in Youngstown to-day who ought to deny himself the luxury of a comfortable home. We've paved the way for men in all walks of life to live in homes befitting their station.—*L. H. Cahn & Co., Youngstown, O.*

We will accept at this Christmas season, an unusually small cash payment, so as to make the Christmas burden as light as possible; and then the monthly payments afterward will be arranged agreeably to the convenience of the purchaser.—*Wanamaker, New York, N. Y.*

Note this difference, please: Other stores may grant credit to a chosen few—we offer credit to everyone on the same plan. You need not ask us for credit as a personal favor—we ask you to deal with us on credit of a most accommodating sort as a regular, everyday, business proposition, and when you accept our offer the obligation for the courtesy of your furniture trade is all ours—every bit of it.—*Ingram & Bird, Sacramento.*

Our system of easy weekly payments is a decided success; wise, convenient and helpful. It amounts to this: After selecting a garment, a fur piece, a pair of shoes or a hat, the clerk charges the bill to your account. Then a week later you begin your weekly payments in

amounts to suit your convenience and income. In a few weeks the amount of the charge will melt away and you will never feel the outlay. Our dealings are only between us, therefore confidential, and no security is required.—*Gately & Brennan, South Norwalk, Conn.*

The credit plan of this store has two distinct benefits: it helps you to save the small amounts that ordinarily go for nothing; and it helps you to dress well. We want you to take advantage of this plan—we want you to come. You may select all of your Fall and Winter Clothing and pay us a little each week or month. It's the easy way—it's the economical way, for it costs nothing.—*Askin & Marine, Springfield, Ill.*

A little investigation will show that our prices represent the greatest amount of real value that your money can buy, for everything we sell is of unquestionable quality and will give genuinely good service. It is no saving to buy poor grades just because they are cheap, and our credit system does away with the necessity of "doing with" something inferior because your pocketbook isn't long enough to buy what you know would be best. We arrange the payments to suit your convenience.—*House & Herrmann, Washington, D. C.*

This store has a reason for being. This store's policy appeals to the better home makers of Atlanta. Our plain plan of selling goods on easy payments at cash prices means something to you. It means you can buy anything we have as low as you can buy anywhere, not only in Atlanta, but in any of the great cities of the East or West. We are not an ordinary installment store. Our goods are reliable, our prices low, our terms made to suit you. We believe our methods please you, and the heavy business we have done since opening this store gives a very solid basis for that belief. We appreciate your business, and next week we'll show that appreciation by the lowest prices you've seen.—*Walter J. Wood Co., Atlanta, Ga.*

If you open an account with us you may make your purchases at will, and we'll arrange that you shall pay us a small amount at stated periods, and you're protected in your dealings by our readiness to take back anything for which you feel you've paid too much, or which doesn't wear as well as you expect.—*Hecht Bros., New York, N. Y.*

Patrons who make the "easy payments" get the same discount as those who pay in one sum.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

Credit has its moral side as well as its material side and the very basis of commerce is credit. Credit is founded upon commercial honor, and the higher the credit of an individual, a city or a nation, the greater are its industries, and the greater its industries the more permanent and regular are the wages that are paid to the toiling masses. No doubt, reader of this advertisement, you could pay cash for any article advertised for this week. You hesitated to come in and buy on credit. Why? Isn't it ten times worse to do without these things that make your home comfortable? Look what 5c or 10c will do at this store.—*Rhodes-Haverty Furniture Co., Waco.*

Hartman's credit plan is a most generous and helpful plan—carried out in a big-hearted wholesouled way. It is designed with the thought of the customers' convenience foremost in mind. We have endeavored to make it the simplest, most generous and liberal plan of credit accommodations ever devised, and customers tell us we have succeeded wonderfully well. The terms are so conveniently arranged and such freedom is given the customer in making the payments, that he finds it a plan worthy of the highest praise and commendation.—*Hartman's, Peoria, Ill.*

Does false pride keep you from buying clothing on credit? It shouldn't, if it does. You would be surprised at the large number of well-to-do people who have accounts at this store. People who are easily able to pay cash, mind you, but who prefer the convenience of a charge account at our store, because they know by experience that they can buy just as cheaply here as at any cash store, and that the credit accommodation they receive here does not cost them a penny extra. Come and open a charge account, you'll find it convenient and profitable.—*Menter & Rosenbloom Co., Hartford, Conn.*

The possession of a diamond is a fond wish in the heart of nearly every woman, but she naturally wants a really perfect stone and therefore feels unable to gratify her wish. Most people realize that this store offers lower prices on really fine stones than can be secured elsewhere, since it confines its stock and sales to American cut, true color, perfect diamonds. It is not so well known, however, that persons of known responsibility may arrange to pay for a diamond on time and terms they can afford without paying a big extra profit for the privilege.—*C. L. Byrd & Co., Memphis, Tenn.*

Do not worry about not having money, your credit is good for furniture and household goods. We also have a very fine line of watches, musical instruments, refrigerators, go-carts and everything for the home.—*H. L. Herman, Springfield, Ohio.*

We offer you the opportunity to buy Grand Rapids Furniture, not usually obtainable in credit houses, on our liberal charge system. All our prices are cash prices and are marked in plain figures. We make no extra charge when goods are purchased on our charge system.—*T. Kelly, New York, N. Y.*

No risk in trying our credit plan, for we guarantee to charge nothing for the accommodation, and warrant our wearing apparel to be as good as the most expert designers can plan it and the most skillful tailors produce it. We think you'll find paying in small amounts a great convenience, but if you don't agree with us, any transaction may be closed without dissatisfaction to you.—*Hecht Bros., New York.*

If it is not convenient for you to pay all cash down for your selections you can have the goods to use at will, and pay for them in small, easy, weekly or monthly parts. We will arrange the payments so that they will not be a heavy drain upon your income. You will have the goods paid for before you realize it.—*The Fair Store, Binghamton.*

"Is this a credit store?" "Yes, sir; this store is just exactly what you want it to be; no matter what the wishes of the customer, we can suit him every time, unless he wants to pay a high price for an inferior article. That is the only respect in which we can't oblige any one, not even President Roosevelt."—*H. A. Shoenfeld, Seattle, Wash.*

Right in the beginning of winter—just at the time you are completing the furnishings of your home, we offer you a choice from hundreds of beautiful pieces of parlor, bed room and dining room furniture at greatly reduced prices. In addition to these lowered prices, we offer you the easiest terms of credit ever extended by any establishment in Washington.—*Peter Grogan, Washington.*

Now, you may imagine you have to pay more. Not so—buying in larger quantities for cash we sell cheaper than others. We give you better goods for the money and more satisfaction. Again, your credit is good. We do not charge interest. We take an "interest" in pleasing you.—*Locke & Lavenson, Sacramento, Cal.*

Accounts opened with everybody. Only those who have tasted of the sweets of trading here can realize what our matchless credit system means.—*Carey & Sides, New York.*

Buy Without the Cash—Your Credit with Us is Good!—We give the easiest kind of time payments of any house in Kansas City; prices are lower than others sell for the spot cash. We are situated only three blocks east of Main, on Twelfth street, so we don't have to pay \$500 to \$1,000 per month rent. Our rent is low, less than one-tenth others pay. Our prices on Furniture are equally low. Just come and find out how cheap we can fit you up on our low rent prices and on the easy payments given to everybody, as we give credit to all.—*Standard Supply House, 316 and 318 East Twelfth St., Kansas City, Mo.*

This firm aims to improve the standard of taste in household art—to make the domestic life brighter—more comfortable and cheerful—to point the way to a more economical basis upon which to procure home needs—to make the way easy to all alike—to have all the comforts of a home without the distressing delay.—*Metropolitan House Furnishing Co., Montreal, Can.*

Besides the advantage of lowest prices and most liberal credit terms, we offer you a larger variety for selection than any credit store in the city. Come and examine the new summer goods—every price-tag is marked in plain figures—one price to all, and that price the lowest.—*Mentor & Rosenbloom Co., Columbus, Ohio.*

We are flattered, indeed. And we've every reason to be. Look around and see the number of firms to imitate our celebrated easy payment system. But they can't. They can't make you the terms we can. We beat every store in this city when it comes to that. There is no charge for the credit accommodation, either. No little 8 or 10 per cent. put on. It's straight cash prices. We let you compare prices, providing you won't forget quality.—*Eastern Outfitting Co., Portland, Oregon.*

Everybody has time; spot cash is not as plenty. Paying a little every week is our way of making time a very acceptable substitute for spot cash, and giving to everybody an easy buying, easy paying power to supply all their needs in home comforts. We make it possible for you to have all the pleasures and comforts of a well-furnished home of your own. Don't live in a little stuffed-

up boarding house room. Get married and settle down into a way of living that is something like. What we say we do, we do do. Let us talk with you about it and the sunshine of everlasting happiness will be yours.—*Weeks Furniture Co., Woonsocket, R. I.*

Credit Welcomes Everyone Visiting Our Store.—We are the originators of the easy payment plan. Our prices are the same as you are paying to the other stores when buying for cash. This is a broad assertion for us to make, nevertheless it is a positive fact, and we extend every person in Bay City an invitation to come to our store, examine our goods and prices, compare them with others, and be convinced. We sell everything the latest and best and at reasonable prices.—*Gately Donovan Co., Bay City, Mich.*

The Hartman idea of modern credit privileges brought a new era to the ambitious home providers of Peoria. The improved features of the Hartman plan are many—the benefits are manifold. In liberality it stands alone—above and beyond any other credit plan known to Peoria. It can be adjusted to suit the convenience of any customers, because the terms of payment are so easy and the plan grants so many concessions. No payments are required while you are sick or out of employment. It is strictly confidential, a broad, liberal policy, the pleasantest sort of an arrangement for your accommodation.—*Hartman Furniture & Carpet Co., Peoria, Ill.*

Fair dealing, liberal treatment and low prices for reliable goods has been the keynote of our business success. Come in, get our prices and let us explain our system. If you want anything for the home or intend to furnish a house, you will find no better place than this store to open an account.—*John Mullins & Sons, Jersey City, N. J.*

Credit you? To your heart's content.—*May, Stern & Co., Kansas City, Mo.*

Why not make home cosy and pleasant? You live in it day in and day out and no matter how small your income may be, our credit plan opens up an easy way to home comfort.—*The Weeks Furniture Co., Woonsocket, R. I.*

If you do not desire to pay all cash down for your selections, we will arrange it so that you may have the goods at once and pay for them in small, easy weekly or monthly parts. We will arrange it so that the payments will not at any time be a drain upon your purse.—*The Fair Store, Binghamton, N. Y.*

Why worry because your wages are small and your family large and must be clothed, and a thousand other things demand your money? The Star Credit Clothing Co. wants to see you—you need never want for clothing—need never think regretfully of how much better someone else is dressed than you. Come here, get anything you please and we promise to make the terms fit your circumstances. Your promise to pay is sufficient.—*Star Credit Clothing Co., Kansas City, Mo.*

Spear & Co. will furnish you with one of their little banks, into which you can drop your spare change, in gold, silver, copper or paper money, from time to time, and thus meet all payments without any inconvenience. There are two keys for each bank, one of which is kept by Spear & Co. and the other by the collector. The bank will be opened by the collector when he calls and the contents will be counted in your presence, or if you prefer, you may bring the bank into the store and have it opened there and the money counted in your presence and placed to your credit. Each bank fits into a neat case for carrying. Take whichever method is most convenient for you. You will be delighted with results of the savings bank plan. You will find that the money you never miss is enough to fill your home with every comfort and many luxuries.—*Spear & Co., Pittsburg, Pa.*

Payments so easy you'll never miss the money.—*Du Bois & Davidson, Los Angeles, Cal.*

We have a new feat—that of furnishing the very best grade of housefurnishing on credit. Our new display that is now on show surpasses anything ever shown in the city. Come take your pick—Don't bother about money, your credit is good.—*Pickering's, Pittsburg, Pa.*

Credit for every one without any additional charge—terms of payment arranged to suit your personal convenience. Positive satisfaction guaranteed, no matter how small the purchase may be.—*House & Herrman, Washington, D. C.*

Let Us Give You a Tip.—There will be "something doing" this summer in the holiday and vacation lines, not to mention the moonlight excursions, nor the tourists' excursions to the great World's Fair Festival at St. Louis. Now, we all want to look slick, don't we? And right here our tip comes in. If you haven't the money necessary to buy new clothes, what keeps you from going to Lewis, the popular tailor and haberdasher, headquarters for low prices, where you

can buy now and pay later, at the rate of only one dollar a week?—*Lewis, Cohoes, N. Y.*

The Wisdom of Credit in Regard to Clothing.—Buying on credit is beneficial only when the extra cost does not exceed the legal rate of interest. If you pay more you pay too much. At this store we do not charge one penny interest. Our prices are just as low, as, and in many cases lower than, cash stores. And there's a mighty good reason why: We are large manufacturers; we operate 42 thriving stores in the large cities of America; we sell direct from factory to family—the middleman's profit does not appear on our price tags.—*Menter & Rosenbloom Co., Newark, N. J.*

Our easy pay system is not a debt-builder by any means; on the contrary, it's a money-saver. If you have been in the habit of putting away a few dollars every week, our little payment of one dollar will not interfere at all with your savings. In order to pay cash for a piece of furniture, you might be obliged to draw the money, and everybody knows that it's far easier to take it out than it is to put it back. If you need a refrigerator, china closet, go-cart, range, sideboard, couch, table, set of chairs, carpets, rugs, lace draperies, or anything in the way of furnishings for your home, don't be without any of them another day; there's a grand assortment of them here for a dollar down and a dollar a week.—*Flint & Barker, Fall River, Mass.*

If you do not care to take them now we will, on a small part payment, reserve them until December 1, thus making economy easy. But how do we get brand new perfect blankets under price? The mills make them for us in their "slack" season—they depend on our yearly sale; we take the blankets off their hands at once and anticipate payment—three ways in which we make the saving that we turn right over to you.—*L. S. Plaut & Co. Newark, N. J.*

We feel confident that if you once learn from experience the convenience of our Part-Payment plan, you will regard it as the easiest way of clothing yourself and your family. Not only do we accept very small sums paid weekly or monthly in settlement for all purchases, but we guarantee whatever we sell to come up to your expectations, and in the event that you became dissatisfied with the style, durability, fit, or even the price you paid, we take back without question.—*Hecht Bros., New York.*

At this time of the year, with the approach of Christmas, when expenses are necessarily heaviest, the part-payment plan is seen at its best. Any of the family for whom the winter wearing apparel has not yet been provided may be admirably outfitted with the most charming styles, at prices importantly lowered from those that prevailed earlier in the season. If your thoughts are turned to Christmas, there are gifts for every one. Beautiful, useful articles of wearing apparel and the most reliable jewelry, and whether it be something to wear or something to give, it's all one, for the part-payment plan is here to help you, so that without inconvenience you may buy what you desire and pay in the very smallest sums, weekly or monthly.—*Hecht Bros., New York, N. Y.*

Enables hundreds of men to dress well without drawing heavily upon their pocket books. Perhaps this liberal system will be helpful to you just now when you need all of your ready cash for your vacation trip and a new suit is an absolute necessity.—*The Goldstein Clothing Co., Binghamton, N. Y.*

The convenience of our "Charge" System ought to be apparent to all thinking men and women. Instead of saving up first and waiting months to get the clothes—you get the clothes first here and save afterwards. Come in and select your clothing now and pay later in small convenient payments.—*Menter & Rosenbloom Co., Minneapolis.*

The prevailing fashions are here in plenty. Just a few suggestions to-day—a convincing demonstration of price economy and modish elegance combined. Values varied and excellent in women's apparel. Come in, look around, buy what you want, have it charged and settle on our original easy payment system.—*T. Kelly, New York, N. Y.*

Credit is given just as freely as though regular prices prevailed. We will make up your carpets now and lay them later on, whenever you say the word. The saving is well deserving of your attention. Small weekly or monthly payments to suit you.—*Peter Grogan, Washington, D. C.*

Many a man's ambitions are blocked in this world for the lack of ready money—we invite you to select a whole household of home needs any day you've a mind to—no difference whether you've the money or not—our easy payment—"Credit for the asking," way of selling, gets over all such little embarrassments.—*John Mullins & Sons, Jersey City.*

Wouldn't you like to refurnish your

dining-room? To bring it right up to date? To make it a joy to see? You can do it here thoroughly and with economy. It doesn't take much money either; you can have ample credit if you're "good."—*C. F. Wing, New Bedford, Mass.*

We ask you to come to this store for the best in Furniture because we think you will get the kind you want. The stock includes all of those pieces that appeal to good taste on account of their design, finish, character and richness. Should you desire to open an account with us we shall be pleased to accommodate you and not charge you one extra penny for credit.—*John Mullins & Sons, Jersey City, N. J.*

Our credit department is modeled on a strictly business basis and is at the service of every purchaser. Credit is the motive power of all large business enterprises of the present day in manufacturing and wholesale lines, but it has remained for the Lansburgh Furniture Co. to extend the same cost-free service to the buying public.—*The Lansburgh Furniture Co., Washington, D. C.*

If the ready cash is scarce, buy on time. Pay us as you get your envelope—just a small sum every week, and you can keep up appearances by being well dressed at all times. We were the first credit house to extend the liberal credit system in the city, and we won't allow any imitators to outdo us in any way, shape or form. The "No money down" catch word can't fool the shrewd buyers—they know our reliability, and therefore are a little bit shy on running an account with firms of little mercantile standing.—*Brand & Smith, Trenton, N. J.*

Clothing on credit. Largest credit clothing house in the world. Don't forget there is only one best place to establish a credit that lasts as long as you like. As any one of the thousands of happy people who trade here and get nothing but perfect satisfaction can testify.—*Union Credit Clothing Co., Pittsburg, Pa.*

If you want to save money come here for your goods. We do business in an entirely different way from all other credit houses—here you have the goods on a cash basis—at other places you will pay double the price we charge you. We assure you we are the only house, either cash or credit, who give you goods on credit at cash prices and at the same time make the terms to suit your means.—*Phil. J. Walsh Estate, Philadelphia.*

During this sale the most remarkable inducements are offered to an enlightened public. Every article in our entire establishment is marked lower than its manufactured cost. You can pay cash or take advantage of our simple and liberal Open a Charge Account system.—*Hyman's, New Haven, Conn.*

It's easy to get clothing by trading at this store for the reason that no money is required at the time of purchase. Simply a little a week. Our system is the most liberal and cheapest.—*Gately & Brennan, New Haven, Conn.*

It will be charged. Could we place before every man and woman in Washington the advantages and convenience of the "charge-it" way which has made the Hecht Stores so famous we are confident every man would be upon our books. More than 100,000 accounts have been opened.—*Hecht's Greater Stores, Washington, D. C.*

Quick and easy way to borrow money. If you are in need of a little ready money, we are the people you want to see. Our loans are made on short notice and in any amounts from \$5 up on furniture, pianos, fixtures, horses and vehicles. You can pay us back either weekly or monthly in any size payments to suit your income. 60c per week for 50 weeks pays a \$25.00 loan. We also loan money on salary to any one holding a good position. If you need money and cannot call at our office, fill out and mail to us the following blank, and we will send our representative to you. Loans made in all surrounding towns and country.—*Peoria Loan Co., Peoria, Ill.*

The silver lining to this reduction cloud is that it may induce you to take advantage of the extraordinary bargains and thereby open an account with us and pay for what you buy in small sums weekly or monthly. We're sure if you once know our method, and become acquainted with our excellent styles, our superb qualities and our broad guarantee that safeguards you in every purchase, you will look to us in future for all your wearing apparel, for you will find the easiest way to pay is to have everything charged and settle in small sums weekly or monthly.—*Gately & Fitzgerald, Harrisburg, Pa.*

At Bloomingdale's to-morrow there's a chance to buy these beautiful Austrian china fish and game sets at a wholly unmatched price—the steamer just brought them in and they won't be here long at the price we're quoting. Credit if you want it.—*Bloomingdales, New York.*

We've trusted thousands and don't regret it. When we opened this store—in a little bit of a place—some people told us we were "foolish" at starting out with such a liberal proposition to the people. Seemed to think we should follow the practice of other stores and "get as much as we could" for our wares, especially to those who asked for credit. We said "no" to any such imposition and adopted our own system of helping people as we saw the great need of the masses presented before us. Now, we often look at a photograph of that humble little store where we started, and then glance around at the mammoth ware-rooms that stand here to-day—what a substantial proof it is that our liberal policy has been appreciated. How it has helped thousands of people to enjoy the best of comforts possible, whether they had ready cash or not, and how from a little one-story place with a very limited stock and business—we have become the greatest institution of our kind in the entire state of New Jersey—supplying the home-furnishing wants of thousands of its best people, giving to the public a new kind of a satisfaction that is not limited by how much or how little money they own—putting people all on one level and treating them fairly and honestly in all their transactions, whether they have ready cash or simply their promise to pay. This is a place for dignified credit, void of any disagreeable red-tape system—designed for the masses. It's open to you if you will use it.—*Gately & Hurley Co., Camden, N. J.*

Our credit plan is the most satisfactory plan in existence. No strict requirements as contained in other credit systems, no red tape and no annoying features whatever. You make your own terms. Thousands in Montreal owe their comfortable homes to this liberal plan, and the same opportunity is open to you. Fair dealing, liberal treatment and low prices for reliable goods has been the keynote of our business success. Come in and get our prices. If you want anything for the home, or intend furnishing a house, you will find no better place than this store to open an account.—*Metropolitan House Furnishing Co., Montreal, Can.*

Cash or credit. Our generous credit plan enables housekeepers to furnish up their homes comfortably, and gives them the use of the furniture while paying for it. Terms arranged to suit the convenience of our patrons. No extra charge for this accommodation.—*Eastern Outfitting Co., Los Angeles, Cal.*

Some people have an aversion to purchasing house furnishings by small weekly or monthly payments, believing they have to pay more for the same. This is an absolutely wrong impression of which you may be easily convinced if you carefully inspect goods and cash prices of other establishments and then give our goods and prices the same examination. We sell cheaper on time than others do for cash. Start an account with us. It will prove better than a savings bank. You do not have to wait to reap its benefits. You receive the advantage while you have the goods. There are no penalties in the form of interest-bearing contracts attached to an account started here. The price of the goods is all you pay. Close inspection always reveals. Our prices are the lowest. Courteous treatment and prompt attention is assured you at all times. Visitors are welcome.—*Chas. M. Campbell, Sacramento.*

Now think of your home. Now the excitement of Christmas is over, you have time to sit down and plan for those needed things for the house, and there is no necessity to wait for them, even though you did spend more money than you intended on Christmas gifts. We invite you to select whatever you wish from our immense stocks, and we will arrange the payments to suit you. We charge no interest and all our prices are marked in plain figures. We are offering many special values now.—*Peter Grogan, Washington, D. C.*

Gevurtz's Xmas tree. We'll be glad to tag any article on it with your name for only \$1 down. Do not buy trash. Buy something of merit, is our advice. Something that will survive more than one Christmas. If it is to be a gift,

it should be typical in a sense of your solid and enduring friendship or affection. Nothing fills all requirements so well as a solid piece of furniture for parlor, den or dining room. Take a look over our tree and it may suggest your very need, then call and inspect our immense stock selected for this holiday trade. You do not need ready money to trade here. Our *credit plan* is strictly confidential. Let us explain it to you. You can buy just as freely as if you paid spot cash. Select from our large stock the article you wish and arrange with our salesman to pay \$1 per week; goods delivered on first payment. We want your business and good will.—*Gevurtz & Sons, Portland, Ore.*

The home of *credit*. There's only a little money between you and a comfortable home. Make us your saving bank; deposit a little with us every week and we will furnish you a pretty home complete. Makes no difference whether you have the money or not. Our easy payment way of selling gets over all such little embarrassments. Watch our windows. Remember we have the stock, and give cash prices on four and six months' time.—*Wm. H. Monk, Jr., Mobile, Ala.*

Charge your purchase. This is a cash or *credit* store. If you want the accommodation of easy payment terms of \$1 a week, you are welcome to it. And the best feature of our easy terms is this: you don't have to pay a penny more for your clothing than you would pay at any cash store. Come to the opening to-day or to-morrow and get a souvenir—we'll be glad to see you.—*Menter & Rosenbloom Co., Rochester, N. Y.*

CROCKERY AND CHINA

*The baby grasped his milk mug
But could not pick it up,
And so they named him Lipton—
He couldn't lift the cup.*

—*Chicago Tribune.*

China. Great values for Friday. Recognizing the crowded condition of our basement, as an inducement to buyers to overlook this slight inconvenience we offer every day some great values. These are not always advertised on account of limited space, but you will always find something of unusual interest which will well repay a visit. These for to-morrow.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

News of China. Better not miss a single day's telling of the news from the sale of china and glass. For each day brings some fresh, interesting offering of value to housekeepers. Not only are the wares of the highest possible quality, but prices taken all the way through, are phenomenal in their lowness.—*Wanamaker's, New York.*

From the Royal Berlin Potteries are shown their marvelous crystallized and copper glazed wares, figures, painted vases and the like; also complete lines of table services, which we sell by the set or single, just as we sell scores of "Open Stock" patterns in English, French, Austrian and Domestic wares. This enables our patrons to make up sets to suit their individual requirements, and to replace broken pieces at any time.—*Macy's New York, N. Y.*

Gifts in fancy china the richest showing we've ever made. This is the stock that the tasteful housekeeper loves to ramble through — the beautiful wares of which she never can possess too many. The housekeeper who buys for another, comes here to select the choicest gifts she knows—to get the most beauty, as well as real worth, for the money expended. And here come, too, the husband, father, son or friend who wishes to pick out a sure-to-be-valued gift.—*Schipper & Block, Peoria, Ill.*

China Wares to the Front.—The Winter sale offers stirring economies. The magnitude of this annual movement is appreciated by thousands of women. The economies it presents are accepted with enthusiasm. For China and glass

and kindred wares appeal to a woman on the hospitality side of her nature — the large side with most women. And the opportunity to get such wares for a fourth to half below usual low prices here.—*Abraham & Straus, Brooklyn.*

The china store is especially rich at this reason in variety of dinner sets, including both those for country homes and those to be used as wedding gifts or for an addition to the city china closet. The collection is unrivaled, we believe, and we know that in quality-for-price it has no equal anywhere.—*Fred Loeser & Co., Brooklyn, N. Y.*

Decorated Porcelain and China. Tea and dinner sets "way under price!" No effort at all to sell such bargains as are represented in the items below. The advertising is merely to give wide, full, fair notice, and we wish to particularly impress upon the minds of summer hotel proprietors, boarding house keepers and people in general furnishing summer cottages the importance of this sale.—*Bloomington Bros., New York.*

There is not in Brooklyn—hardly in all New York another stock of china, glass and art wares which compares with this. We are not hampered by interest in any single maker or group of makers and with the world to choose from and the appreciative Brooklyn public to serve, it has been possible to build up here one of the greatest businesses in the country. And now, for this annual occasion, these fine wares, many of them just out of their wrappings, are offered at prices far below even our usual low prices; at prices which are not matched for equal qualities anywhere.—*Fred Loeser & Co., Brooklyn, N. Y.*

What influences your purchasing? If it is necessity, the habit or the principle of frugality, there is no doubt where you will buy your china and crockery. We will make the sales, because our goods are of the desired kind and quality, and our prices of the right figure.—*Smith & Chick, Lexington, Ky.*

Thanks to fine weather and this unusually fine stock of tablewares, this September sale is breaking all past records! and thanks to the constantly arriving shipments of fine wares, there are no shortages in the showing presented. Still plenty of Theodore Haviland dinner sets, which we are offering at just one-half of their real value.—*Wanamaker, New York, N. Y.*

We demonstrated a year ago the purchasing power of this great China Store. And we shall do so again this September. This morning the fun began in earnest. For a month now you shall buy high-grade, dependable China for less than it is sold for elsewhere. We care not what others may claim or boast of—your own common sense will point out to you the distinction—and the saving.—*Adams Dry Goods Co., New York, N. Y.*

New China at Old Prices.—*Abraham & Straus, Brooklyn, N. Y.*

Nothing adds more to the beauty of the table or home of the wedded pair—in fact, nothing is more indicative of refinement—than rich cut glass. We have a magnificent collection—guaranteed finest cutting—newest styles, exclusive designs and lowest prices.—*Lumsden, Richmond, Va.*

There is a charm about this beautiful stocked china and glassware store down on the first floor that appeals to the artistic eye as well as to the careful purse of the thrifty.—*Schipper & Block, Peoria, Ill.*

Sharp price crack in China. We don't believe for variety and beauty another store can equal us for really choice goods, and likewise, we quote these prices as the reason for your seeing these goods.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

That straight-to-the-mark, never-to-be-shelved policy of this great store which reads, "never be undersold," is borne out to the letter no more thoroughly than by this famous china department. We have a name for selling good china for less than any other store, and the resources we keep always in reserve will ever be the invincible means of our holding that record.—*Bloomingtondale's, New York, N. Y.*

Small coins have large purchasing power in our China department.—*Schipper & Block, Peoria, Ill.*

Broken Prices on Whole Chinaware.—We have some odd lines of complete dinner sets, the prices of which are shattered—gone to pieces—and we anticipate the quotations below will flock our crockery department with women who will appreciate the beauty of these bargains and

eagerly take them away.—*Olds, Wortman & King Co., Portland, Ore.*

It's a good time now to peep into the china closet and see whether the dinnerware needs replenishing. It has such a chronic habit of getting broken. With seventy-four styles of dinnerware ranging in price from \$5.98 to \$80 we can surely satisfy your pocketbook. The assortment comprises the cream of Haviland, German, English and Syracuse and other American wares in the daintiest of designs.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

A drop in china and nothing broken but the prices.—*Covington Peyton, Charlottesville, Va.*

Just to illustrate the large buying of the small coins we present a list of items which may be purchased at each price in the china department.—*Schipper & Block, Peoria, Ill.*

Our Autumn Sale of China.—Japan to the front with the new. And Italian pottery at half. Thirty-seven crates of newest and most beautiful china from Japan are just being unpacked as we write. A rare gathering that will add interest to our annual china sale. The decorations are the best Japan has produced—rich and tasteful—really the new things intended for the coming holiday season. A little early perhaps to offer for sale now, but the china sale has been such an unqualified success this lot is added to the collection. All the previous offers advertised hold good while the lots last.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Very Small China Prices.—It would be rather funny if we didn't do better than usual stores in the matter of china prices. With our own manufacturing places in the great china centers abroad and our own glass cutting and decorating works at home we can naturally control production and naturally govern prices. But even here such news as to-morrow brings is notable.—*Abraham & Straus, Brooklyn, N. Y.*

Clearance Crockery, Glassware and House Furnishings.—A good housekeeper is practical; and while she admires the ornamental furnishings of parlor and drawing room, her critical eye takes in the homely yet useful necessities of dining room and kitchen, for someone's carelessness is always breaking things out there; and every cent she can save in replacing them is a little secret joy to every housewife's heart. What an indulgence this list of values affords!—*A. Hamburger & Sons, Los Angeles, Cal.*

Toilet Sets.—The great advantage of coming here for a toilet set, aside from our prices, which are always the lowest, is that we have such a great variety that you can select one to harmonize with the color tone of any room. Here are some that seem to us especially good values.—*Simmons Hardware Co., St. Louis, Mo.*

The Home-Coming.—Summer holidays are over—there's a general opening of shutters, unpacking of trunks and starting of kitchen fires. The children must be gotten ready for school and there are numerous household needs that require immediate attention. To satisfy many of these it will be necessary only to visit our model house furnishing department in the basement, where qualities are above suspicion and prices a temptation to liberal buying. Our upper floors are fast filling with stocks for fall and holiday selling. These will gradually find their way to the store, giving it fresh interest daily, preserving for it that air of newness which is a characteristic of "Glenny's," and affording to visitors kaleidoscopic views of art and novelty in modern handicraft that they are always welcome to enjoy without obligation.—*Glenny's, Rochester, N. Y.*

Spring Clearance Odd Pieces China, American Porcelain, English Pottery, Carlsbad China, Austrian China, Limoges China. Every offering is decorated ware and worth about double clearance prices. The sale includes a number of "open stock" patterns which will be discontinued. Women disposed to follow fashion's fad of using odd pieces of fine china as well as those who must count pennies before spending will find equally appreciative chances to buy and save. It's a sale to be quick about.—*S. Kaum Sons & Co., Washington, D. C.*

For the dining table China tableware. If only we had sufficient room in which to expand our china and glassware business! You find here now splendid appointments for these stocks. As compared with what we wish to do the present is small indeed. Nevertheless our great sales go on, and neither St. Swithin nor the Dog Star interfere. Big stock all-the-year-round. Low prices created by great business.—*Wanamaker's, New York.*

Read and see what kind of *plates* that you are going to get for 48 cents, and not set them down as "cheap skates" because the price is so low, as right there is where you make a mistake. These are a lot of imported "hand-painted" plates in two designs, and are beautiful, as you will admit upon seeing them, and you never did or will buy them for less than \$1 each. We succeeded in getting 150

of these plates for a "special sale" and assure you that we are not making a cent on them, but expect to get our returns out of the advertisement that they will give us. Come and see them in our window, whether you buy or not, as they are worthy of a look.—*F. Crouse & Son, Mansfield, Ohio.*

An Irish beleek *jardiniere*, showing a band of the delicate flower work in relief, which is the distinguishing mark of this very fine and dainty *pottery*, has been reduced to \$4.98, an incredible price for for so valuable a piece of artistic ware that is useful and that is needed. Other values in the China and Crockery Store are equally surprising and are worthy to be called real bargains.—*Abraham & Straus, Brooklyn, N. Y.*

Country suggestion and a *jardiniere* bargain. A *jardiniere* shaped like a gipsy kettle with three peg feet shows a crowing and strutting rooster and admiring hen. The farmyard-like decorations are brilliantly colored in black, yellow, red and green, and the kettle feet are green, all of which show up well against the deep cream color of the foundation, \$2.49 is the price. This is but a single hint from the *Crockery* store, where is the biggest assortment of *jardinieres* to be found anywhere and at the lowest prices.—*Abraham & Straus, Brooklyn, N. Y.*

China for decorating just one-half price. We will place on sale our entire line of plain white china for decorating in French and German ware at half price. There's plates, bouillon cups, chocolate cups, after dinner coffee cups, tea cups, sugars, creamers, chop plates, celery trays, steins, vases, fern dishes, salad bowls, cake plates, etc. Now, there's no question but what these will sell quickly. It's a rare chance. It will be accepted promptly, so come early. Sale closes to-night. Early morning buyers to-day will secure the choice pieces.—*The Crews-Beggs Co., Pueblo, Col.*

Sale of *China*. To-day on big main floor table there will be displayed a lot of fine china which will sell at 50 cents each, although most of the pieces are worth double and many three times the sale price. Included are Haviland plates in several new decorations, also hundreds of pieces of Hohenzollern Austrian china in beautiful patterns—as well as a splendid assortment of footed *comports*, candlesticks, cake plates, comb and brush trays, card holders, pitchers, plates salads and cups and saucers. Your choice to-day, on main floor.—*Schuneman & Evans, St. Paul, Minn.*

Half price sale fancy Japanese ware. A large shipment of fine fancy Japanese ware was consigned to a "Frisco" importer, but who, on account of the unsettled conditions of business affairs in that city, was unable to accept these goods; the entire shipment was forwarded to "A Hamburger & Sons" without further expense other than the actual cost of import duty plus a very small fraction of the manufacturer's cost, which enables us to offer them to our customers at a third to a half of their regular worth; these are the genuine Japanese goods, and include the following wares: Bishiu, Hechiyako, Imari, Iryo, Satsuma, Damiuyo, Rorima, Hanatate, and Kunitoni.—*Hamburger's, Los Angeles.*

Teco pottery, the gift of gifts. The mastery of line which distinguished Teco establishes this ware as America's most serious contribution to the world's permanent art. Its livable green tone is symbolic of cleanliness and purity, making it especially adapted for home decoration and well suited for personal wedding gifts. Teco ware ranges in price from \$1 to \$35. We have it in all shapes. See our window display.—*LeBron Jewellery Co., Montgomery, Ala.*

There are two special business opportunities open to our customers at this time. One, the opportunity to buy beautiful fancy *crockery* at one-half to two-thirds the usual prices. This means that gifts bought now for whatever purpose, will pay large interest on the investment. The coming whist tourney, the birthday remembrance, the June wedding, all may be provided for at substantial savings. Vases, chocolate pots, deep dishes, Japanese ware, decorated plates, etc., are all selling at cost or less. The holiday bargain tables show remarkable reductions.—*C. F. Wing, New Bedford.*

Remarkable offers in china and cut-glass. From the factory to the home. The Abraham & Straus china and cut glass stores have more china and glass-ware in reserve and on sale than any other two stores in Brooklyn. They may be considered as the salesrooms of the world's best makers. In the ceramic centers of the Old World we have our potteries and in New York are our cut glass factories, so that our assortment is not only unequalled, but our prices, quality for quality, are, as a mere matter of course, considerably lower than those of other stores. Stock adjustments bring even lower than usual prices. We mention merely a few of the items that greet you in the new year.—*Abraham & Straus, Brooklyn, N. Y.*

Plates. In Pickard hand-painted *china* we are exclusive. No other store shows the line and no other hand-painted china compares with the Pickard. Plates range in price from \$1.50 to \$5.00. Vases, bowls, nappies, etc., in a great variety of decorations. Unusual admiration has been evoked by our large and remarkable showing.—*Geo. K. Munro, Jeweler, Grand Forks, N. D.*

All day Saturday 25c. That's half. Our special for to-morrow is as useful as it is beautiful—and that's saying a good deal. Some pitchers, cake plates, fruit bowls, nappies and chop plates, in the 6 and 7 inch sizes, of American china, with attractive cherry pattern decoration. These are well worth 50c. each, but to-morrow we cut the price in two—"two bits" each—for one day. When you come in ask to see the new arrivals in cut glass, rock crystal and Rookwood pottery—some very elegant examples for your inspection.—*M. Seller & Co., Spokane, Wash.*

Have you seen the Royal Bayruth Ware? It is quite the rage in the East. A beautiful decorative feature and decidedly serviceable, too. Represents all sorts of vegetables and fruits in dishes of every description, cups and saucers in shapes of apples, strawberries, etc.; pineapple-shaped cheese holders, a tomato mayonnaise dish, squash and pumpkin tea sets, watermelon and strawberry shaped pitchers. A lemon forms a handy little salt dish, while the red pepper answers for the pepper shaker, and so the story goes. These are all the go in the large cities, and we were able to secure only one assorted case, so you had better hurry.—*The People's Store, Tacoma.*

There is not a housekeeper within reach of this store who will not sit up and take notice when she sees this announcement. The Haviland *potteries* are known the world over as the source of some of the finest china made, and the patrons of this store, to whom we have sold many thousands of dollars' worth of this ware, well know of its excellence, not only in quality but in beauty of the shapes and the charm of the decorations. To get this splendid china so much under price is indeed a treat, and a saving opportunity that economical folks cannot well afford to let pass. Every piece of ware offered in this sale, which we begin to-morrow morning, is of first quality, and there are enough of many patterns to make up small sets, such as ice cream sets, lettuce sets, etc. Some of the attractive features are here listed.—*Hahn & Co., Newark, N. J.*

Rookwood pottery. Rookwood is different from everything else in the world and every piece of Rookwood is different from every other piece. Your neighbor cannot get a piece like yours. We are exclusive selling agents here for the Rookwood Potteries and we have just received some new and novel colorings.—*Geo. K. Munro, Jeweler, Grand Forks, N. D.*

The largest day of *china* selling that this store ever knew was Monday. Today's record will almost equal it—absolute results are unknown, of course, at this writing. What does such selling mean? First, that these broad Schipper & Block movements are watched for by the public. The people know that these trade occasions present extraordinary values that are real and positive. They know, furthermore, that the Schipper & Block March china sale is not a hurried-together jumble of odds and ends, but is a worthy economy opportunity that few housekeepers can afford to pass by.—*Schipper & Block, Peoria, Ill.*

Chinaware should be close to the heart of every good housekeeper, and, if so, now is the time, during this March sale of china to fill the china and glass cabinets. This sale offers extraordinary varieties and most exceptional economies. Counter after counter is filled with the choicest selections from both the very best American as well as foreign potteries. Once a year we create this extraordinary event, showing good dependable chinaware in every conceivable shape, size and style. Dinner and tea sets of all descriptions and everything else that is known under the term of crockery and glassware will be sold in this sale at prices that must appeal to the most economical pocketbook. Hotel, restaurant and boarding-house keepers cannot afford to miss this sale. The news of buying china at these prices should be just as welcome to them as finding money. The sale will start to-morrow morning and will continue ten days, but of course you must come early. It is likely that those goods that you desire the most will be picked up by some one who comes earlier. The items mentioned below will convince you that this sale is one of the greatest money-saving events for everyone who uses crockery, chinaware and glassware. Look at the following prices; they tell the story.—*H. S. Barney Co., Schenectady, N. Y.*

Lovers of the beautiful in decorative effects will find in the art plates which we have on display the highest embodiment of individual design. Many are ex-

act reproductions of celebrated paintings, and all are worthy of prominent places upon the plate rail. Very beautiful in treatment and artistic in design. Single plates or by the dozen.—*T. M. James & Sons, Brooklyn, N. Y.*

A few odd pieces of fine *china* add wonderfully to the beauty and elegance of the dining table, and no matter how complete your set may be, there is always a place for a pretty odd piece or two. Some exquisite designs are shown here of the finest French china.—*Dobbs & Wey Co., Atlanta, Ga.*

We bought hundreds of these single pieces of tableware—they were so pretty and the price was so low we couldn't resist the temptation. We knew we could sell them quick at 25c. each, for they are worth more.—*Jones Dry Goods Co., Kansas City, Mo.*

If you are going to be married, your friends will ask you what you want. Don't forget to tell them about the color of the dinner set you want and the color your room is going to be. In china you can spend lots or little, and always get useful things. We make a special spurt for display in wedding gifts.—*Cuddy & Brodeur, Montreal, Can.*

Regular 75 cents *decorated steins* 29 cents. We have just received a special lot of decorated steins that we are selling for 29 cents each. These steins are the regular 75 cent kinds, but owing to slight imperfections we were able to buy them so as to offer them much below half price. They make very attractive additions to the plate rail and the imperfections are very slight. They are nice enough to go rapidly even at 50 cents, but we bought them for the purpose of offering an interesting special at 29 cents and here they are. The collection includes a variety of colors and shadings, assorted shapes and sizes. The decorations include monk effects, elks, English hunting scenes, fruit, heads, the city gates of St. Augustine, Dutch scenes, etc. Some of the steins are of plain ware, some are embossed and some are finished with gold lines. We haven't many of a kind but there are many kinds and, of course, first buyers get the choicer of the many attractive designs.—*Kaufman's, Trenton, N. J.*

Beautiful *china* for Christmas gifts. In suitability for Christmas gifts the better grades of china rank high. Royal Crown Derby and Coalport especially so. Both prized the world over for their exquisite beauty of workmanship and coloring.—*T. Eaton Co., Winnipeg, Can.*

Christmas suggestions — *china*. No housekeeper ever had too many pretty pieces of china. She wants odd plates, odd bowls, odd cups and saucers, chop dishes, *tete-a-tete* ware, pitchers, bouillon cups, and all that class of attractive china that adds so much to her dining room equipment. Things that are at once decorative and very useful. They enhance the appearance of her table and have a distinctly stylish serviceableness. Give her a piece or set of china, if you would please her. We have the most artistic china in Atlanta. No question of it. Imported ware from French and English factories, chosen for perfect quality and artistic excellence. Cauldon, Coalport, Wedgwood, Pouyat, Dresden, Limoges, Seyres, Minton, Crown Derby—in fact all the reputable and beautiful kinds. From the smallest individual or odd piece to full dinner service. A great collection from which to choose for gift-purposes. Prices from less than one dollar to several hundred dollars.—*Maier & Berkele, Atlanta, Ga.*

Extraordinary offerings to select from. An unlimited assortment of *chinaware* and cut glass of exquisite beauty from one of the oldest and best makers. The variety is superb, brilliant, colorful, richly designed. Ours is one of the few retail department stores that import china and glassware direct, and we are one of the largest of those few. Our assortments are always extremely diversified, and our prices are always lower than any other importing retailer would consider profitable. The following are a few examples.—*Scroggie's, Montreal, Can.*

Do you realize that most women prize their pieces of flashing, scintillating cut glass above all else that graces their tables or sideboards? And that they always want another bowl, or pitcher, or jug, or dish? Doesn't that set you a-thinking? Here's a wonderful gathering of perfect cut crystal. And here are a thousand and one exquisite bits of china. Even a very little money will purchase much of real value. Dinner sets, odd pieces, lamps, are all included.—*The Stone, Fisher Co., Tacoma, Wash.*

China prices to delight housewives. Make any comparison you can think of. The deeper you dig into the chinaware facts, the firmer will be the truth in your mind that this store's prices are lowest and that the grade of ware is unusually good. Read these crisp bargain truths—then come Tuesday prepared to save money.—*Jones Dry Goods Co., Topeka, Kan.*

The crockery section presents an elab-

orate display. All the art centers of the world have been searched through and through in the gathering of these beautiful art pieces now assembled in our crockery section. The whole range of ceramic art is represented broadly, lavishly. Of Russian hand beaten copper we have probably the largest collection to be found in any establishment in the Pacific northwest; selected under the most advantageous conditions for choicest designs and lowest prices. There is a companion collection of pedestals, in classic and modern designs. There is a magnificent collection of hand-painted vases and other pieces—all our own selections direct from the most famous decorators. Never before have we had such a superb collection. There is a broad variety of Haviland plates in crested gold design, Coalport Royal Dresden and Royal Netherland plates in splendid variety of most artistic beauty and wide scope of treatment. There are striking art nouveau designs in pottery. The collection of cut glass includes many small, dainty pieces that are quite inexpensive, as well as a splendid variety of most elaborate pieces. The display of electric reading lamps includes designs suitable for library, parlor or living-room. The main aisle exhibits some of the most striking designs. The art section of this store invites you, and is royally, royally ready to entertain and delight its visitors. Special price inducements on fine goods for this week.—*Tull & Gibbs, Spokane, Wash.*

Handsome French *china* as gifts. As gift suggestions of a practical character there are few to take precedence over this lovely Limoges china, either by single piece or complete set. The exquisite colorings and artistic designs and patterns of this beautiful ware represent the highest achievements of those celebrated French potteries.—*T. Eaton Co., Winnipeg, Can.*

This extraordinary sale in high-grade dinnerware is causing great excitement in Winnipeg. The entire assortment came through the fire. Not a single dozen but is damaged, or in some way it doesn't look like new, and comes in under the low fire-sale price. Copeland's dinnerware is the very finest grade of English manufacture. Every home should obtain some of these splendid lines, at unheard of fire prices. Stacks and stacks are available—immense quantities were stored in the burnt warehouse. Of course some are more soiled and require more washing than others, and it will pay well to make an early selection.—*Hudson's Bay Co., Winnipeg.*

Styles change in *chinaware* as well as in other things. The leading manufacturers are constantly evolving novel shapes and new decorative effects. Our stock reflects the best talent of the potter's art and new creations from the foremost potteries of the old world are gathered here for your choosing.—*Dobbs & Wey Co., Atlanta, Ga.*

Souvenirs—imported and hand-decorated china. We have, through a leading New York importer, secured a beautiful variety of English decorated plates from the famous *potteries* of Henry Alcock & Co., W. L. Grindley & Co., Alfred Meakin, Ltd., John Haddock & Sons, and others, together with a unique variety of Japanese hand-decorated *china*, consisting of bowls, bon bon dishes, creamers, bread and butter plates, cups and saucers, pitchers, egg cups, nut bowls, etc. The English plate decorations include green Alhambra, green Esmond, pink rose, white and gold shamrock, green Ormonde, flow blue Granada, etc. Every article in the collection is valuable for practical every-day use and each one appropriate for house decoration. Ladies, you will be amazed at this unusual offer when you see the articles and contemplate their intrinsic value. Everybody will agree with us, however, that mementos of this character cannot be distributed indiscriminately, hence choice of all these articles will be restricted to purchase of 50c. and over in any department. Everybody welcome from 8 a. m. to 5:30 p. m. Friday, May 3d.—*The McWaters-Dolan Co., Cleveland, Ohio.*

Beautiful *china* richly decorated dinner and game sets, individual pieces and novelties in ceramics. Our china, glass ware and bric-a-brac departments on the third floor, Market Street front, are a veritable treasure house for the seeker after handsome Christmas gifts. Here you will find stupendous stocks of thousands of beautiful articles. To-day we call special attention to the exquisitely decorated china. Nothing adds so much to the Christmas cheer of a dining-room as a beautifully set table—and in dinner sets we have a variety that is not equaled in this city for design, beauty or price.—*Lit Bros., Philadelphia, Pa.*

Like most every manufactured article it has its imitation. The reduced prices we have placed on this line during the removal sale may seem too cheap for the genuine cut, but here is just the difference—the cheap quality price on the good quality cut which means a great saving for you. Look over your collection and see if you do not need some

particular piece or perhaps you have a wedding or other gifts to buy.—*P. G. Diener, Harrisburg, Pa.*

A remarkable sale of *china* cups, saucers and plates. No more striking instance could be given of the unrivaled values which have this season distinguished the Loeser china store than this splendid offering of fine china cups and saucers and plates which will be made here to-morrow. It is not a clean up of odds and ends. It would be noteworthy enough if it was. But these are plates, cups and saucers which even here have been sold for the full prices; which, in many instances, cannot be matched even for the full prices outside of this store.—*Frederick Loeser & Co., Brooklyn.*

Immense sale of Japanese china at half price. China, as you know, is not one of the regular lines carried by us. Stocked only for the Christmas selling, and as it's not our policy to carry any goods over, we have decided to place the whole lot on sale to-morrow at prices that will make a quick clearance. Lovely decorated china in cups and saucers, bon bon and olive dishes, nut bowls, salad and tobacco jars, trinkets, etc., on sale Friday at one-half marked price.—*R. McKay & Co., Hamilton, Can.*

If there is a possible criticism to be made of this fancy china stock, it would come from the bewildered shopper who finds too great a variety here to be able to decide on which is the most attractive among so many beautiful styles and decorations. Perhaps never before has there been such a splendid selection anywhere as we offer in these pretty holiday pieces at the present time.—*Wanamaker, New York, N. Y.*

Our direct imported patterns in French, English and Austrian *china* are from the foremost manufacturers and are selected from their most artistic designs. Many of them are shown nowhere else except in this store, and the collection on display here embraces only the best quality wares as well as the most desirable patterns. Special designs or monograms are made to order and sets are made up of any number or variety of pieces.—*Dobbs & Wey Co., Atlanta, Ga.*

Chafing Dish *China*. On Ridgway's good English porcelain in half-tone effect, under-glaze, are put illustrations from "Coaching Days and Coaching Ways"—quaint English country scenes. There are two shades of warm brown and each piece is edged with a pure silver band. For the chafing-dish supper in den or studio nothing could be better.—*Frederick Loeser & Co., Brooklyn.*

Beautiful Haviland china in stock patterns. That's the great beauty of a stock pattern, those who would not feel warranted in buying a full set of Haviland at one time—can build up the set piece by piece and hardly notice the expense. This stock pattern is handsomely decorated with clusters of natural colored purple violets and green leaves. The edges and handles are richly finished in heavy gold.—*The T. Eaton Co., Winnipeg, Can.*

In our crockery department are to be found some of the best examples of the crockery maker's art. We have the Haviland, Bassett, Carlsbad and the Austrian. The former are shown in the most exquisite tints and decorations. Whatever style you may wish you are sure to be pleased with the assortment that we can show you.—*Goble, Pratt & Robbins, Spokane, Wash.*

Great selling of pretty chinaware. Many new arrivals are now here. Artistic designs are predominant in this section. All are pretty. The matter then resolves itself into a question of choosing.—*Jones Dry Goods Co., Kansas City.*

The new patterns and shapes in fancy china, handsome and attractively priced. Housekeepers who wish new pieces for their own use as well as those who are seeking dainty pieces for gifts for friends, will enjoy looking over the two collections.—*Wanamaker, New York.*

Our experience of many years has given us a pretty correct idea of the sort of dinnerware in greatest demand among furnishers of summer homes. With this knowledge of the popular desire our china buyer made special arrangements for unusually large quantities of dinner sets that had the beauty and serviceable qualities desired, and which, by reason of his vast orders, he could secure at little more than half their original cost. They are one-hundred piece dinner sets of American porcelain, in pretty floral decorations, each piece with gilt edges. Each set contains the exceptionally large pieces such as soup tureen and three large platters.—*John Wanamaker, New York, N. Y.*

These are the most extraordinary values in the history of china retailing, for the prices we quote are less than you'd have to pay for common white china dinner sets. There are only a hundred sets altogether, so you'd better be here on time. This is a splendid chance for folks looking for appropriate wedding gifts or replenishing their own china closets to get something extraordinary.—*Bloomington's, New York.*

The Japanese china included in this sale is of the finest grade. It is from Tokio, Imari, Ausata, Kaga, Modern Satsuma, Moriagi, Tajmi and Sedji. In beauty and desirability it ranks with the best of French and Austrian china. At these prices you should have all you want.—*14th Street Store, New York.*

Have you ever inspected our exclusive China and Crockery Store? It will pay you to do so. We carry the finest lines of fine China, Cut Glass, Pottery, etc., in the northwest, in connection with the "Store that Saves You Money."—*Boutell Bros., Minneapolis.*

Here's a tempting tableful of pretty, individual pieces of Fancy China from Austria; in bright flower decorations with gold; at out-and-out reductions ranging from a quarter to one-third.—*Wanamaker, New York, N. Y.*

You cannot imagine anything much daintier than this French china; it is prettily shaped and scattered over its surface are the daintiest of tiny blue roses. The edges and handles are lined with burnished gold. And then it is genuine French china, received direct from Limoges, the home of the finest and best.—*S. E. Kaufman, Trenton, N. J.*

Among the fresh arrivals from the china markets of France and Austria, there are no more pleasing designs than those embodied in this special lot. Careful attention was given to the securing of the broadest range of novelties and table pieces.—*Mandel Bros., Chicago, Ill.*

We have made sharp reductions throughout our basement stocks of china and glassware, thereby creating buying opportunities of the rarest sort. Stock-taking time is not far distant, and we count upon you to help us by helping yourself to the remarkable economies in dinner sets, and dozens of china and glass pieces, toilet wares and novelties widely varied. Details of a few must serve as a guide for all.—*Macy's, New York.*

To serve a repast in daintiest china is but another way of inviting the appetite. That's a first plea for pretty china. But the housewife likes to have her china closets full of it, taking pride in her collection. We suggest clearance time as the right time for the economic housekeeper to invest.—*Joseph Horne Co., Pittsburg, Pa.*

An extraordinary opportunity to pick up desirable odd pieces for a small sum. Expecting an increased business we have carefully arranged the tables to facilitate selection.—*Marshall Field & Co., Chicago, Ill.*

Show off your china.—What is the use of having pretty china and hiding it away in some corner? Buy a plate rack at the Rookery—costs but \$1—makes china show off.—*The Rookery Jackson.*

Have you seen this white Austrian China? It is very modestly priced.—It is as dainty as can be, the shapes are odd and pretty, and around the edge of each dish is a tiny beaded border of white. You can buy it either by the whole dinner set or by the single piece. We import it direct from Austrian maker, save the profit of the "middle man," and sell it to you cheaper than other stores.—*Kaufman's, Trenton, N. J.*

Dinner sets. Exclusive designs. To attempt an individual description—in this limited space—of their merits and loveliness would be practically an impossibility. You must see them, get the prices, which will more than delight you, then you will realize that nowhere else in Utica can you provide such.—*W. E. Gray, Utica, N. Y.*

Here is some of the best news of these beautiful wares that we have told of in many a day. It is unusual to have such offerings at this time in spic-span new goods, but some fortunate arrivals make it possible to present them, and straight-way they go to you. Housekeepers who are buying furniture can add still further to their August economies by selecting from these four groups of dinner sets, this fascinating collection of china, and the brilliant array of cut glass, many pieces of which are entirely new designs, not previously shown.—*Wanamaker, New York.*

We are closing out fine open-stock dinner set patterns—some half price, others one-third less. Not the cheap American ware, but finest Royal English porcelain. There's flower sprays, dark blue and green designs, in fact, all kinds—some one of these will go nicely with your dishes. You can buy a set or any odd pieces you need. But they are going fast—better come quickly.—*S. Sternheim & Son, San Francisco, Cal.*

An interesting story for thrifty housekeepers. We'll let you judge of the quality and prettiness of the pieces. We have a word to say about the cost. The former prices of these pieces were very low—and, from these low prices, we have made these still more remarkable reductions. The opportunity is one for appreciative money-saving housekeepers—and the chance for economy is as clear as crystal.—*John Wanamaker, New York, N. Y.*

If you need china here is your chance.

There isn't anything we could say that would bring the fact too emphatically to your notice that this store does offer the very greatest inducements in its china and crockery department. Not only are the prices low, the pieces and sets offered are of high quality and beautiful finish. No matter whether you need one piece, a couple of plates or cups and saucers, or a complete dinner, game or fish set—it's here, better than elsewhere and for less money. That's a broad statement but facts substantiate it.—*O'Neills, Binghamton, N. Y.*

Your wife happy and the table attractive with a selection from our beautifully decorated dinner sets. You not only have this magnificent assortment to select from, but are assured that whatever price you pay, you are getting good material.—*H. Dinwoodey Furniture Co., Salt Lake City, Utah.*

Some cool-looking lettuce-leaf ware is in the China Store—china, of course, but you almost think you are eating off the lettuce leaves themselves. The right color is there and so are the veins of the leaf, and the shading. Nice for luncheons or out-door suppers on a hot day. The idea and the original ware came from Italy; this is American and about a quarter as much as the other.—*Wanamakers, Philadelphia, Pa.*

Hints of wedding gifts.—When the wedding gifts are all spread out, china, cut glass and like wares are always liberally represented. The needs of the future china closet are of prime importance. The crockery store is rich in suggestions of givable things that couple serviceability with daintiness and beauty.—*Sibley, Lindsay & Curr Co., Rochester.*

Every week we endeavor to offer a new and attractive array of special values in the basement, where the china, crockery, cut glass, and house furnishings come to us and go out to our patrons in endless procession. This week we feel we have done even better than usual, as our friends doubtless will be quick to observe. Furniture and other departments also offer choice values—and there is satisfaction in knowing that everyone of them is honest and true.—*J. N. Adam & Co., Buffalo.*

If you appreciate fine tableware you cannot well afford to miss this sale. The reductions in every instance are unusually generous, many of the choicest pieces being marked at one-half of former prices. Included are the very finest specimens of French cut and engraved glassware and richly decorated china plates, cups and saucers.—*Dulin & Martin Co., Washington, D. C.*

Please take a peep into our show window, and observe the beautiful French china, and the way we have marked it down in price. It is seldom that such bargains are ever offered on such delightful china. They will last but a few days more, and we urge you to take advantage of them while such beautiful pieces are here.—*C. H. Case & Co., Hartford, Conn.*

Cheap crockery, that is, if you consider half price cheap. And good American semi-porcelain, at that, with attractive decorations. We've many other pieces at equally big reductions.—*Tull & Gibbs, Spokane, Wash.*

A splendid opportunity to buy some nice dainty china at insignificant prices. They are beautifully decorated in gold, flowers and scenery.—*Hudson's Variety Store, Washington, D. C., Feb. 22, 1902.*

Several large tables are laden with beautifully decorated fine Limoges china, containing all the useful articles for table use, as well as garniture for the sideboard or china closet.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Why not pitch into china at these prices? Especially as the array of beautiful sets and pieces includes absolutely new patterns never shown. We want to prove to women who may never have visited our china store that they will find as good and as beautiful china service here as is shown and save money on every article.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

A hundred and thirty thousand dollars' worth of china and kindred goods spread out for inspection—two-thirds of an acreful on fourth floor. That space overflowed, and this week we hold half The Thoroughfare on first floor as an annex. Not everything is reduced; but very nearly half the items are—and are plainly and exactly marked. This is a sale on the same broad lines as the furniture sale—and, like the furniture, the china store has been recently lifted to a new plane of helpfulness and service-giving. And how the business bounded! Why bargains just now? They're planned—stocks that the potters must clear up and lines that we must readjust. We simply steered the tendency into this month. We could have done the same in January or April—but as it can be done but once in a half-year we choose February—to-day. Present and prospective china buyers are invited—the prospective ones asked to plan quickly before the urgent ones pick up all of the best.—*Gimbel Bros., Philadelphia, Pa.*

The Pottery Association of America—located at East Liverpool, Ohio—so called trust, that started out to regulate the prices of American-made crockery, found themselves up against a stone wall. The crockery didn't break—but the trust did—and their splendid stock was thrown on the market at appalling prices. Our buyer went to East Liverpool and bought two solid carloads. This was a month ago. The cars arrived Friday—and the sale will begin to-morrow. The details speak for themselves. It is plain white porcelain—the sort that is used in the better class of hotels and restaurants. It is equally desirable for common everyday use in the home and for summer cottages and boarding houses.—*Adams Dry Goods Co., New York, N. Y.*

The beauty of Rockwood Art Pottery is not alone in its wonderful glaze; it's in the artist, whose genius shows itself in graceful, individual shapes and who arranges the various colors so that Persian red, olive green, rich browns and golden yellows all blend into each other perfectly. Then, too, he paints the flowers and designs as fancy leads him, so that you'll never find two pieces just alike.—*Glenny's, Rochester, N. Y.*

A good many people will be surprised to know that the bulk of the dinner sets purchased for this September sale are china.

Above \$10—with one or two exceptions—there is no stoneware.

The opinion is current that in order to get an inexpensive dinner set it is necessary to get porcelain or stoneware. But the tremendous buying power of this store makes it possible to sell good china at the prices of ordinary stoneware.

In china sets, the glaze and the body are fired into one another. When a piece of china is broken, you will find the under part the same color as the top. And the glaze holds and keeps.

Stoneware, on the other hand, has the glaze and body fired separately, and there is always danger of the top layer cracking, or crazing, as it is called.

But porcelain in this sale is always sold for porcelain and china for china. You will know exactly what you are getting.—*The Wanamaker Store, Philadelphia, Pa.*

Every woman who has a beautiful set of china or queensware likes to have other people know it. She needs a china closet for her dining-room, and for all they cost they return a big per cent. in satisfaction and economy as well.—*The Boston Store, Winchester, Ind.*

We are offering remarkable values in new Austrian china by reason of having fortunately secured a large assortment at a special price. Each article has been marked at the very lowest consistent figure.—*Schlesinger & Mayer, Chicago, Ill.*

Lenten china—cut in prices. Substantial reductions in fish sets and oyster plates in Limoges, Carlsbad and Haviland china.—*Abraham & Straus, Brooklyn, N. Y.*

China opportunities to be grasped. Opportunity frequently makes the man—but he must be alive to it. Here are opportunities for china, glass, lamp and bric-a-brac buying which mean big economies if you are alert and take advantage of them.—*Kaufmann's, Pittsburg.*

Need a dinner set? There's a strong reason why you should purchase it here to-morrow, and that reason is—Economy.—*Kaufmann's, Pittsburg, Pa.*

Dinner and toilet sets reduced.—All sorts are included, from the finest Limoges down to the ordinary porcelain ware. Hence, every want in china can be met—and at a big saving from heretofore prices. Now's the biggest economy time of the year—accordingly the best time to buy.—*Kaufmann's, Pittsburg, Pa.*

Tea pot sale.—“Polly, put the kettle on and we'll all have tea.” Here is a special sale of English jet tea pots that will interest you. They are beauties, with hand painted decorations, all sizes and shapes. The collection is the finest ever shown in Saginaw, and at the prices they are great bargains.—*H. Watson & Co., Saginaw, Mich.*

Specials in dinner and toilet sets.—If you've longed for a new dinner or toilet set, now's the ideal chance to indulge your wish, as we've materially lowered prices on a considerable portion of our stock.—*Kaufmann's, Pittsburg, Pa.*

There's a disturbance in china.—We

are not referring to the Chinese empire, but to our china store. There's a big price upset going on. The chief has ordered a bold charge on all odd lines, and they must give way to the fire of cut prices. Our china store to-morrow will be a veritable scene of massacre (price massacre), the sort that profits you very greatly.—*Kaufmann's, Pittsburg, Pa.*

Best potteries of France and Germany made the china. It's the exquisitely decorated which was used to tempt trade.

Each design is a masterpiece. Best china decorators known conceived them. The ware is unexcelled for home use or house decoration. Lovers of fine china will find this an opportunity we can't promise ever to repeat. We've never known of anything quite as good before. Can you realize what it means to buy ravishingly beautiful china at prices starting at 10c? Read what's included in the lots.—*Siegel, Cooper & Co., Chicago, Ill.*

Dinner sets.—Thanksgiving is coming next month, remember. Better see our new dinner sets now.—*Bliss & Nye, New Bedford, Mass.*

When buying cut glass why not get the best? You pay no more for it here than some ask for “seconds.” China Hall.—*Geo V. Millar & Co., Scranton.*

Here's the season for dinner parties. Are you ready? Don't you need a few pieces of china or glass? Wouldn't a bonbon dish of fine American cut glass, in brilliant deep cutting, make a corner of your table shine? And don't your eyes shine at the price?—*The Fair, Chicago, Ill.*

Have you an eye for things artistic? If so, this captivating array of choice jugs ought to please you greatly.—*China Hall, Scranton, Pa.*

CURTAINS

Figured muslin for curtains.—Fleur de lis and bow knots are two of the particularly pretty patterns we have in muslin curtainings by the yard. Then we have a lot of new dotted designs in various sizes. The quality of these muslins is excellent.—*Burke's, Rochester, N. Y.*

Draperies and curtains.—If you are looking for exclusiveness, novelty and beauty, if you are looking for variety and moderateness of price this big curtain and drapery department of ours will interest you. The fall stocks are now complete and fairly bristle with novelties in fine laces, beautiful portieres and lovely draperies of all sorts and descriptions, all the latest tapestries, velours and other materials for fine upholstery and drapery work.—*The Los Angeles Furn. Co., Los Angeles, Cal.*

Point de Calais curtains at half-price.—The Frenchmen have brought out a new style of lace curtain that is after the character of the Irish point and Tambour net, though distinctly different, and certainly, in some ways, better. The patterns are pretty and effective. A collection of these Point de Calais curtains was among the surplus stock of an importer, and we secured them to offer you to-day at just half-price. The variety to select from is very broad; and the opportunity to secure at little cost curtains of distinctly new and effective character will be pleasing to all thrifty and tasteful housekeepers.—*Wanamaker's, New York.*

Whirlwind sale of lace curtains.—*S. Kann Sons & Co., Baltimore, Md.*

So many splendid things—and by that we mean good laces at very small prices—are crowded to get at your eyes that it's hard to pick and choose.—*Wanamaker's, Philadelphia, Pa.*

Lace curtain specials.—Don't you think it's about time you bought some new curtains for those windows? Surely never a better time than now since we are offering some very special inducements for Monday. Come in and see them—here's a few—gives you an idea of others.—*Freimuth's, Duluth, Minn.*

Lace curtains. An importer's clean-up. Spic-span-new, fresh, perfect goods just recently received from one of the largest and most reliable importing

houses in the trade. Enough to make quite an important sale for this quiet month; but a mere drop in the bucket for the importer to take a loss on. The lot includes all the more important kinds of lace curtains; the patterns are of the highest character; and the variety is exceptionally broad. You may select your fall curtains with quite as much satisfaction now as later.—*Wanamaker's, New York.*

Monday—Just at a time when they are most needed comes this unusual offer of lace curtains at one-third and half their regular prices. The lots range from 1 to 3 pairs of a pattern. Some lots, including the soiled samples, consist of high grade Scotch net weaves, corded Arabians, real Arabians, Swiss and Brussels points, bobbinet and ruffled curtains.—*Golden Rule, St. Paul.*

A grand May sale of lace curtains. This sale is the result of the largest and most successful spring business in the history of our lace curtain store. The demands have been enormous. Lines consisting of hundreds of pairs three months ago are now reduced to six or eight. Of course we have sent in another order (will be here in a day or two), but before it comes we're going to startle the lace curtain trade with a three-day sale, the like of which has never before been seen here.—*John Breuner Co., Sacramento, Cal.*

You can save almost as much as you pay on every pair you buy—they are priced at almost half for to-day's sale. These curtains are made of heavy bobbinet, with real Battenberg insertion and edging—real Battenberg in a 95c curtain! The body of the curtain is fine English net, in white or Arabian. They are 2 1-2 yards long and 40 inches wide. As shown in the picture herewith, the ruffles are good and full. All in all it's a bargain at \$1.75, but to-day—think of it—to-day they're priced, for a pair, at just 95c.—*Jones Dry Goods Co., Kansas City, Mo.*

These splendid wearing diamond net curtains were specially purchased at a very low price. In addition to this, we have shaved our own profits to the disappearing point in order to make them doubly attractive.—*Thos. C. Watkins, Hamilton, Can.*

In the lace curtain department we are offering some particularly dainty things just now. The new goods, fresh from the looms, are being shown in a large variety of pretty patterns and novel designs and colorings. Cool looking, restful and satisfying to the eye and sense, they are particularly appropriate for summer use, whether it be in city mansion or summer cottage.—*Adam, Mel-drum & Anderson Co., Buffalo, N. Y.*

Just for Friday only you can have any odd pair of curtains in stock at a third less than the marked price. This offer includes every variety of curtain known to the trade. We have too many in pair lots. Some patterns are very similar to each other.—*Barker Bros., Los Angeles, Cal.*

The best possible time to buy lace curtains. This very day. For you're amply repaid for selecting now the lace curtains you'll need a little later on, by the savings of a third to a half on the handsome new curtains that compose this splendidly broad sale. Thousands of pairs are in the gathering, including all the most popular sorts—the remainder of this season's stock from one of the best importers.—*Wanamaker's, Philadelphia, Pa.*

A magnificent collection of curtains at about half price. Think of doing an average week's curtain business in a single day, and repeating the process day after day for three weeks with patrons increasing, and with a stock kept full and complete by the almost daily unpacking of fresh cases of beautiful window draperies—that's our record for April.—*Mandel Brothers, Chicago, Ill.*

The biggest bargain in lace curtains you will see this season. What do you think of getting curtains worth \$3 a pair for 50c a pair? Would you call that a bargain, or would you say it was more than a bargain—a Malleyism?—*Edw. Malley Co., New Haven, Conn.*

Cluny curtains. Lowered prices on one lot of cluny curtains will save a third or more. The body of the curtain is plain French net, with edges and sometimes insertions of cluny lace—not quite so open as you usually expect in cluny, but prettily woven in small designs.—*Taylor's, Cleveland, Ohio.*

Rousing curtain sale. The entire stock of the Pennsylvania Lace Curtain Mills, amounting to \$35,000, at prices heretofore unknown in the curtain business. Don't miss this chance to renew your curtains. Our curtain department has been moved into enlarged quarters on

the third floor where this sale will be held.—*Rothschild & Company, Chicago, Ill.*

Summer curtains for summer days. The air seems fresher and the room brighter when the summer curtains go up. We never had so great a variety to choose from. A great many of the patterns were made to our exclusive order and are not shown elsewhere.—*Wanamaker, Philadelphia, Pa.*

Fine Nottingham lace curtains interestingly priced. This is a very large and handsome collection of Nottingham lace curtains, all marked at prices that are bound to attract housekeeping women.—*John Wanamaker, New York.*

Another week of our great curtain clearance. The curtain chief is pitiless. As he goes through box after box and shelf after shelf, he continues his stern reductions. One-half and one-third off is the rule. Not 1-100 of the bargains are mentioned here. Come to the store any day this week—but the earlier the better—and you'll find a bargain harvest far beyond your fondest expectations.—*Rosenbaum Company, Pittsburg.*

Lace curtain bargains for May buyers.—We have made great preparations for the usual large demand which always comes at just this season of the year, when moving and general refurnishing are in vogue, and we are now offering many extraordinary bargains in lace and muslin curtains and curtain materials by the yard. From the very inexpensive grades to the more elaborate parlor curtains we show an almost unlimited variety, and for equal values our low prices cannot be duplicated. Three very special lots at saving prices: Fine parlor curtains, comprising a splendid line of patterns in Battenberg, Brussels and Arabian laces, at a saving of about one-third—per pair, \$15.00.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Made of excellent Swiss muslin, in ten different patterns—dots and figures—spic-span-new, nicely made, with plain ruffle—style shown in picture. Forty inches wide, three yards long. No need to tell housekeepers how desirable they are for decorating summer homes. You'd count them excellent value if we asked a dollar—yet they are only 75c a pair.—*Wanamaker, New York, N. Y.*

Fresh lace curtains for the window? If you're thinking of them, let these two offerings tempt you into immediate action. The curtains involved are spic-and-span, crisp and fresh; and marked at about two-thirds prices.—*Wanamaker, New York.*

Heavy curtains.—Several patterns at special prices.

Some kinds we shall discontinue; others the color assortments are broken. Some of the latter will be renewed, but they are going to cost more when we have them again—a good deal more.—*Wanamaker's, Philadelphia, Pa.*

Here are dainty, fresh, durable lace curtains for dining-room, parlor or bedroom. And such an assortment—few stores would show half so many.—*Robert Wright & Co., Brockville, Ont.*

Swiss curtains, pair 48c. Thrifty housewives cannot afford to overlook these. The public has learned that we mean just what we say when we advertise an article underpriced.—*Jones Dry Goods Co., Kansas City, Mo.*

Have you seen those fine Dowie curtains? Thousands of pairs direct from Zion City are on sale at a saving of fully one-third. Crowds stop to inspect and admire the handicraft of the Zion City lace industries, on exhibition in one of our Grand Avenue windows. Crowds are coming to the great fourth floor intent on sharing in the wonderful values offered in this big sale of the best lace curtains made in America.—*Boston Store, Milwaukee, Wis.*

Even now fall patterns are beginning to come and while it's doubtful if they are prettier than the old, yet the spring and summer styles must go and at sharp price reductions—to make room for the new, if for no other reason. You may search Kansas City from end to end but you will find no better values than these.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

A bonfire of curtains.—*Barker's, Los Angeles, Cal.*

A July curtain storm.—*Krauss, Butler & Beyham Co., Columbus, Ohio.*

Snowflake curtains—the very name makes you feel cool.—*Wanamaker's, Philadelphia, Pa.*

We have just received from the mill an enormous stock of white and Arabian lace curtains, all new 1905 stock and patterns. No old, stale, discontinued patterns. They are all new designs every one first-class quality in every respect from start to finish, and at very low prices, quality considered. Come and see for yourself.—*Roberts Bros., Portland, Ore.*

Dainty curtains.—This famous section of our store has a few superlative offers to make in the brightest, freshest, newest and most demanded textile decorations for homes. Every artistic design,

every pronounced idea in curtains, is here in bulk, not in sample. These special offers are positive sellers. Don't miss them. They may not soon come your way again.—*Hahne & Co., Newark.*

Lace curtains. Don't skip our lace curtain and upholstery department. What woman doesn't want her home to look pretty with snowy curtains and beautiful portieres?—*Reynolds, Troy.*

An opera without music! Not pleasing. And windows without curtains! Cold, cheerless and uninviting. No hanging contributes more to the attractiveness of a room than pretty curtains. The prices need not be large. Permit us to show you the newest effects.—*Joel Gutman & Co., Baltimore, Md.*

A show of curtains for spring. And a curtain once won fame for its creator. It was a painting. The draperies so well depicted on canvas that the critic stepped to draw it aside. The curtain was the masterpiece. These are not paintings, to be sure. Fit, indeed, for art inspiration. The display is rich in reproductions of fine old European draperies. There is a notable reproduction of an old Gochique pattern. A beauty that a connoisseur knows is the reflection of an old renaissance velvet.—*Schiffer & Block, Peoria, Ill.*

Lace curtains. Hundreds of dainty airy kinds of curtains ready to put up when the heavy winter draperies come down.—*Hills, M'Lean & Haskins, Binghamton, N. Y.*

Lace curtains. A remarkable collection of stunning new imported creations for 1908! Dainty and effective designs that will delight the artistic eye—stylish to the last degree, beautiful beyond compare and priced low enough for anybody.—*Trorlicht, Duncker & Renard, St. Louis, Mo.*

Curtains. No wonder curtain buyers are coming here in ever increasing number. The stimulus is easy to find. It is the spirit of thrift. Our goods and prices are concrete expressions of the surest, safest and truest money saving—no matter how low the price may be, you'll always find qualities and styles right.—*Boston Store, Milwaukee, Wis.*

We have reinforced the stocks and invite you to another feast to-morrow. We believe beautiful curtains were never bought for so little. Let us show you these Nottingham and Irish Points.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

You save a third on these lace curtains and they're extra good, too.—*Siegel-Cooper & Co., Chicago, Ill.*

Annual curtain sale grows in significance. Perhaps we won't be able to print news of the annual curtain sale each day. But there will be curtain bargains a-plenty for all every day this week. No matter what kind of curtains you prefer, you have only to come to this sale to secure them for less than you would expect to pay—and for one-fourth to one-third less than you would pay under ordinary conditions.—*Burke's, Rochester, N. Y.*

Early arrivals of the new spring curtains are coming along like the first robins, one or two at a time. Here is one you will be interested in. Don't miss it.—*J. V. Adams & Co., Buffalo, N. Y.*

These sample curtain ends are all assorted in mated pairs, with the exception of the corded Arabians, which are in pairs but not mated. These samples make most beautiful sash curtains, glass curtains or short curtains.—*The David C. Beggs Co., Columbus, Ohio.*

We have just gone through our lace curtain stocks, and picked out the small lots of one, two and three pairs of a pattern, which have been left during the spring selling. To-day they are grouped in three classes, according to the number. The single-pair lots are marked a third under-price, two-pair lots a quarter under-price and the three-pair lots a fifth under-price. The collection includes practically all varieties of summer curtains, presenting many, of course, that are desirable all year 'round.—*John Wanamaker, New York.*

For an artistic treatment of the average archway, you can use nothing better nor more effective than a pretty rope portiere. Such a hanging is light and dainty and the cost is much less than a festooned drapery made of some heavy fabric.—*John Breuner Co., Sacramento.*

If you are going to get some new curtains for your home this fall, do not miss seeing our splendid collection. A most useful aggregation of beautiful designs with makes and patterns suitable for the modest cottage as well as the most exclusive designs for the high class drawing-room.—*Thomas C. Watkins, Hamilton, Can.*

Broken lots are the long pole that knock some desirable lace curtains from their price perch.—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

A small purse will go a long way in this curtain store just now. It is particularly good news at this season of the year, when the thought uppermost in the mind of the housewife is the recur-

taining of windows.—*Abraham & Straus, Brooklyn, N. Y.*

There are plenty of each pattern from which to make your selection—hundreds of different varieties. They include all lengths. Many of them are exquisite copies of Brussels, Irish Point, Renaissance and novelty effects. They come in handsome, bold, heavy patterns.—*Lit Bros., Philadelphia, Pa.*

Curtains and draperies add more to the appearance of a room than any other feature of its furnishings. We have just opened a magnificent stock of the newest patterns in Brussels and cable net, Battenberg, Irish Point, Arabian net, ruffled nets, Nottingham and ruffled muslins. Prices from 50c per pair up. You can find some beautiful curtains here at very reasonable prices.—*J. W. Smith D. G. Co., Leadville, Colo.*

Not in years have you had such an opportunity to buy lace curtains as cheap as you will get them during this sale. Limited space here prohibits the mention of more than a few of the leading numbers. Lots of choice styles in small lots will go quickly, so come early.—*Stone, Fisher & Lane, Tacoma, Wash.*

The housekeeper who desires to furnish her home attractively, yet economically, has a golden opportunity in this sale of lace curtains. Preparatory to making extensive alterations, we have blue-penciled all small lots of lace curtains to hurry them out to new owners. Can you resist these tempting prices?—*Minneapolis D. G. Co., Minneapolis.*

An especially attractive line of lace curtains and portieres at prices that meet any taste and pocketbook.—*Hills, M'Lean & Haskins, Binghamton, N. Y.*

The fact that it costs the manufacturer as much to make these curtains as they cost you is the reason 'exacting home-furnishers are losing no time in selecting their curtains and upholsteries, for they realize that an unprecedented event of this kind can last only a short time. The manufacturer has taken a tremendous loss to clear his surplus stocks, and when they are all gone it will be impossible to buy these excellent qualities at less than twice the prices that are making this sale the talk of the town.—*Simpson Crawford Co., New York, N. Y.*

These are pretty bobbinet curtains trimmed with real Battenberg and are made of the finest imported net, have deep, full ruffles trimmed with Battenberg lace and wide Battenberg lace insertion down front.—*Hamburger's, Los Angeles, Cal.*

Annual June sale of odd pairs lace curtains at 50c on the dollar.—Odd pairs Brussels. Odd pairs Irish Point. Odd pairs Scotch cable net. Odd pairs ruffled net, lace and Battenberg edge. Odd pairs corded Arabian. Odd pairs embroidered muslin. Odd pairs Nottingham lace. These curtains all at half price will be found in the basement curtain section.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Lace curtains at reduced price.—Our splendid stock of lace curtains representing so splendidly in its comprehensiveness the best ideas and products of the leading lace curtain makers of the world, has at this time an unusual number of odd pairs and patterns that are to be discontinued. In order to dispose at once of all broken lines price reductions have been made without stint, and lace curtain buyers will be sure to profit by a visit to this section on the fourth floor.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Thrifty housewives, wideawake rooming-house and hotel-keepers, as well as public institution superintendents, will profit by attending this important event—Rhodes Brothers' semi-annual stock-adjusting sale. We shall be extremely busy, as these curtains are extremely high-class and prices are cut to the quick for rapid selling. Every visitor to this sale may share the wonderful savings, as every item is a bargain even at the regular price. What must it be at about half?—*Rhodes Bros., Tacoma.*

You're going into winter quarters now, fixing up your home as cosy and comfortable as you can, aren't you? Heavy curtains are among the foremost requirements. There's a draft here or there that you want to cut off, not to mention the air of beauty they lend to your apartments.—*S. P. Dunham & Co., Trenton.*

To-morrow we will be prepared to show the fall lace curtains, including all the newest effects in Point Arabe, Point de Paris, Irish Point, Madras, Renaissance and Nottingham. Interesting as will be the beautiful display (the finest even we have ever had), we will make it more so by the special price inducements.—*Abraham & Straus, Brooklyn.*

For the lover of fine, sheer, dainty curtain there's nothing to compare with the Brussels lace. These are exquisitely hand wrought on Brussels nets. The designs are marvels of beauty and you save one-third to one-half.—*Simpson Crawford Co., New York, N. Y.*

Dainty ruffled muslin curtains at \$1.25 a pair. You would have to pay that

for the material alone. The secret of the low price is that we bought the white figured muslin under price and then had our work-rooms make them up during odd moments in the dull season. It's a rare chance to get new curtains for the summer home or cottage.—*Minneapolis Dry Goods Co., Minneapolis, Wis.*

Were you at the curtain sale last week? There is just a possibility that you were not, though it would seem that just about every Kansas Cityan who has a house to furnish must have been in last week. If you were not here, this additional news will specially interest you. Some of the best values are being announced to-day. The added items are.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Grenadine and Snowflake Striped Curtains. Not the ones we advertised some time ago—they are all gone. This is a lot of about six hundred pairs, including samples from our wholesale department, and there is good choosing in the color effects. There is an occasional soil-mark on the samples, which is easily removed.—*Strawbridge & Clothier, Philadelphia.*

Housecleaning time is here—new curtains are necessary to many homes—here they are—nearly two thousand pairs—just the styles every housekeeper wants most. It is a fact that this sale offers the choicest imported lace curtains at the ordinary prices of domestic goods.—*Field, Schlick & Co., St. Paul, Minn.*

This week particular attention will be given to lace and muslin curtains, draperies, and materials in our big department on the third floor. Most of the homes in Saginaw have windows or whole rooms to be refurnished in the general spring housecleaning, so we have provided with a lavish hand everything that need or fancy will require for the filling of any want. Lace and muslin curtains of every description, portieres, draperies, window hangings and shades, as well as materials for making special things to give the finishing touch to some room or corner.—*The M. W. Tanner Co., Saginaw, Mich.*

We have stocked this department with the most sought-after patterns of Brussels lace, Irish Point, Renaissance and Nottingham lace curtains, also draperies and portieres, in the newest and richest colorings. The introductory prices are especially tempting. Our stock of fine Haviland china is now complete, and includes the most popular decorations in dinner and tea sets, in great variety.—*Gately's Mammoth Credit House, Saginaw, Mich.*

At remarkable price savings. Our lace curtain department is holding forth some very unusual price offerings. You will find from the very lowest priced number in our line that there is an individuality about them that marks the correctness in style. Every number is marked at a saving.—*The Stanley Co., Baraboo, Wis.*

Handsome curtains in a special sale. This affair is unusual, coming as it does at the height of the season for draperies. The curtains have been chosen from our enormous lace curtain stock, and involves between seventy-five and one hundred beautiful designs in the different makes. Every curtain in the sale will show a marked reduction from the regular price, for it is our purpose to cut down the remarkable assortment of effects necessitated by our immense business, and to do this quickly and effectively we made drastic and determined mark-downs. The sale gives you the chance to freshen the appearance of your windows in the chambers, dining-room, library and parlor, for the sale includes laces of every kind, besides the madras colored goods. It is a splendid opportunity for those who are fitting up their country homes.—*John G. Myers Co., Albany, N. Y.*

French hand-made lace curtains. Guaranteed values \$10.00 to \$16.00 pair for \$7.75. The curtains involved in this remarkable purchase by Chandler & Co., are the end of a season's stock of a New York importing house supplying the fine decorating trade throughout the country. After much negotiation the entire lot was secured so that all styles can be offered at one price, though many are worth double.—*Chandler & Co., Boston, Mass.*

Lace curtains and draperies. That dainty touch of elegance, so necessary to the well-furnished house, is supplied by our curtains and portieres. So complete a line has never been shown in this city before. You'll find any style you require for the proper furnishing of your rooms in our stocks at prices far below what you have expected to pay. Give us a call on these goods and see the savings that will result.—*Greene's, Jersey City, N. J.*

New lace curtains, dainty and beautiful. The west window shows just a few of the newest effects in lace curtains for window draperies. It merely hints of the much larger display in our spacious second floor drapery department. And as an extra inducement to come we quote special prices for this week.—*Fitzcharles & Melrose, Trenton.*

Very soon you will be needing odd pairs of lace curtains to replace the ones now going to pieces. We can supply the need. Our sale is just the right thing at the right time. Splendid double thread or heavy weave curtains. Arabe, Dentelle, Irish Point with strong tricot edge. Less than half the regular price.—*R. McKay & Co., Hamilton, Can.*

Our showing of the low priced and medium qualities of lace curtains has never been surpassed by any concern in this city. In Nottingham curtains we show an exceptionally fine assortment of patterns ranging in price from \$1.00 to \$5.00.—*The Howard Furniture Co., Lansing, Mich.*

We are naming special prices on muslin, lappet and Swiss ruffled curtains, a great variety of styles at a variety of prices. Muslin curtains from 39c up.—*The Howard Furniture Co., Lansing.*

The magnificent values we are offering in lace curtains have kept this department busy with us. The values are exceptional, and the patterns unusually pretty. See these great specials for today's selling.—*Sullivan's, Springfield.*

Splendid range of Swiss curtains from \$2.50 to \$50.00 per pair. Our elegant curtains in Swiss are exceptionally attractive. The handsome designs are offered in a big variety of the smartest and newest ideas, eloquently expressed in the finest degree. The waves are prettily interlaid in firmest texture with the matchless designs. You must see our Swiss lines. The most elaborate and intricate patterns—marvelously beautiful—must be really seen, though, to obtain any kind of correct impression of the true loveliness of these exquisite goods.—*Hudson's Bay Company, Winnipeg.*

Half price clearance of fine lace curtains. This is our annual clearing sale. It comprises a thousand pair of high-grade imported lace curtains—the broken lines, discontinued numbers, odds and ends, that always accumulate at this time of the year. To holiday buyers this sale offers an unusual opportunity, for this year's prices are lower than they ever were before. All offerings are clean, fresh, down-to-date styles, and remarkable bargains.—*Field, Schlick & Co., St. Paul, Minn.*

Special purchase frilled bobbinet curtains. These were cleared of a manufacturer at a big price sacrifice, and represent a splendid bargain at the prices we ask. They are grouped in two lots for easy selecting.—*Thos. C. Watkins, Hamilton, Can.*

Special importation of artistic lace curtains. We have just received direct from St. Gall, Switzerland, an exquisite line of extreme novelties in fine net curtains, including elegant specimens of Point de Luzerne, Ivory Entredeux and Duchesse in pure white, ivory and two-tone effects, handsome turkey red and black embroidery on Arabian net, etc. Nothing like these beautiful curtains has ever been shown in Decatur, and the prices range very reasonably from \$8.50 up to \$17.50.—*Linn & Scruggs Co.*

Lace Curtains. Special values for Monday's selling. Springfield never knew such values—importing direct, buying from the greatest American makers, the liberal use of spot cash, an enormous business like Kinnane's, a small margin of profit—are just a few reasons for the offerings we place at your disposal now.—*Kinnane's, Springfield, Ohio.*

Odd lines lace curtains greatly reduced. In single, pair and two pair lots only. These are balances of our most popular lines, as the small lots testify. Some of them are slightly soiled.—*Thos. C. Watkins, Hamilton, Can.*

Phenomenal sale of lace curtains—saving of a half to a third. Thousands of pairs of curtains from a manufacturer, who was overstocked, and at a price concession that enables us to pass them on to you at a saving of from a half to a third. It's the most fortunate thing that has come our way in many a day. They are all fresh, new stock, in the most up-to-date styles and patterns. There'll be a big crowd after these. A few of the items are for special hours only, so read every item carefully and be one of the early ones. Prices this way.—*The Broadway Dept. Store, Los Angeles, Cal.*

Which will be sold at prices considerably less than real value. Many patterns of lace curtains will be sold at half price. All samples and odd curtains will be sold regardless of cost. Remember that every pattern of our beautiful portiere assortment will be included in this sale. It is a rare opportunity.—*C. W. Daniels, Pueblo, Colo.*

New, fresh, crisp goods—just arrived and comprising the smartest and most effective creations for fall and winter. The upholstery department at this time is particularly interesting. Special attention is called to several lots of lace curtains secured and offered at a third less than the usual prices.—*Woodward & Lothrop, Washington, D. C.*

Nottingham and imitation hand run Brussels net curtains, at a pair, \$1.50 and \$1.98. Now don't associate these

with kinds of curtains you've seen similarly priced, for they're not like them at all. They're stray lots, ours and the importer's. These Nottinghams don't look like the Nottinghams of the old type, rather like Irish Points. Then the imitations of Brussels look like the real thing, very much like them, and the price, that's a third less.—*S. P. Dunham & Co., Trenton, N. J.*

New Point Arab and Cluny lace curtains. An inspection of these handsome new lines of curtains, that have just been received from the best French makers will reveal an artistic merit of design far surpassing any previous showing of similar makes. Worthy of particular emphasis are the lovely Point Arab curtains in Marie Antoinette effect. A decided novelty. These curtains can be laced with ribbon from top to bottom to match the decorative scheme of the room. These curtains have been woven from a very strong French net—a necessity to give a good foundation for the heavy braid and button-hole effect, so are very durable. All have plain centers. Ecru and white. Length 3 1-2 yards. Width 54 inches.—*T. Eaton Co., Winnipeg, Can.*

Colored Madras for curtains a special for Thursday. Colored Madras makes exceedingly pretty window decorations and hangings for archways or doors. Thursday we clear a large assortment, comprising floral, empire and oriental designs, in both light and dark colorings. Many have a highly mercerized finish. They range from 50 to 72 inches wide and are culled from lines which are good \$1.25 to \$2.00 values. Thursday special, yard, 90c. Also some pretty chintzes, in pink, green, gold, blue and combination colorings; stripes, floral groupings and other neat designs, for hangings, coverings, curtains and bedroom decorations. Width 30 to 36 inches.—*T. Eaton & Co., Winnipeg, Can.*

All lace curtains—one-fourth off. It is so short a time until you will be doing your fall house-cleaning that this sale of curtains at one-fourth off the special sale prices should attract you to anticipate your needs. We wish to remind you that the marked prices on this entire stock of curtains are very special—fully 25 per cent. less than the same qualities and styles were priced at any other store within your reach. Now you choose at a reduction of one-fourth off the lowest special sale price, giving you such quotations as you have never before had on equal qualities.—*A. B. Caldwell Co., Washington, D. C.*

CUT GLASS

Cut glass makes a very acceptable gift. We make this line a particular study, and if you want a gift in the near future, we will be pleased to show our new goods.—*H. Watson & Co., Saginaw.*

"Wiss cut glass"—the sort that's sure to please.—*J. Wiss & Sons, Newark.*

My stars! What beautiful cut glass!!—And to think of it, such ridiculously low prices!

That sugar and cream set \$4.80? Why, I paid \$6 for a set not half as handsome. I'll surely buy my cut glass at this store in the future. Cut glass puff bowls with puff, \$1.35. Lots of other nice articles at very moderate prices.—*Heintz, Lexington, Ky.*

Cut glass vases.—Whether it is the low, squat, richly cut center piece or the tall cylinder, with prism cuttings, the glass vase is an effective part of the modern scheme of household decoration. Our line, which represents the leading factories, gives you a choice of the latest shapes and the newest cuttings in many different sizes.—*C. E. Gifford & Co., Fall River, Mass.*

When you buy Egginton cut glass you buy the best the world produces. It stands pre-eminent for purity, brilliancy and exclusiveness of design; the only glass made that its high polish is guaranteed permanently. Our stock is brimful of everything new and our prices cannot be duplicated.—*S. Jacobs & Co., Minneapolis, Minn.*

"Yes, it is beautiful, because it is beautiful."—*Guy de Maupassant.*

What more can be said about cut glass? It sparkles like diamonds, and in richness rivals the radiance of gold. A liberal variety is ready for you today.—*Goldthait & Sons Co., Marion, Ind.*

Artistic and most beautiful cut glass.—We can in no way explain the quality and beauty of our cut glass; it must be seen to be fully appreciated. Every piece is of the prettiest and latest design. Cut glass is most acceptable for any gift, be it a wedding or a birthday. We can surely suit you in regard to price, as we have every shape imaginable.—*Morley Brothers, Saginaw, Mich.*

Cut crystal bowl. Our cut crystal room is now at its best, many new pieces having been added within the last few days; so many of our customers expressed their

regret at not being able to secure one of our cut glass bowls that we offered a short time ago, that we have decided to offer to-morrow 18 more; remember this is a regular \$8 cut crystal bowl with the name of the best American maker.—*M. A. Murray & Co., Toronto, Can.*

Useful cut glass articles.—Our cut glass has always borne the reputation of being the clearest and most brilliant to be found.—*Henry Kohn & Sons, Hartford, Conn.*

Cut glass for New Year's table very moderately priced. There is nothing so attractive and decorative on a table as cut glass. There is no cut glass quite so beautiful as that made in our factory and nowhere is such high-grade cut glass sold at such low prices. That is why we sell more than any two other Brooklyn stores combined. We have beaten all records this month.—*Abraham & Straus, Brooklyn, N. Y.*

Forty-three barrels—about two-thirds of the lot—were unpacked yesterday and are shown for the first this morning. The rest of the shipment will arrive in a day or so. Corning is to cut glass pretty much what Sterling is to silver. Erastus Corning is long since dead, but the town of Corning, N. Y., is named after him, and the best of cut glass in the world is made in his native place. Not only do they cut the glass there, but they manufacture the original blanks as well. This special lot, which we offer to-day, comes from the oldest and best factory in Corning. Many shapes have been designed only within the last few months. The cutting has been done within the last few weeks. It is the very latest on the market. All of the glass has been finished by hand. In variety and quality and reasonableness of prices, the sale, you will see for yourself, is a little beyond anything we have ever been able to offer. There are many large flower vases, pitchers and punch bowls at exactly half the regular price. The other dishes are one-third under the regular cost. Only medium and fine grades are made by this manufacturer, and only these are represented in this sale. With such an opportunity, it is not too early to think of October weddings and even Christmas, is it?—*The Wanamaker Store, Philadelphia, Pa.*

Trenton's only cut glass store. Rich and sparkling Christmas presents. It would be a task indeed, to select a finer or more acceptable present than a piece or set of genuine cut glass ware—always rich, rare and beautiful as well as useful. Our assortment, which is large, consists of the finest cut glass the world produces—Libby's. It is cut over the finest flint blanks which produces the most radiant and sparkling cut glass. Never did our shelves glow with a larger variety and designs—a beautiful sight, indeed—the famous Hob Nail designs with its myriads of little sparkling squares are well represented.—*Kaufman's, Trenton, N. Y.*

The finest cut glass for Christmas at unmatched prices. This cut glass store has more beautiful designs on display and in reserve than any two other Brooklyn stores combined. The most of it is manufactured in our world famous factory in Manhattan and has won first prize on every count in every World's Fair where it has been exhibited. Coming direct from the factory to you accounts in part for the remarkable pricing, but all the other famous makers are attracted by our incomparably great business and are represented in the showing at concessions in price.—*Abraham & Straus, Brooklyn, N. Y.*

Buy cut glass now. Have you "sparkled up" your china closet with some of these pieces? If not, don't you really think you are missing an opportunity seldom equaled? Remember, you are not being asked cut glass prices, for every item is marked 'way down as compared with any cut glass any place. This is an unusual sale. It's not a common one, you'll admit, and it has caused a furore among cut glass buyers—has awakened them to the fact that money spent here for this exquisite ware is a positive investment. Better have the wedding gift, or even the gifts for next Christmas, laid aside for you now, for every day's selling lessens your chance to select the "scintillating beauty" you would most wish.—*The Crews-Beggs Co., Pueblo, Colo.*

A remarkable offering of fine new cut glass. We have just received a shipment of beautiful new pieces of cut glass from a factory that is anxious to do more business with us. That means that we have secured very decided price-advantages, and we turn them over immediately to our public. The pieces are in handsome shapes, and the cutting is very beautifully done. To illustrate the values, the lot includes about ninety ten-inch Nappies, so large that they might fairly be called bowls for salads, sliced

tomatoes or fruit. They would regularly be worth \$7.50; these are \$4.50 each. The same proportionate values go all the way down the line.—*John Wanamaker, New York, N. Y.*

One of the largest and finest factories in the country came for Wanamaker help in disposing of this tremendous surplus of cut glass. Of course it won't spoil; and the pieces are among the most beautiful cuttings on the market to-day. But the goods must be distributed or people laid off at the factory. The thousands of June weddings suggested relief, if the thousands of givers of gifts could be quickly interested. The Wanamaker stores, in New York and Philadelphia, presented the only means to reach them quickly, and serve the thousands that were sure to respond. Prices on the entire variety of pieces in this tremendous stock were cut a third to a half below the real value of the wares. And we undertook the distribution. The way prices average up, you can give a present of cut glass worth \$100 for an outlay of \$60—or you can fill your own cut glass cabinet at the same handsome saving. And the cut glass? The maker of it was awarded the grand prize at the St. Louis Exposition. His cuttings, in these identical shapes and patterns, compose the stocks proudly shown in good jewelry stores and best china and glass stores all over the United States—and nowhere else is there a thought of selling these new, perfect, exquisite wares under-price. The offering is doubly extraordinary because the variety of pieces and patterns is greater than is shown in any regular stocks anywhere—making superb and unusual selection.—*John Wanamaker, New York, N. Y.*

Not many years ago the price of cut glass was almost prohibitive. It was only bought for special occasions, such as weddings or crystal anniversaries, and a small piece was looked upon with awe even at such events. Recently, prompted by the craze for cut glass, many new factories have started up and the result of this competition was the creation of hundreds of cuttings where there had been dozens before, and the reduction in price of "cut glass" that admits of its purchase by the average housewife for her own use as well as for presents. We have anticipated the unusually large demand and are displaying hundreds of pieces of "cut glass," which includes every known article for up-to-date table service. A very popular scale of pricing is maintained throughout the line.—*McNamara & Harding, Binghamton.*

You wouldn't give plated table silver as a wedding gift and expect the bride to prize it as highly as she would sterling ware? Poor quality cut glass is even worse than plated table silver because the sham is more apparent at first sight—shallow cutting, lack of uniformity in design and almost total lack of crystal luster. At regular intervals great quantities of inferior quality cut glass are heaped upon the retail markets for special sale purposes—to compete, in price only, with such standard quality ware as "Straus" cut glass. "Straus" cut glass is a product of Macy's own cutting shops. At the World's Fair it was awarded highest honors—and since that time the standard has been maintained and bettered wherever possible. Don't buy second-rate cut glass—even for a less-than-lukewarm friend. "Straus" ware—prize-winning and prize-meriting ware—costs even less than second-rate ware sells for in special sales elsewhere. From our factory to your crystal closet—the shortest and most economical route it could possibly take. The sale announced in Sunday's papers offers most inviting opportunities. We urge you to make comparisons.—*Macy's, New York.*

Cut glass 20 per cent. less.—In our cut glass and bric-a-brac department, third floor, east, there are hundreds of pieces of finest cut glass at prices that mean a saving of 20 per cent. over and above the prices usually charged for this beautiful material. What more beautiful as a gift to the June bride than an article of the practical side of the matter and article of cut glass? And why not look make your purchase where and when prices are lowest?—*Joseph Horne Co., Pittsburg, Pa.*

A cut in cut glass. How can we cut cut glass? By buying right you get the benefit of our purchase. Nothing adds more in the attractiveness of a home than well selected cut glass, and some way or other things always taste better when drunk out of cut glass. You wouldn't like to serve champagne to your guests in a five-pound lard pail. It might not hurt the lard pail or injure your guests. The wine might even taste well, but still it wouldn't be good taste. Cut glass will last forever if well cared for. Don't use it to drive nails with—a hammer or ax is just as cheap and will last longer. We have some of the daintiest and most artistic designs ever offered. Call while our stock is complete. Just look at a few of the cuts. Phioso, Jacquemenoit, Mayflower, Harwood, Meteor, Columbia, Genoa, Clarione, Galatea, Bar-

ness, Queen, Mona, Roman, Camelia, Hyacinth, Wordsworth San Mateo Iris, Waldorf, Florentine. — *Murgittroyd's, Spokane, Wash.*

"June bride" sale of cut glass involves wares on main floor tables, as well as the unequalled collection in the crystal room in the basement. Our own cutters established the standard of quality in the specimens that were awarded first prize at the Chicago World's Fair, and that standard has since been maintained religiously. How we maintain it you understand after a visit to our glass-cutting shops on the eighth floor.—*Macy's, New York.*

This is certainly the most startling example of low pricing in retail history. If there were only a few pieces of this rich, magnificently cut, brilliantly polished glass at these unheard of prices, it would be a remarkable event; but to-morrow thousands of new pieces will be added of the finest quality at even bewildering prices. In magnitude of piece compared by piece, value for value, this event dwarfs all others into insignificance.—*Abraham & Straus, Brooklyn, N. Y.*

Final offers on cut glass and lamps. The great sale in the basement is drawing toward its close. We have never sold such fine cut glass for so little and never sold so much as during this February event. The last pricing for this sale, including many unusual values in fine lamps, is given below. After February old prices will be resumed.—*Abraham & Straus, Brooklyn, N. Y.*

Hawkes cut glass (sold in Salem by the Barr Store only) is one of the most exquisite productions of American industrial art. Connoisseurs are agreed that no other cut glass has attained quite so high a degree of artistic perfection. In purity and brilliancy of color it is unexcelled. Many kinds of cut glass are not a clear white, but have a yellowish or pinkish tint. Hawkes is as clear and sparkling as crystal. Its designs and patterns are as beautiful as can be produced by the most skilled artisans. Its cuttings are sharp and polished with perfect evenness.—*Barr's Jewellery Store, Salem, Ore.*

Do you realize that in buying cut glass, especially the kind we sell, you are securing not only articles of use, but artistic beauty as well? Cut glass conveys an idea of taste and richness on any table or sideboard. See our large stock at reasonable prices, considering superior quality.—*Klune & Floberg, Sacramento, Cal.*

Loeser's is recognized throughout the trade as the largest handlers of really fine cut glass and concessions in price are made because of that fact. More than one factory has kept the wheels a-humming during the dull period of summer by Loeser orders.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Cut glass. No finer crystal blocks are cut than those we are showing, and the patterns are rich—very rich. Prices are below the usual.—*The Wanamaker Store, Philadelphia, Pa.*

Our cut glass department is acknowledged by connoisseurs to be the finest in the city. It contains everything in rich cut glass, from the little salt tub to the stately and magnificent punch bowl. It is clear, brilliant and flawless, being cut from the finest quality of crystal. Our immense stock of this beautiful ware must be seen to be appreciated. Every piece is marked in large, plain figures, with a price as alluring as the article itself.—*Mulford, Memphis, Tenn.*

People on the lookout for something entirely new for the bride who will get everything else will be delighted with these graceful long handled baskets of exquisite cut glass. The Loeser cut glass store has an established reputation that needs no exploiting. We have a particularly fine collection just now of these new cut glass baskets, in a great variety of sizes and patterns, richly cut, upon beautiful, clear white glass. They range from dainty little baskets for violets or bonbons up to superb fruit and flower baskets for formal dinner decorations.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We carry a complete stock of choicest cut glass—of unusual fineness and dazzling brilliancy. It's surprising how many different qualities of cut glass there are. It requires the greatest skill to get the finest effects, and the largest experience to make the deep cutting peculiar to the highest grades.—*Robt. Wright & Co., Brockville, Ont.*

To set up housekeeping there is nothing more essential than plenty of cut glass, and nothing the bride and bridegroom take more pride in among their wedding presents. Our cut glass display is specially meant for the spring weddings, and every piece is an individual art work, the conscientious product of Libbey manufacture.—*Davis & Freeman, Atlanta, Ga.*

For June gifts, our stock of jewelry affords a wide range of choice. A beautiful assortment of pieces in solid gold,

mounted with sparkling gems—for brides, for those whose birthdays fall in June, and for school and college graduates. It's safe to say that no other collection of solid silver and cut glass in Buffalo offers you so wide a choice of rich and beautiful gift things at such reasonable prices.—*T. C. Tanke, Buffalo, N. Y.*

Cut glass tableware.—A few pieces of cut glass give an air of richness and elegance to a table; and while it is true that they are somewhat of a luxury; for those who can afford them the following items present some very choice values.—*Hamburger's, Los Angeles, Cal.*

We have just received our first fall importation of Austrian gold glassware. This ware is artistically cut and the designs filled in with gold decorations. It makes choice wedding gifts and is very reasonably priced.—*Woodward & Lathrop, Washington, D. C.*

The magnificent display of cut glass revealed on the opening of our new store, was without parallel in the history of Peoria. Those who attended the opening were unanimous on that point. While the collection includes plenty of inexpensive pieces, there is nothing "cheap" looking about any one of them. Each is an excellent example of the newest ideas in cutting, and possesses a richly beautiful polish.—*F. H. Pfeiffer Crockery Co., Peoria, Ill.*

We are selling agents in Baraboo for the celebrated Hawkes & Co., cut glass, famous everywhere for its exquisite designs, its deep cutting, brilliancy of finish and its general rich appearance. A piece of cut glass, however small, is always a refined gift for wedding or anniversary event. We show a delightful display of water jugs, tumblers, berry bowls, bonbon dishes, vinegar cruets, salt and pepper sets, cream and sugar and other articles, at extremely reasonable prices.—*J. B. Donovan & Co., Baraboo, Wis.*

For quality, beauty of design, brilliancy and general excellence, no cut glass in America equals that which is produced in our own glass works in New York, and which is offered to you to-morrow at decided reductions from our regular lowest prices.—*Snellenburg's, Philadelphia, Pa.*

There still remain a number of choice pieces in our lines of cut glass upon which we made the reduction of one-third. We advise you to get in early to-day and avail yourself of this opportunity. Remember, these prices will be in force.—*H. F. Vollmer & Co., Los Angeles, Cal.*

We are offering an excellent assortment of complete breakfast, dinner and tea services of exquisite Dresden china. The elegance and distinctiveness of this ware make it especially suitable for the entertaining season. All the various patterns are sold as open stock, enabling the purchaser to secure any desired number of pieces.—*Dulin & Martin Co., Washington, D. C.*

We are now showing a collection of rich cut glass that is unparalleled in many respects. The choicest productions of every maker of note are here. The newest and most artistic shapes—the richest and deepest cuttings in pieces for every use, affording rare opportunities for the selection of handsome bridal gifts. Greatness of variety is also.—*Dulin & Martin Co., Washington, D. C.*

Cut glassware. Those who did not procure cut glassware on the liberal terms which this crockery store quoted last week will have an opportunity to do so to-day. While it is evident that the offer was greatly appreciated, from the fact that many pieces took speedy departure, there is a very fair assortment left for to-day's choosing. It is a manufacturer's accumulation which we bought on such terms as to enable us to pass it out to you at considerably less than usual cost to us. Every piece is rich, and cuttings are all fine and rich.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Cut glass of high quality. Wiss superb cut glass has attained a high reputation. There is a clearness to it, a scintillating beauty that marks the highest ideal in the art of glass-cutting. The depth of cutting and excellence of finish give it a brilliancy that fairly radiates with all the shades and tints of a summer rainbow. The designs and patterns are strikingly rich and artistic and include many novelties. And the prices are such as place fine cut glass within the reach of every one. We append a few hints and prices.—*J. Wiss & Sons, Newark, N. J.*

Libbey cut glass. We are exclusive agents in Southern California for this favorite cut glass. By the way, it will pay you to visit our cut glass room—a magnificent show room. New pieces are being added almost daily now.—*Parmelee Dohrmann Co., Los Angeles.*

A piece or two of sparkling cut glass greatly adds to the elegance of the feast table. We are sole Trenton agents for the Libbey—the aristocracy of the cut glass world. So extensive is our display that whatever is made in cut

glass at all you will find here represented. The extensiveness of our stock means large purchases, and large purchases means a big saving in the wholesale prices and consequently lowest prices to our patrons for the world's most brilliant, deeply, artistically cut, richly designed cut glass.—*Kaufman's, Trenton.*

Pretty cut glass. A vase with rich, deep cutting; a berry bowl; a celery tray; a vinegar cruet; we have so many pretty things in this line we scarcely know where to begin. We suggest that you come in and see the new pretty things in cut glass for yourself.—*Schacht & Riorden, Jewelers, Spokane, Wash.*

New beautiful cut glass. The exquisite designs we have just imported in fine cut glass are a revelation. The entrancing beauty of these charmingly cut patterns will appeal to the artistic. Every reflection of color and light seems concentrated into the beautiful gems so finely wrought. The exhibition contains novelties of a very fine degree, consisting of some of the most beautiful ware that it is possible to conceive of.—*Hudson's Bay Store, Winnipeg, Can.*

Nothing excels cut glass for gifts. Of all the lovely presents prized by ladies, nothing matches elegant cut glass. Besides being very beautiful it is everlasting, except one risk of breaking. It sets off the dining-room, buffet or table or the dresser in fine shape. Ours is a dazzling display, resplendent in rich variety, at prices remarkably low. We have much pride in showing the stock.—*Robert P. Kiep, Joliet, Ill.*

The basic element of cut glass value is quality—design and workmanship. To the best made in America (that means best in the world) do we spend our efforts. Whether your desire be for salads, berry bowls, nappies, water pitchers, tumblers, cream and sugars, and the many other small pieces, you'll find the assortment shown here of the very highest standard of quality, including the well-known Hawkes ware.—*Kirby & Son, New Haven, Conn.*

Cut glass for Christmas gifts. Every lady is a lover of cut glass. Nothing more beautiful for decorating the table and nothing you can give which will be more appreciated for a Christmas present. When, therefore, you have an opportunity to buy rich cut glass at a saving of from one-fourth to one-half, you will surely want to take advantage of it. Brief particulars of the pieces offered in this sale follow, but you must see the articles themselves to properly appreciate their values.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

DENTISTRY

Who said "Hell holds no torturer like unto the dentist?" Whoever said it was an old foggy. He lived and died before he had a chance to hear of the Altoona Dental Co., and their absolutely painless methods. We have revolutionized dentistry in Altoona. We make it a pleasure instead of a duty to visit us. We will prove it to you. Tell us when to expect you. Our prices are the lowest in the city. Extraction free and painless. Courtesy and fair treatment dominate our business dealings. Lady attendant.—*Altoona Dental Co., Altoona.*

Our extracting room is one of the largest and best equipped in the city. We have every appliance for positively painless extracting. Our extractor has devoted many years to this line of work almost exclusively and is assisted by a lady who is skilled in this work and gives you every attention. We administer air, vapor, gas and all anæsthetics known to dental and medical science. Or if you prefer we extract them without pain by an application of medicine to the gums. We guarantee it to be painless or ask no pay.—*Queen City Dental Parlors, Altoona, Pa.*

A new dental office. An office without a superior in equipment in New York State or elsewhere. An establishment for the practice of dental science in its highest form, fitted with all modern mechanical and other devices, perfected to add to the pleasure and comfort of the patient and to make possible the execution of the most valuable teachings of the science. If you have never seen a completely equipped dental office, embrace this opportunity. From outer reception room to inmost laboratory our establishment is open to your inspection and our doctors will be very glad to greet you. You will see things you have not seen before, and perhaps leave with a higher idea of the importance of dental work. Our sanitary extracting room will show you of what lengths we go to safeguard our patients, and the complete electrical equipment of our operating room will demonstrate the thoroughness of our efforts to increase the efficiency and reduce the discomfort of all treatment. Without your co-operation to the extent of a visit we cannot convince you of the difference between our facilities for satisfactory and scien-

tific dentistry and those of the average practitioner. We invite that co-operation in all courtesy. Open evenings.—*Van Dental Co., Schenectady, N. Y.*

Trained skill is ready here to aid you to tooth comfort. If you have been disappointed elsewhere, and have gotten ill-fitting artificial teeth or poor dentistry of any character, come here and be sure of final and lasting satisfaction. My crown and bridge work pleases everybody. Skillfully made of pure gold and skillfully put in.—*Dr. Jas. M. Young, Pueblo, Colo.*

We aim to please everybody with our work. Call and consult us and get estimate of cost of your work. We extract teeth painlessly, free when plates are ordered. Crown and bridge work, gold and silver filling done in a first-class manner and guaranteed.—*N. Y. Dentists, Mansfield, Ohio.*

For high class dental work of every kind I believe we have a clean record, at all events, that's the verdict of our clientage; painless extraction is my specialty. What I advertise I am conscientious in and believe I can convince you that it is the truth.—*Dr. Belden's, Terre Haute, Ind.*

The removal of a mask makes no more difference in a countenance than the insertion of natural appearing teeth in place of those destroyed by nature. This can be done without plates or bridge work, if two or more teeth are left in the jaw. Our Aveolicular method of dentistry is not only the most modern but also the most painless. Teeth are inserted without the slightest pain or discomfort to you and the cost will be the lowest consistent with good dentistry.—*Dr. Anshutz, Terre Haute, Ind.*

Nature's best substitute for a bad set of natural teeth is a good set of artificial ones. Teeth we make are guaranteed to fit exactly and never drop down.—*New York Dentists, Zanesville.*

Is not only practiced at this office but is made a special study also, and we are quick to adopt any improvement in method of treating or material that will tend toward better work, greater satisfaction and greater durability. Our prices are moderate.—*Dr. C. C. Smith, San Bernardino, Cal.*

We know how and we have the right equipment to give the best service known to the science of dentistry. If you have teeth that require extracting, now's a good time and here's a good place. We are exclusive owners of Obtundo and make our own vitalized air fresh daily. We also use somnoforme where the patient desires it.—*New York Dentists, Zanesville, Ohio.*

The best equipped dental offices on the Pacific coast. Every painless method and up-to-date instrument known to modern dentistry in this office. All instruments thoroughly sterilized before being used. All our operators are graduates of the best Eastern dental colleges and have passed the California State Board examinations, hence have a license to practice in this State; are men of years of experience, and are experts, each in his respective branch.—*Broadway Dentists, Los Angeles, Cal.*

Bring along your failing and broken plates, sore gums and bad teeth, get them fixed up right at small cost, or do you want a set of teeth, crowns, bridges, etc., at your own price? It will pay you to call and see. No charge. Nerves killed and teeth extracted; little or no pain, 25c. Gentle treatment. Honest work. Square dealing.—*Dr. Bell, Harrisburg, Pa.*

A happy suggestion! Put an end to your tooth troubles to-day and confer with Dr. Roush, the dentist. He will make a thorough examination of your teeth and tell you what it will cost to have them fixed the right way, or if too far gone supplant them with new ones. Advice and examinations are free.—*Dr. Sigel Roush, Troy, N. Y.*

Why neglect them?—Need something that's good for bad teeth and not bad for good teeth. Make you look better and feel better if you come to us for treatment.—*Monarch Dental Parlors, Columbus, O.*

The crowning feature of good plate work is its nearness to nature—a result only achieved by perfect methods after careful study. All our plate work rivals nature in its correctness of outline, natural appearance and comfort in use and our prices please every lover of good work.—*White Dental Rooms, Bangor.*

When you need a dentist don't wait a month before going to see one. The time to consult a dentist is when the symptoms of decay first put in their appearance in your teeth. If you secure the services of a good dentist immediately, you can save yourself time, annoyance, pain and money. Only a little

work is needed to fix up the small imperfections, and only a little price is charged for the work.—*The American Dental Parlors, Battle Creek, Mich.*

Save when young to spend when old. We help you to save by doing your dental work at reasonable prices. It will please you. It's good work.—*Hank's Dental Ass'n, New York.*

At your service all the time. That's what your teeth should be. If there is anything the matter with them it costs you nothing to come in and let us advise you.—*Sawyer Dental Co., Portland.*

In this age dentistry is verily a science, and the average person will no more trust the care of his or her teeth to an operator of questioned ability than he or she would a difficult surgical operation to a second-rate practitioner.—*Drs. Stephens & Chase, Great Falls, Mont.*

When your teeth go back on you and you feel your need of new ones, come to us. We'll make you a new set in six hours and guarantee a perfect fit. You won't experience any pain by our own new method. All work guaranteed.—*New York Dental Parlors, Brooklyn.*

R-U one of the many people that stay away from a dental office because you have suffered pain in past experiences? If so, come to see us. Our work is absolutely painless, is all guaranteed and done by graduated doctors with years of experience.—*Union Painless Dentists, Pittsburg, Pa.*

When there's a hole comes in one of your teeth, don't wait for it to grow shut. Holes in teeth have an aggravating way of growing bigger and bigger instead of smaller. The sensible thing for you to do is to come straight to the Spicer offices an' I'll make that bad little tooth "be good and shut up" in a hurry. An early visit like that saves you pain and expense. For if you waited the tooth would ache or get sore or tender; and it would cost more to fix it. Aren't these things true?—*Dr. Spicer, Pueblo.*

Dentistry. Work in my office is divided into parts, and specialists are employed on each part. This plan marks great progress in dental science. Some day you will no more think of entrusting your teeth to any one but a specialist than you will of entrusting your eyes to any one but an oculist. Ten years hence other dentists will wake up and adopt specialization; but ten years is a long time to wait. I'm ready now.—*Edward Everett Cady, D.D.S., Brooklyn, N. Y.*

We don't "pretend"—we do. There are no child's play promises about methods of extracting and filling the teeth or other dental work, nor are they obsolete or antiquated, but, on the contrary, the very latest to meet with the approval of scientific professors of the art of modern dentistry. Our work and materials are guaranteed.—*Dr. A. Devoe, Port Huron, Mich.*

Dentistry as we practice it is a serious profession, embracing education, carefulness and skill. Therefore we cannot compete in price with the ignorant, the careless or the unskilful. But we charge less than others who do GOOD work. (1st) Because specialization saves time. (2d) Because association (several men in one office) reduces expense. (3d) Because we are satisfied with a moderate profit and prefer a large practice at small prices to a small practice at large prices.—*Cady, Dunn & Lewis, New York.*

When we extract, fill and make teeth and all our work is absolutely painless and guaranteed for ten years, why not profit by the knowledge of our doctors, who are graduates for the best colleges, and who have had years of practical experience?—*Union Painless Dentists, Louisville, Ky.*

Are you looking for perfect work at very low prices? Then call at the White Dental parlors and talk the matter over. Odontunder for painless dentistry can be found only at our office. We have one of the best plate specialists in this state, and all our work is guaranteed. Our crown and bridge work cannot be equalled in this city. We have five specialists and do the largest dental business in Western New York. We never employ a student and never shall. Examination cheerfully made.—*White Dental Parlors, Buffalo, N. Y.*

Capital and labor may be playing fast and loose with each other, but both capital and labor must eat, and in order to eat successfully both must have teeth. A million dollar gastric outfit, with a 37c. set of teeth won't prove a joy forever to its possessor. The best stomach in the world won't digest improperly masticated food. Dyspeptic, it's up to you, sir, to attend to your teeth. Broken-down, decayed and festering teeth are a veritable Pandora's box of evils. We've made others happy, why not you?—*Hill Dental Co., Troy, N. Y.*

It is results that tell. A fact of which you will soon become convinced after having work done by us.—*Rexford & McGeik, Dentists, Minneapolis, Minn.*

Our work is absolutely free from pain. In fact our patients speak highly of our business system of doing work, also of the genteel manner in which they are treated by our doctors. All work guaranteed in writing.—*Union Painless Dentists, Louisville, Ky.*

Go to a good dentist once in six months whether you think you need to or not. The chances are you do need to, unless you have taken daily care of your teeth, and frequently, even then you will find you have saved yourself unnecessary expense by the timely trip. Now, we charge you nothing for this visit and examination. Under the circumstances then, why not make it a point to see Dr. Moore this week—to-day if possible and protect your tooth health: If there is nothing the matter with your teeth—no decays—no cavities—you will be glad to know it, and you will be truthfully told exactly the condition of your teeth, good or bad. A free examination here in no way binds you to have your work done here.—*Dr. Moore, Pueblo, Col.*

Teeth with and without plates appeal to our skill in their manufacture and fitting to your mouth—the more intricate and difficult the task, the better we like it, for it attests our skill, makes you all the more appreciative of our efforts in your behalf. In dental matters, if you will consult us, you will do so to your own betterment.—*Dr. J. H. Damon, Dentist, Rockland, Maine.*

But we have kept pace with it all and represent to-day the highest development of the art. We have the finest equipped dental parlors in this part of the state. We have the best facilities for turning out work. We have the best laboratory. We administer gas for painless extraction. We have pleased patrons for thirty years; we refund money where work is not entirely satisfactory; we make every guarantee good. Come and see us about your teeth. We will give you an idea of what ought to be done and then do it as it should be done. Ask your neighbors; they will tell you what we can do. The Van Sant Dental Parlors are doing more work than ever in their history and pleasing all who come. The same old honest business methods characterize it and multitudes are being pleased each month. Drop in and see us anyhow, and let us have a chat with you.—*Dr. Van Sant, Peoria.*

Do not suffer when you can have teeth extracted—one or twenty, absolutely without pain, by the use of our famous painless method. It is safe and easy.—*American Dental Parlors, Lansing.*

Teeth experts have pronounced the work done in this office to be of exceptionally fine quality. Dentists of skill and experience attend to all cases and all teeth are made in our own laboratory, thus insuring perfect fit and workmanship. Charges are moderate, but secure the highest grade material and work in the city.—*Post Graduate Dental College, Sacramento, Cal.*

My strictly modern equipment enables me to do your dental work in the shortest possible time, and in the best possible way—two points worthy of consideration when thinking of a dentist.—*Dr. Young, Pueblo, Col.*

The careful mother will have the children's teeth examined by a dentist every six months—"whether they need it or not." Don't wait for decay to set in. Preserve the teeth and assist their growth.—*Houseton, Mansfield, Ohio.*

The crowning glory of our success is our crown and bridge work and the painless method of extracting teeth without the use of the barbarous hypodermic needle. Are you wedded to any particular dentist? Do you believe he is the only one? Call and see us; it will cost you nothing for an estimate on your work.—*J. P. Sennett, Champaign, Ill.*

A good set of teeth gives expression to the mouth. Perhaps you need a set, but dread having old teeth extracted. Our new botanical discovery applied to the gums, prevents any pain whatever. We'll extract your teeth in the morning and have the new set ready to wear home at night. They'll fit or you needn't take them.—*Waterbury Dental Parlors, Brooklyn, N. Y.*

A bad bargain. A cheap price for cheap dentistry is a sure enough bad bargain—with no best to be made of it except by keeping in mind its lesson—to know better next time. If you pay less than a fair price for dental work you are going to get a cheap substitute for skill—and a cheap result. I want to do only the best work—for fair prices—and I keep pretty busy doing it.—*Dr. M. E. Spinks, Los Angeles, Cal.*

I don't say this is the only place where you can get good dentistry. What I do claim is that if you come here you will never fail to get the best. Isn't it worth something to be sure about this matter; and isn't it worth something to know that there will be no extortionate charges?—*Dr. Young, Dentist, Pueblo.*

Teeth extracted without pain or danger. By our own exclusive process teeth are extracted without pain. This we

guarantee. A simple application to the gums makes this delicate and important work entirely satisfactory. We do as we advertise, and do not advertise impossibilities. Our prices are half what private dentists ask, because we do many times as much work. Give us a chance to show you. Twenty-year guarantee.—*Electro Dental Parlors, Tacoma.*

Sympathy will never cure a toothache—neither will oil of cloves. If your teeth are unsound, the longer you wait before having them looked after the greater agony you will have to endure with each successive ache. Our methods are absolutely painless. Our charges as fair as you could expect for superior workmanship.—*Union Painless Dental Parlors, Louisville, Ky.*

We please our patrons. Why? Because our work is high grade, substantial, handsome and neat. The teeth we make are as white, smooth and even as the best of natural teeth. In fit, they are comfortable. Our guarantee goes with each set. We extract your decayed teeth painlessly, and put in a new set the same day. Our work is all done by careful dentists, who have spent years at this work. Crown and bridge work a specialty. A set of these teeth will last you a lifetime. Our prices are moderate. Four assistant dentists.—*Dr. Reiss, Terre Haute, Ind.*

An ostrich thinks if he buries his head in the sand he can't be seen. That's foolish. Some people think they can hide bad teeth. That's also foolish. The presence of bad teeth, even if they can't be seen, can be detected in a dozen ways, by an offensive breath, sunken cheeks, pale complexion, headaches, biliousness, nervousness, and other disorders arising from imperfect mastication and assimilation of the food. Don't ostracize yourself from good society, health and comfort on account of your teeth.—*Hill's Dental Co., Troy, Pa.*

Teeth without plates. I have them. Do you need them? Perfect sets of artificial teeth, replicas of Nature's own. If you are fortunate enough to require only a single tooth or parts of sets, or teeth needing only filling or crowning, still you can get exactly what you want and need here at fair figures.—*Dr. G. H. Martin, Jersey City, N. J.*

It is not nice to advertise in the newspapers. But we don't know of a better way to let you know that Dr. Sam Jessup, dentist, can save you 50 per cent. on your dental bills.—*Dr. Sam Jessup, Galesburg, Ill.*

Procrastination is the thief of teeth.
—*Boston Dentists, Newark, N. J.*

Of course, hundreds of Boston people know of Wyeth's methods—many of our patients were either friends or relatives of those we treated in other cities—and so some of our sudden prosperity must be credited to our continental reputation. For example, last Tuesday a lady brought her daughter (a miss of 12 years). She asked for Doctor Griffith. "Doctor, don't you remember me? You treated my teeth in your office in Philadelphia sixteen years ago—they have never troubled me since, and I am so glad that you have an office in Boston, so I can bring my Emily to you." During the past two weeks we have sufficiently demonstrated our peerless methods and modest charges to claim a practice second to none in Boston.—*Wyeth Dental Co., Boston, Mass.*

"If I had only known that my teeth were so bad I would have had them filled before," is what the Dentist frequently hears. The remark indicates neglect. Be better to yourself than to neglect your teeth. Poor health invariably follows poor teeth. When you do have work done go to a Dentist who is doing every day for others just what you need. If experience and constant practice count for anything your work will be done well by—*Dr. Moore, Pueblo, Col.*

Your health depends upon your teeth. Many of the ills attributed often to other causes come from poor teeth. Poor teeth prevent proper mastication. Improper mastication causes a train of ills, invariably. How are you? Do you not to-day need the care of an expert dentist? Our consultation is free. Our workmanship is a little the best.—*Dr. Moore, Pueblo, Col.*

It is uncomfortable to feel that you cannot laugh when you want to on account of having poor teeth. Do not have poor teeth. There is absolutely no reason for it. Come to us and we will show you how your teeth can be made perfect, and how little it will cost you.—*Dr. L. J. Hoyt, Brooklyn, N. Y.*

A mouthful of good teeth is an adornment of which any owner can be proud. How often you see an otherwise handsome face marred by poor teeth, or lack of teeth. It should be every person's pride to have as good teeth as possible; even if they have to resort to artificial teeth. How are yours? If they need repairing, let Dr. Doyle examine them and give his expert advice.—*Dr. B. W. Doyle, Fresno, Cal.*

Carry good teeth through life if you would have good digestion allied to facial beauty. Dyspeptics take note. Ladies heed the hint. We stand ready to keep your own teeth in fine shape, to make excellent substitutes—"useful as well as ornamental"—if Nature has been unkind to you. Our work is skillful, our prices moderate.—*Dr. G. H. Martin, Jersey City, N. J.*

This is an actual fact or we would not say so. We challenge anyone to say that his dental operation was painful when "Somnoforme" was given at Moore's. We convinced ourselves as to the truth of this before we invested in the expensive apparatus. We proved that "Somnoforme" was all right by taking it ourselves. We now unhesitatingly guarantee for the first time absolutely painless dentistry.—*Dr. Moore, Pueblo.*

One decayed tooth decays others. Watch out for the first tooth and there'll be no "others." We fill teeth properly—without pain. Our work lasts and satisfies. Specialists in charge of each department. Read over our prices.—*New York Dental Parlors, Brooklyn.*

Don't put off having your teeth attended to another day—come in and let us examine them—it won't cost you a cent for the examination, and you'll find our prices for the highest class dental work can't be matched.—*Bloomington's, New York.*

Make an appointment with the Hill Dental Company and find out exactly the condition of your teeth, and how best to have them fixed. We spare no time or pains to make our work both beautiful in appearance and lasting in quality, our one aim being to please our patients. All work guaranteed to be exactly as represented. 22k. gold crowns and bridge work \$5.00 a tooth. Absolutely painless extracting at *The Hill Dental Co., Schenectady, N. Y.*

The torture that many dentists inflict is strange when there are so many methods of preventing them. That is the reason why our practice is increasing each day—because we are known for our painless and particular dentistry. Although we make a specialty of replacing teeth without plates or bridge work by our Alveolar Method—where there are two or more teeth in each jaw—still we do not neglect the others branches of dentistry and assure all of the most expert service. Come and have your dental work done here. We guarantee you will be satisfied.—*Dr. Anshutz, Terre Haute, Ind.*

Bridge work most cleanly and comfortable substitute for natural teeth. Our Bridge Worker is an expert in this branch—does nothing else. The gold is the wearing kind and the teeth—they will please you, they're so natural.—*Hanks Dental Ass'n, New York, N. Y.*

Now is the time to have your teeth fixed. This is our slack week of the year, so we can give you the choice of time. We will also give you our most reasonable prices. Our work is always the best. Start the year right and come to us to-day. Remember, your looks and your health may be destroyed by the continued presence of decayed and ulcerating teeth. Examinations and estimates free.—*Dr. Sigel Roush, Troy.*

Learn a lesson that you will profit by. That's what you will do if you have fallen a victim to having inexperienced dentists endeavor to do your dental work, then had to go to an expert and learned the difference. It's a well known fact that we learn by experience and profit by our mistakes. However, this is rather an expensive way to learn. Here's a simpler and less expensive way: Come to us for your dental work. We employ only experts in their lines and you will go away satisfied.—*Dr. Moore, Pueblo.*

Fine full set \$5.00. This is the set that defies detection. Full set teeth as low as \$5.00, gold crowns \$5.00, bridge work \$5.00, gold fillings \$1.00 up, other fillings 50c. Painless extraction free when sets are ordered. All work guaranteed. Hours 8 a.m. to 8 p.m.; Sundays 10 to 2. Telephone. Lady attendant. Examination, estimates and advice free.—*King Dental Parlors, Waterbury, Conn.*

Good work brought us success. While the lowness of our prices has always been a drawing card, the quality of our work has done more toward building up our practice than our prices. We do high grade dental work, and to do it we must naturally use best quality of materials, which, by buying in large quantities, cost us less than the poor kind costs others. Every dentist here is a college graduate, and every modern appliance is at his command.—*American Dentists, Springfield, Ohio.*

Those pearly teeth you read about are not always artificial. If they are and we made them, there is no wonder you thought them natural. Our extensive study of the natural teeth—in regard to color, shape and beauty—enables us to make perfect duplicates of them. We guarantee our teeth in every way.—*Taft's Dental Parlors, Omaha, Neb.*

This is the blow that killed father; also high prices. There is not another place on earth you can get first class bridge work fully guaranteed for the price we are offering it for, and we want to state to you that we are doing plenty of it. We guarantee our work. You take no risk. The minute the work is finished we assume the risk.—*Drs. Lyon & Heatherly, Topeka, Kans.*

Good, reliable work at reasonable prices is our motto. We aim to please everybody with our work. Call and consult us and get estimates of cost of your work. We extract teeth painlessly, free when plates are ordered. Crown and bridge work, gold and silver filling done in a first-class manner and guaranteed.—*N. Y. Dentists, Mansfield, Ohio.*

Your teeth are valuable, and for that reason you should have them examined every few months for signs of decay. With our modern equipment it takes but a short time to thoroughly examine your teeth and give you an estimate upon the work. We are experts in every branch of dentistry and can give you the very best satisfaction.—*Dr. Anshutz, Terre Haute, Ind.*

How to keep the teeth beautiful. Of course clean them with a toothbrush night and morning, but in addition let us give them a thorough overhauling every now and then. If pulling, filling or replacing is actually necessary we'll do that, too, at moderate cost. Our free advice will be worth something also.—*National Painless Dentist, Kenton, Ohio.*

Good, reliable work at reasonable prices is our motto. Call and consult us and get estimates of cost of your work. We extract teeth painlessly, free when plates are ordered. Crown and bridge work, gold and silver filling done in a first-class manner and guaranteed.—*New York Dentists, Mansfield, O.*

Now the holiday season is at its close, it's your duty to forget friends long enough to do your duty to yourself. The teeth are the most vital working part of the human system when everything is taken into account. With good teeth you have perfect digestion, good stomachs and a happy life. When the teeth are bad the whole system gets out of order. We give free consultation.—*Dr. E. O. Dennis, Zanesville, Ohio.*

Porcelain fillings. They do not advertise the fact that your teeth have decayed. Porcelain fillings have the color, texture and wearing qualities of the tooth itself. Painless and inexpensive, too. We would like to tell you about them.—*Neal & Eakin, New Bedford.*

They all say that the best crowning, bridge and other work in dentistry is skillfully and properly executed at Dr. Moore's. If you are desirous of receiving the same kind of dental service we recommend that you call at our dental parlor.—*Dr. Moore, Pueblo, Col.*

People make the mistake of allowing small tooth troubles to grow to large ones, when prompt action at the proper time would save them both money and misery. Wise ones have their teeth examined regularly. Don't go to any old dentist, when the very best works costs no more. Our equipment and our experience entitle us to first place in your consideration. Somnoform also used when desired.—*N. Y. Dentists, Zanesville, Ohio.*

The original and only New York dental parlors is the place to go for first-class dental work, but be sure you get the right place. Others have imitated our name, our signs and our advertising, but they cannot imitate our work. They can only try. With our patented appliances and facilities we can extract your old teeth painlessly and have the new set ready inside of six hours. We have invented and perfected a suction plate that will not drop. Give us a trial.—*N. Y. Dental Parlors, Brooklyn.*

To be considered when about to select a dental establishment to entrust with your dental work is workmanship. We take care to execute all dental work in a manner that will bring forth favorable commendation. If you favor Dr. Moore's Dental Parlors you can rely on your work being done right. All our work guaranteed.—*Dr. Moore, Pueblo, Col.*

A perfect fit guaranteed in every case. We solicit difficult cases in plate or bridge work. Persons having trouble with their plates or in having plates

fitted are invited to call and consult us.—*Schiffman Dental Co., Los Angeles.*

You can save money—and at the same time receive the highest grade dental work that can be done. We have reduced prices on all high grade work. Why not call and see what we offer? We will be pleased to examine your case and quote our prices, which you will find cannot be duplicated on the coast, considering price and quality. We are in the field for business.—*The Modern Dentists, Spokane, Wash.*

Really fine dentistry is not found on the bargain counter. For satisfactory, durable work you have to look up the dentist who has the practical experience, the scientific knowledge, the expert skill to do satisfactory work. Backed by fifteen years' practical experience, the Belding style of dentistry has stood the test. Your friends will tell you that our equipment—our service—and prices are right.—*Belding, the Dentist, Rochester, N. Y.*

Dental hints. Our artificial teeth are like your own, only they do not ache. For health you must have good teeth. We use the best materials and workmanship. Painless extraction and work guaranteed. Cleansings and examinations free.—*Dr. C. C. Smith, San Bernardino.*

Our plates fit perfectly and have a natural and lifelike appearance. If your plate is loose we can make one which will satisfy you. Our specialist is the best in Canada and can supply you with a piece of crown and bridge work which will be beautiful in its appearance and good for a lifetime. Our fillings stay where we put them. Our extracting specialist can remove any tooth you bring along and use methods which make it absolutely painless.—*New Method Dental Parlors, Winnipeg, Can.*

DRAPERIES

Draperies.—Our fall exhibit is now complete with the newest, the best and the latest productions. We are particularly fortunate in being able to show you a variety of the handsomest materials obtainable. You cannot fail to find something in our splendid line to please you. Your taste and color scheme can be fully satisfied. You can get the proper shades to harmonize with your interior decorations. We have our skilled draper to assist you. Come and see us.—*C. F. Brower & Co., Lexington, Ky.*

Our drapery department, where all the newest things in curtains and portieres are shown, is drawing the attention of hundreds who are bent on beautifying their home.—*Goldsmith's, Memphis, Tenn.*

We make homes cozy because it is our business to do so. It is a time of year when there exists a desire in every home-loving woman to freshen the surroundings. Let us attend to this for you.—*Hall & Hawkins, Knoxville, Tenn.*

We have made a big "hit" in our drapery department this season. No wonder that curtain buyers are coming here in increasing numbers. The beauty and character of the goods that we sell, coupled with our positively lowest prices, make this the store at which to purchase draperies of any kind. If you intend adding the charm of draperies to your home this season you will make a serious mistake if you buy without seeing us. You cannot mention any kind of a lace drapery that we cannot show, and new kinds and patterns are constantly arriving.—*Chandler & Co., Bangor, Me.*

Two weeks ago we told you such an interesting carpet story that you came by hundreds the next day to profit by it. We said then that the new carpet chief, who is likewise head of the upholstery department, meant to do equally great things for you in curtains and draperies, once he got those stocks well in hand. This is to announce that he will be ready for you to-morrow, with bargains that ought to bring to our third floor the first thing in the morning every Syracuse housekeeper with the proper ideas of economy. There are portieres, upholsterings and silks from our own shelves that he has marked very, very far down; and there's a lot of brand new

lace curtains that he helped an importer to close out and he passes on to you at half price.—*D. D. McCarthy & Son, Syracuse, N. Y.*

Nothing "dresses" a room so much or adds more to its general attractive effect than the right draperies. We are making artistic window draperies a prominent feature of our business this season, and have an unusually large line for you to choose from. Among them are dainty muslin beauties, sheer and summery, elegant Irish point, always in excellent taste; and the ever popular Nottingham lace. Fit up your windows at 75 cents, or anything beyond that up to \$15—as your taste and purse dictate. Also a particularly strong line of the rich and artistic Arabian point curtains—from \$5 to \$25—the most choice and effective drapery possible—in the best of taste and good for a lifetime.—*The Linust T. Fenn Co., Hartford, Conn.*

Draperies and wall hangings. In drapery fabrics one learns the lesson that the mere goods themselves do not make beauty. It is the design arrangement, color scheme, harmony, and contrast, that count in the result. It is the work of the expert. This is a strong feature of our business. We make a specialty of advising, arranging, grouping and selecting for you, so that every dollar will tell. We plan for you along any line of expense and will submit estimates of cost either for one room, or for a whole house.—*The Sterling & Welch Co., Cleveland.*

Spring brings numerous wants. The daintiest, coolest hangings and draperies and furnishings for the summer home are here. And throughout the whole store there's not a price that is not emphatically low.—*Rothenberg & Co., New York.*

Something for the Home. A Sale. From the drapery department the news comes this time—timely news, for notice how the days grow longer. House cleaning and springtime will come together, and windows need new things to hang up before them, and other things will need freshening up. Take time by the forelock and drape windows at the rate of two to one at regular prices.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

The streets of Delhi in the Durbar. Much interest is manifested in the display on the second floor of rich Oriental hangings and odd pieces which we call barbaric, but which art marks high up as beautiful and pleasing. Antique embroideries that are rare—of the kind that are handed down as heirlooms from one generation to another, until the years have mellowed the colors to the rich subdued shades which highest artistic taste says are most admirable.—*The Wanamaker Store, Philadelphia.*

Is your home dressed for Spring? Give your mind a little vacation spell from the constant drudgery of household work and worry and visit our sale of home decorations. Possibly you may enjoy looking at new lace curtains and handsome draperies. What woman does not enjoy seeing these artistic products of the weaver's art? Can show you a splendid lace.—*The Baughman Store, Charlotte, Neb.*

We'd like to talk to you a minute or two about curtains and draperies.

If this seems like boasting, pardon us. We're justified. Not within our memory have we discussed interior window draperies the equal of these. We've had lots of fine ones, and we've sold 'em to you, but the designs are becoming prettier all the time, and qualities are growing better.

You'll remember this August sale, if for no other reason than this contribution of curtains and draperies. You'll marvel at the range of beauty. You'll wonder at the low prices. See them, then you'll know.—*Siegel, Cooper & Co., Chicago, Ill.*

Every woman of taste knows how much depends upon the skillful and harmonious draping of the windows and doorways. And many of them know, as well, the value of being in touch with our drapery store, where the newest effects are shown, and where novel and practical ideas are to be had for the mere picking up.—*Howes Rogers Company, Rochester, N. Y.*

This is the first time New York home furnishers were ever offered fine imported damasks and tapestries of the rare beauty and high quality characterizing these at half price, and the unprecedented selling of Monday, Tuesday and Wednesday has been the talk of the town. The hundreds of extraordinary values are clearing out with tremendous rapidity—showing that particular people everywhere have caught the bargain spirit and are beautifying their homes at the least expenditure they will ever expe-

rience.—*Simpson-Crawford Co., New York, N. Y.*

Upon these, properly harmonized and blended, depend the comfort and attractiveness of the home. Lacking their softening and restful influence, you have merely a house. We know of no other store which so fully comprehends the requirements for the artistic decoration of homes of every class, or which provides so lavishly of the various silk, linen and cotton art-textiles from all over the world.—*Strawbridge & Clothier, Philadelphia, Pa.*

Splendid offerings from our upholstery department in curtains, draperies and slip covers. Just when every good housekeeper is planning to refresh her home for spring and summer come these splendid offerings of exactly the goods to make the home beautiful. They are the new goods in latest effects; comprising all the needfuls for draperies and furniture coverings—all at extremely modest prices.—*Lansburgh & Bros., Washington, D. C.*

Wall hangings. It is a mistake to suppose that the price of wall fabric is prohibitory. The difference between high class wall papers and the material for wall hangings is slight, and we can demonstrate that the effect of our superb stock of brocades, tapestries, jutes, damasks, taffeta linens, and English and American Cretonnes is much more artistic and better results obtained than with the papers.—*The Sterling & Welch Co., Cleveland, O.*

First and foremost in the fall renovating and furnishing come upholstery needs. Our immense assortments offer the finest chances for splendid choice, while our unequaled buying facilities bring about unmatchably low prices.—*Bloomington, New York, N. Y.*

Earliest, fullest display we ever made of new drapery stuffs.—The beauty and variety of it all is charming. Prices as low as they'll ever be. Fully a month ahead of time; fully a third more now than you've ever seen later. Drapery people who ought to know say there's nothing to equal it in the West. But we haven't said it. We wait for your decision. Our enthusiasm mustn't take us off our feet. Here are the cold facts. See if they aren't worth warming up over.—*The Palace, Spokane, Wash.*

In the drapery department there are lots of odds and ends that accumulate so during this sale we intend to close these out at exceedingly low prices.—*The Day Carpet & Furniture Co., Peoria.*

Scotch nets from Gibson Brothers, of Glasgow. For ten years or more we have been the exclusive representatives in this territory for this remarkable line of goods for window draperies. Gibson Brothers' nets are recognized the world over as something out of the ordinary, a fact so patent, that probably not a factory in America will neglect reproducing the patterns we are showing now, but the domestic goods will not be marketed for a year or so, then Gibson Brothers will have new designs, for they never repeat the same style. The draperies are very uncommon, so much so that we believe nine in every ten women in walking through the department will say to themselves, and with good reason, too, pretty enough for dresses, and they are too. We have three cases of the nets.—*John G. Myers Company, Albany, N. Y.*

Every one who visits our store now will think himself blessed with the purse of Fortunatus—such sweeping reductions have we made in all our furnishings—the most artistic that any summer has seen. Airy draperies in abundance, whose colors run the whole gamut, from the richest to the daintiest tints—they supply just the correct tone or complete the decorative effects of our cool matings and artistic reed and rattan furniture—all now greatly reduced.—*Cowperthwait's, Brooklyn, N. Y.*

Color and harmony secrets for brides of to-day. Color harmony is important in furnishing every room. Draperies must give the key of colour—floor and wall decorations and furniture are accessory backgrounds. Here is a palette full of rich, deep Oriental tones.—*Cowperthwait Co., Brooklyn, N. Y.*

Summer portieres and draperies make your rooms cool and inviting with the added distinction of grace and beauty, and are, therefore, almost indispensable with those whose homes are dressed with an air of elegance. Of all summer curtains, portieres are the real, ideal summer draperies, because they are the coolest, cleanest and most graceful of all. We have many beautiful patterns from which to select, at prices within the reach of all.—*Kuafman's, Trenton, N. J.*

Portieres at bargain prices. The line is too heavy, by far, and must be reduced. Several patterns in the assortment that will be discontinued by the mills, and of course we drop them. These are the goods we offer. Nothing better, nothing finer than these portieres. The majority of effects we control exclusively in this territory. To make the selling prompt and effective, the dra-

peries, single portieres mostly, are marked at an average of one-half and one-third value.—*John G. Myers Co., Albany, N. Y.*

In a very short while the lace curtains will be taken down for the warm weather. Are your window shades good enough to go it alone? Are they faded? Are they in good condition, generally? If not, it's high time you thought about new ones. And about getting them at Wanamaker's—as a natural sequence. May we send an expert to talk this matter over with you? We are splendidly prepared to execute all orders—from one window to an entire house. Only the best materials are used—King's Scotch and Lonsdale Hollands, Oil Opaque, and so on. Made and put up in first-class manner, on wood or tin spring rollers.—*John Wanamaker, New York, N. Y.*

Your odd-shaped windows, doors, fancy arches and folding doors can all be fitted with any style of draperies or hangings. We have the necessary materials and competent workmen to do this kind of work. For the windows, we have nets in white and Arabian in all widths, with laces to match. For fancy arches, doorways or alcoves, we make the silk draperies of China silk, Shikii or the high class goods in wide or double-face draperies with fringes to match. For the regulation double doors we make the straight hangings in double-faced fabrics or velours. Also hangings of all styles of two shades to match each room. In velours, damasks and other fine fabrics, we carry a full line of colors, suitable for the most dainty parlor or reception room. Send us the measurements of your windows, doors or other openings, with other particulars, and we will make an estimate of the expense of the work and materials for the same.—*Hills, M'Lean & Haskins, Binghamton.*

Special drapery display Monday. Come in and see the beautiful goods. See the new "Moss Rose Mills" portieres. They look like silk at one-fourth the cost. Be sure to take in the choice exhibit of dainty lace curtains. Nothing like them this side the great cities. Oh, we are right up to the mark with merchandise this fall. The latchstring is out—come in.—*C. F. Wing, New Bedford, Mass.*

We are showing for the first time this week many entirely new ideas in draperies, fancy madras, swisses, etc., all sorts of fancy hangings for the home. Also many new spring styles in white and ecru lace curtains. See them while the collection is complete.—*C. Cohn, San Bernardino, Cal.*

Our drapery department is completely equipped to take care of entire decorating contracts of any kind in the most approved manner. Fabrics of all kinds for all decorative purposes are carried in stock, and people of long experience are here to make them up. If you have a new home to fit up, if you want to put new fittings into the home you now occupy, or if you want to refurnish only a single room or suite, we can be of valuable service to you. By placing your contract with us you are assured work of just as high character as though you brought a man clear from New York or Chicago to do it for you. Besides this, you entirely eliminate the unnecessary worry, time and expense connected with the contract if handled by an Eastern firm. We will consider it a great pleasure to have you call when in town. Let us show you why we are capable of producing superior effects.—*The Grote-Rankin Co., Tacoma, Wash.*

Summer portieres and draperies. It matters not where you live, city or country, portieres are the real, ideal summer draperies, because they are the coolest, cleanest and most graceful of all. They make your rooms cool and inviting, with the added distinction of grace and beauty, and are, therefore, almost indispensable with those whose homes are dressed with an air of elegance. We have many beautiful patterns from which to select, at prices within the reach of all.—*Kaufman's, Trenton, N. J.*

Seventy-five pieces cotton draperies, representing many qualities and weights of texture, on sale Saturday and Monday at greatly reduced prices. So many qualities are represented in this lot it is too difficult to enumerate prices.—*The Blakely Dry Goods Co., Spokane, Wash.*

The new drapery section on the third floor has already made a place for itself. A few minutes spent here will furnish you with a number of valuable ideas for home decoration.—*The Crescent, Spokane, Wash.*

Orders for making and hanging portieres and window draperies will be received during February at a liberal discount from regular prices. Customers may choose from our entire stock of carefully collected materials. Many decided bargains are to be had in dropped patterns of tapestries, brocades and damasks in suitable lengths for hangings.—*Marshall Field & Co., Chicago, Ill.*

Our drapery department, which, by the way, is one of the best stocked and most beautifully appointed in the West,

is taking a most active part in this great red letter clearance. Odd pairs of lace curtains and portieres, remnants of upholstery and drapery goods are reduced for the purpose of making room for new goods that are already on the way. Besides this everything in the stock is reduced.—*The Los Angeles Furniture Co., Los Angeles, Cal.*

Artistic Summer Draperies.—The Drapery Corner is a very interesting and busy place these days. Here may be seen the most artistic color-schemes and effects in suitable materials of all kinds for brightening up the summer home. Perplexing questions of what to buy to obtain possible results are readily solved.

Handsome tapestries for couch covers and portieres, and heavier qualities for upholstering purposes. Silkalines, cretonnes, denims, and a fine assortment of real Dutch prints. Including drapery fringes, cords and tassels, also. While we are able to sell some of these for less than established worth—it is the completeness of the display in which you are most concerned: Artistic beauty and harmony, and a noticeable absence of unworthy qualities.—*Davison-Paxon-Stokes, Atlanta, Ga.*

Window Draperies.—Best kinds in lace. At our drapery department you will find a fine showing of all the popular styles, and can rest assured of always getting the lowest price. Dealing as we do direct with the makers and importing all foreign goods ourselves, we reap price advantages that enable us to undersell all other dealers. That is why when wanting window draperies you should see our offerings. Some of the most popular.—*Brown, Thomson & Co., Hartford, Conn.*

Beginning this morning at 8 o'clock we place on special sale a number of handsome portieres. The variety is broad—and there is naturally a choice—and those who come promptly will have the choicest selections—prompt coming is well worth the while. The most decisive reduction in portieres known for many months. Some suggestions and prices are given below.—*John Breuner Co., Sacramento, Cal.*

One attraction fairly treads on the heels of another in this section, so fast do they follow. This time it's the season's best effects in draperies, and couch covers priced as you seldom see them priced. A buying opportunity that the frugal housewife cannot afford to pass.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

Drapery Novelties. Whatever your thoughts of spring and summer draperies, we can put them in tangible and pleasing shape. Many choice and pretty novelties are ready, and we shall be glad to assist you in carrying out your plans for home beautifying. Drapery stuffs are daintier and more artistic than ever—you will find our ideas correspondingly good.—*Howe & Rogers Co., Rochester, N. Y.*

As much taste can be displayed in the draping of doors and windows as in the arrangement of one's own dress. The materials need not be expensive; but harmonious colorings and graceful lines go a long way towards transforming a plain ordinary house into a pleasant and desirable home.—*The Wanamaker Store, Philadelphia, Pa.*

It's a comprehensive budget of choice offerings that we present for the housekeeper's consideration to-day. Practically the whole range of upholsteries is covered—lace curtains, portieres, draperies, coverings and the cool Summery comfort bits in the way of couch cushions and the like. And the group teems with the interest furnished by the most special kinds of prices on very desirable goods.—*Wanamaker, New York.*

The following very important announcement by our lace curtain and drapery department of a cut price sale Wednesday should be of great interest to those who intend, now or this fall, to drape their windows. The prices are away down.—*William Donaldson & Co., Minneapolis, Minn.*

Our drapery department is intimately associated with the spring beautifying of many a pleasant home; not alone because of the newness and elegance of the numerous seasonable fabrics which it contains, but, as well, because of the practical ideas which it suggests for effective draping. While the possibilities of artistic home furnishing are boundless, great expense is not necessarily a factor. Our stocks contain something for all, and we employ a force of expert drapers whose services will be found of value in the realization of your plans.—*Howe & Rogers Co., Rochester, N. Y.*

Great sale of new curtains, draperies, portieres, etc. These specials are all in choice new goods. The departments have only been open a week—but the beauty of the designs, the great varieties and the irresistible low prices are causing a furore among ladies who really know and appreciate fine and artistic hangings.—*Rosenbaum Co., Pittsburg, Pa.*

For a good reason—which certainly

does not affect the goods themselves—a manufacturer has sold to us a lot of best all-silk tapestry curtains, with cord edge, at just a little above half value. Color effects are red, green, rose and Nile, in very handsome designs.—*Strawbridge & Clothier, Philadelphia.*

Drapery hints. The housewife who expects to move into a new house this spring and who contemplates some novel and dainty treatment therefor, or she who is thinking of new curtains for the parlor, dining-room, library or up-stairs rooms, will, we know, be interested in the varied attractions of our drapery department. We are showing the freshest and choicest designs in all fabrics for interior decorations. * * * Our decorative artists are at your command—to assist or to assume entire charge.—*Howe & Rogers Co., Rochester, N. Y.*

When the heavy winter portieres are taken down the rooms look bare enough; something else must take their place for the summer. Something cool and breezy—how about these Japanese bead portieres? Don't they solve the problem nicely?—*S. E. Kaufman, Trenton, N. J.*

Portieres—lace curtains at half or nearly half. The sale of upholsteries is bringing people from miles out of town as well as from all over Brooklyn. August has always been a month of great values, but even August never before developed such offerings as are to be shared now and here. There is still a group of \$5 to \$20 portieres at \$2.50 to \$9.98 a pair. They include tapestry, armure, mercerized, silk moire, silk velour, etc.—*F. Loeser & Co., Brooklyn.*

Portieres. New snow-flake and cross-stripe portieres are here—just in the nick of time for people who want summer door-hangings without paying the prices of imported madras. There are white, ecru and green grounds enlivened with touches of tan, blue, pink or yellow. All are good-looking, and the cross-stripe curtains have silk woven into the stripes.—*Taylor's, Cleveland, Ohio.*

About new draperies? If the city home is to be refurnished this fall with new window and doors draperies, why not attend to the matter at once and avoid possible delays later? The upholstery store is ready to help you in planning. Ready with a complete stock of splendid damasks, silk velours, novelties and imported and domestic draperies, from which you may make selections. If you desire we shall send some one to your home to submit samples, take measurements and give you an estimate of the cost.—*F. Loeser & Co., Brooklyn.*

DRESS GOODS

Father—“How do you like mamma’s new dress?”

Egbert—“Why, it don’t look new—it’s all worn out on top.”

‡ ‡ ‡

When they reproached the reformer with the dowdiness of her gown she smiled sadly.

“Oh, how can one think of one’s own clothes when there are so many statues and paintings and pictures without any clothes at all!” she exclaimed, with emotion.—Puck.

Striking Opportunities. Secure Newest Dress Goods at Unusual Prices.—We’re turning trade conditions to your advantage in the dress goods section. A large mill took a heavy loss on thousands of yards of bright new fabrics, and we were quick to avail ourselves of the opportunity—they’re ready for Monday’s selling. See that you get your share of the saving.—*Rothschild & Co., Chicago, Ill.*

Black Dress Goods.—When you have decided that the new gown shall be black, your troubles are half over. The question then for you to settle is the kind of material wanted. A visit to our black dress goods department, where almost every style of weave can be seen, will aid you greatly in deciding this point.—*People’s Store Co., Tacoma.*

Great Special Values in Stylish Dress Goods. Newest Weaves, Exclusive Designs.—We tell now of some excellent values for to-morrow in the new weaves of very stylish dress goods. The styles are quite exclusive to us for Hamilton. The values are the best that spot cash and big purchasing can procure. Do not miss seeing our great show of lovely new dress goods at popular prices.—*The G. W. Robinson Co., Hamilton, Ont.*

Desirable Black Goods at Important Savings.—The scope and variety of this group of black dress goods, which includes many of the most popular weaves of the season, makes the task of selecting materials for a suitable dress very easy. Some of the lots are small, others large. They were bought from manufacturers and importers, all of whom were glad to wind up their season’s surplus stocks. Many of them represent savings ranging up to a full third, the best sort of news, since black fabrics are so widely popular.—*Schipper & Block, Peoria, Ill.*

The Wanted Spring Cloths.—In what-

ever walk of life one is engaged, it is to one’s advantage to secure cloths for spring apparel at our fourth floor cloth department. The service we render supplies cloths of latest weave and coloring at prices that enable anybody to save several dollars on the cost of a spring outfit.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Imported and Domestic Dress Goods Monday.—The wonderful strides our dress goods department is making speak well for the managership. The very newest in colorings or material you will find here. It pays nowadays to express dress goods if you want to keep abreast of New York styles, and we are abreast.—*William Donaldson & Co., Minneapolis.*

Black Mohairs and Sicilians.—Were timely dress goods ever so cheap? Good, dependable materials in the height of style and popularity. Freshly unpacked, just in from England, these black mohairs and Sicilians are bargains, the most remarkable for their newness and saving we have told you of in a long time.—*L. S. Plaut & Co., Newark, N. J.*

Now that the weather mellows we are going to effect quick sales of goods that this cold spring has been too much for. It’s our loss, as usual, but your gain. Wool dress goods must go at once here at the “cut” prices.—*Crow & Whitmarsh, Cleveland, Ohio.*

Economy and elegance meet at our silk counter.—*E. Y. Hogle, Saginaw, Mich.*

Those who read the signs of nature tell us that an early Fall is indicated. This is fair warning to start early on Fall dresses. Among the first arrivals are the warm, rich colored plaids, which will not only be snapped up for dresses for school girls, but will be much worn in Fall walking suits for women.—*Wanamaker, New York, N. Y.*

B. Altman & Co. will hold a sale on Monday, Tuesday and Wednesday of high-class cotton dress goods at extraordinarily reduced prices, consisting of attractive novelties for dresses and waists.—*B. Altman & Co., New York.*

Two extraordinary Monday offers of dress goods. Only two—but enough to bring thousands to the Simpson Crawford Co. Dress goods section to-morrow. We advise early coming, for the quantity, under a heavy buying charge, will hardly last the day.—*Simpson-Crawford & Co., New York.*

Special spring dress goods display. The tables in the front of our store will be filled with the daintiest fabrics for spring wear yet shown in Asheville—yet like the flowers in the garden, all don't bloom out at once, but freshness and newness is added almost daily.—*Bon Marche, Asheville, N. C.*

The best store for dress goods. It takes but a stroke or two of the pencil to mention new dress goods; but no words, nor pencil, nor coloring could do justice to such novelties as go to make up our great spring showing. It's a marvellous display. Hundreds of separate tints; bright, living color tones in perfection everywhere.—*Scroggies, Montreal, Can.*

Exclusive ideas in new Spring dress goods are to be found here in greater variety, everyone tells us, than can be seen in almost the combined store of the Twin Cities. Let this be so or no, we invite you Monday to a showing that is simply beyond newspaper description. You must see and handle the goods to appreciate their goodness and beauty.—*Donaldson, Minneapolis, Minn.*

Surprises await every woman who gets here Monday. New effects, quite out of the ordinary, have been woven in the flannels for Autumn, 1908. In the home-spuns and flannel waistings jacquard and copies of the all-wool waisting effects take precedence.—*H. Batterman, Brooklyn, N. Y.*

Our buyer has just returned from the eastern market. While there he found this special lot of new spring dress goods. We consider this the best bargain ever offered in new fashionable dress goods.—*The Scott D. G. Co., Cleveland, O.*

The French weavers are not satisfied to let well enough alone. As the season progresses, when they are not sending us new novelties in dress goods, they are doing the next best thing, sending us old favorites done up in a new guise—which

are novelties in themselves. In some materials the shades that have prevailed during the first of the season have been changed a tint lighter or darker. In others a cord has been interwoven in the weave, and while the material goes under the same name it is a decided novelty. Now they are intermixing colors which earlier in the season were thought to clash, and so successfully that some of the most beautiful effects are produced and, of course, they are here.—*The T. Eaton Co., Toronto, Can.*

An exquisite fabric, light in weight, firm in texture, with a beautiful silky surface. It will not spot, is sponged, re-finished and ready for the dressmakers' shears. We show a very choice line of colorings, including the new browns, mahogany, leather shades, reseda and myrtle green, moleskin, navy blue, black, etc.—*Woodward & Lothrop, Washington.*

From One-Fourth to One-Half Saved on Dress Goods.—We've made some enviable records in dress goods selling this season—and it's all due to our carrying the right kinds of goods—the kinds wanted. On account of our excellent buying facilities we've been able to do considerably better in prices, too, than other stores for this sale.—*O. M. Co., Portland, Ore.*

Immense Savings in Dress Stuff.—Dislodgment sale makes opportunity unparalleled and turns these new, popular, seasonable and stylish dress fabrics over to you at a price less two profits—the maker's and ours. Two special lots deserve special mention in Friday's selling. Both arrived here delayed in transportation. Quick wiring across the continent and back brought instruction from the manufacturers to accept at actual cost of making, rather than cancel at this date and impose return charges upon them. One good turn deserves another—we'll waive any and all profit on this end and sell you the goods to-morrow at less than you'd offer us if we told you to name the price. The goods must be sold—quickly!—*Olds, Worthman & King, Portland, Oregon.*

Have no fears that we will be unable to suit you in Warm Weather Dress Goods.—Dozens, scores, yes hundreds of the loveliest "dress summerisms" are here for your selection.—*A. D. Baughman, Charlotte, Mich.*

Magnificent exhibition of the new spring silks and dress goods. Thousands of yards of bewitching silks and wools. A display and sale way out of the ordinary. Great trade event.—*J. M. High Co., Atlanta, Ga.*

Sale of Dress Goods.—That which is newest in weave, in coloring and in effect—the standard fabrics, as well as the latest fads—will be found here in our enormous dress fabric section, where every pains has been taken to give you the best, the most up-to-date, at popular low prices that have brought this department its immense and ever-increasing business.—*Schipper & Block, Peoria, Ill.*

A Stock Reducing Sale of Black Goods.—Too many black dress goods—that's the sum and substance of it—and to reduce it these low prices have been made. Elegant Mohair, wool and silk and wool materials in all the choice new weaves will be offered at these special price reductions.—*Bernheimer's, Kansas City, Mo.*

There is an air of refinement pervading our Dress Goods Section, to say the least about it, that is soothing. Nothing to offend the most cultured and artistic taste. Here is a wealth of variety and a richness of materials that afford a choice that you could not expect to meet with, outside of metropolitan fashion centers.—*T. Eaton Co., Toronto, Can.*

Styles change in weave and fabric—seasons come and go; but black, like the brook, goes on forever. Black is suitable for almost every occasion and for practically every individual.—*Strawbridge & Clothier, Philadelphia, Pa.*

The present season does not allow of anything bizarre or elaborate in the way of fabrics. The dressmaker demands the right to finish the decoration for the beautiful gowns of the season, yet Paris must have her novelties. Though confined within certain limitations, her decisions have produced some thoroughly original and pleasing effects.—*Wanamaker, New York, N. Y.*

A regular rainbow of spring dress goods. This splendid showing of the latest weaves and fabrics for spring gowns is attracting widespread attention, and justly so, for no more beautiful stuffs at smaller prices have ever been shown here.—*Bon Marche, Asheville.*

Dress goods—very special. Yesterday's news was so good and brought such phenomenal response that we repeat this morning. No such materials for the money have ever gone over our counters—and the scissors never cut so many dresses in a single day. Enough of all the kinds for to-day.—*Simpson, Crawford Co., New York.*

New spring dress goods. Thousands of yards of the season's most popular

fabrics are here for your inspection. Enthusiasm over this superb and wonderfully complete exposition will naturally be intense. It is the greatest showing Hirschmann Bros. Co. ever made—it is the finest exhibit Binghamton ever saw. And there is economy to the buyer in choosing here.—*Hirschmann Bros. Co., Binghamton, N. Y.*

"We don't meet them; we beat them."

We don't belong to any "Syndicate" "doing business of millions (?) of dollars." We're a "free lance" in the business world, at liberty to go into the markets of the world with cash in one hand and a business experience of over thirty years in the other—are not tied down and obliged to buy our goods practically of one concern—Do not belong to any "Syndicate." But—no concern in the United States, syndicate or no syndicate, can buy goods cheaper or to a better advantage than this store can, and to prove that assertion we inaugurated a silk sale that has made some "silk sales" look like "three red cents." As to "Reliability." There are different kinds of "reliability." Some stores can always be "relied" upon for not doing what they advertise to do. This community has quite recently had an illuminated illustration of that kind of "reliability." We don't think it has forgotten it. Then there are stores that are really "reliable." We claim this store is one of them. With ten years in the lime light of publicity, we'll leave the buying public, however, to be the judge and the jury, and their verdict is usually not only just, but final as well. Here are our prices. Compare them—sample the goods—then buy where you get the best values.—*Wood & Ever, Bangor, Me.*

A sale of dress goods, in which originality, effectiveness, character and economy are combined to a high degree.—*Blowenstein & Bros., Memphis, Tenn.*

A week's special exhibit of new dress fabrics begins Monday. Black and colored dress materials. Newest styles from home and abroad. Goods that Dame Fashion says will find greatest favor for coming season's wear. All are here—not a weave missing, not a color lacking. Nowhere better than right here will you find greater opportunities to supply your dress goods wants.—*H. A. U. Naughton Co., Muncie, Ind.*

The variety in dress fabrics was never so extensive. The values were never better. And it isn't an occasional item only, but on every line that values are so emphatically good.—*The S. Carsley Co., Montreal, Can.*

O'Brien's. If you want dress goods go to O'Brien's. If a stranger in Jersey City asks where she will go to buy dress goods, nine out of ten people will tell her to go to O'Brien's. If a lady complains about buying dress goods that were not satisfactory, her friends will say, "Why don't you go to O'Brien's?" If a Jersey City lady tells her friends that she buys her dress goods in New York, her friends will say, "Why don't you go to O'Brien's?" Ladies in this city, in fact all over the country, during this sale, if they want anything in dress goods are sure to go to O'Brien's.—*O'Brien's, Jersey City, N. J.*

Dress Goods—Great Spring Sale. A splendid exposition; one that will arouse the liveliest enthusiasm of every woman who beholds this masterful assembly of matchless dress fabrics for spring and summer. Main aisle, of course. Only the Avenue of Honor could do such a brilliant coterie of loom wonders complete justice. Viewed critically, and from every point, this is unquestionably the most important and comprehensive sale of dress textiles the Siegel Cooper Store has ever exploited. Everything new in the realm of dress goods is shown, among the list being. When you see these fabrics—the entire lot, in fact—you will observe how 1908 leads over other years. There is more dash and charm, more racy novelty about the new fabrics than was ever seen in previous years.—*Siegel Cooper Co., New York.*

The thorough searchings of this systematic clearance sale have now reached the dress goods. It shows up an immense collection of splendid, stylish weaves, which are in every way desirable, but of which we have only broken lines. No very great amount of any one kind. And so, to let you have them for as little as possible, while yet you have plenty of time in which to use them, we have gathered them all into one lot, from which you may choose any piece for only 50c. a yard. Not a piece in the assortment that is worth less than \$1, and in truth, many are regular \$1.50 values. The popular Scotch plaids are prominent in the lot, but there are also many other attractive materials, as zibelines, tweeds, etc. We made a somewhat similar offering in dress goods last week, but this lot is far greater in quantity and variety—it's the best chance of the year in the dress goods section.—*O. A. Bergner & Co., Peoria, Ill.*

When the largest and best dress goods department in town cuts prices on some of its finest fabrics, as we have

done, it's no wonder scissors are snipping off lengths for dresses, skirts and coat suits as fast as fingers can fly. Many of the fabrics are as suitable for spring and summer gowns as though they had but just come from the looms—soft, clinging, silky stuffs such as fashion is approving for the coming season. Others are high-class imported fabrics for tailored suits, beautiful and exclusive; and for every day wear, either for house or street, are plainer weaves very low in price.—*Strawbridge & Clothier, Philadelphia, Pa.*

Dress Goods. Goods like these at such low prices should keep scissors flashing through folds of fabrics all day.—*R. H. Macy & Co., New York.*

So soon! Yes, "the year's at the Spring"—here. There are some sunny lands where trees turn green and flowers blossom while the rest of the world is ice-bound. Why not? Paris, always first in matters of dress, has been showing summery styles and gauzy fabrics, to go to Nice and Monte Carlo, for two months past. Why shouldn't the store that clasps hands with Paris across the seas be doing the self-same things? Nearly every steamer from foreign ports is bringing us new things. Scarcely a day passes without helpful hints from our representatives now in New York. Not forced by any hot-house processes, but easily and naturally the store will burst into bloom to-morrow.—*Schipper & Block, Peoria, Ill.*

The new spring goods will be received within the next ten days. We cannot carry any winter garments longer in stock, though many of these wearables will be equally serviceable next year, and all of them will be as much in style the coming spring as they were last, for garments are usually made for an entire season's run. Some of the lines will sell more quickly than others. Be first to purchase in order to get best selections. None of them will be in the store next Saturday night.—*Hamburger's, Los Angeles, Cal.*

"Off with the old; on with the new." Spring's tocsin. Though you may still be friendly with your winter garb, soon you'll be saying adieu to it; some folks are doing so now. Almost hourly the new style wearables become more in evidence here, and steadily our stocks are assuming grand proportions for the spring season. Those who have early needs will find only the very best of value in the special offerings for to-morrow.—*H. M. Voorhees & Bro., Trenton, N. J.*

This store is always interesting to everybody, no matter what his or her tastes may be. Just now it is specially advisable to keep in close touch with it—on the one hand a constant procession of seasonable staple things at reduced prices, which no purse of economical habit can ignore; on the other, the unceasing incoming new things which, even if not needed at once, are of incalculable assistance in forming plans and deciding just what you will want later on. Through us Paris whispers to you her every new thought, each of which finds here earliest development in this country. This will be seen in silks, white goods, embroideries, woolen and cotton dress goods; blouses of cotton, linen and silk; parasols, tailored suits and jackets, babies' clothes, etc. And, to revert to the money-saving idea, don't forget the great February trade sales and the many clean-up lots that are here at reduced prices.—*Strawbridge & Clothier, Philadelphia, Pa.*

For more reasons than you think, you want to keep up with what goes on at Tapp's. Watch the special sales. You are enabled to wear the very newest materials, the most stylish garments, and still save money in purchasing them here. We are continually receiving new goods, so you are absolutely certain of getting the proper styles. Mr. Tapp is in New York, where he has been for some time, making careful selections for your spring wear. He writes enthusiastic letters about the good things he is shipping here, and we believe we will have a spring line second to none in the South. The few remaining winter suits and jackets are offered for to-morrow at prices that are startlingly low. Many at just half price, some even less than half.—*The James L. Tapp Co., Columbia.*

Early as the season may be considered, in a few days we will be showing comprehensively the styles and fabrics that will be worn, both in men's and women's apparel. They are wide in range, the materials are varied, yet each has a distinctiveness to recommend it to one purchaser or another. But depend upon it, only the styles that may be relied upon for correctness will be shown, now, or at any time. Our guarantee of quality and style on every piece. You have probably all of the sale purchases you have storage room for, and the approaching spring calls for rational shopping, the purchasing of goods you intend to make practical use of. Little need be said of anything coming from any one of our stores. Our reputation has

been built on quality. It stands to reason that no sale is put before the public purely for fun or love—there's money in it—big money. We are not speaking wholly of local conditions, for the whole country has been similarly afflicted. In a few words—you can't expect something for nothing. We are better prepared to offer you better values, real bargains, than any other firm in North Texas. We have stores in Denison, Bonham, Hillsboro, Beaumont, Corsicana, Denton, Ardmore, Shawnee, Muskogee, Greenville, Temple, Marshall, El Paso, Cleburne, Palestine, Lockhart and McGregor, and our buyers buy for the entire 17 stores at the same time. We don't pretend to sell below cost, but our goods, sold at a legitimate profit, mean lower prices than single handed merchants, goods at cost, simply because we can underbuy. Our buyers are now in the Eastern markets securing first-class reliable merchandise; not only with a view to low prices, but latest styles and best qualities.—*Madden, Graham & Co., Denison, Tex.*

Those exclusive things that herald the approach of a new season which are always so appreciated by careful dressers, will be found here this week in numbers. Particularly in our ladies' garment department are we more than ever before prepared to supply the wants of the more fastidious dressers—those who demand styles "just a little different." Every express from New York is bringing us the very newest and best productions, not of that city alone, but of Paris as well.—*C. Cohn, San Bernardino, Cal.*

An exhibition that is as interesting as it is instructive. A display that gives everybody an opportunity of seeing and examining closely the very latest and most exclusive novelties in goods for dresses, tailored costumes, separate skirts, and everything pertaining to winter wear.—*Stanley Mills & Co., Hamilton.*

That this is a record assortment of black and colored dress goods, it follows naturally that its distribution means record values—the best, we believe, ever offered in New York city. Of kindred importance: Every piece in the assortment is new, fresh goods—perfect in weave, dye and finish—brought out for this season's selling.—*Macy's, New York.*

We could, without doubt and without trouble, sell all of these dress goods at full price. The bargains are big enough to keep Gimbels in mind when the next dress length is needed.—*Gimbel Bros., Philadelphia, Pa.*

We sold three hundred pieces of a similar fabric in a few days not long ago. This lot will probably go as quickly, for the fabric is in demand the year around.—*Strawbridge & Clothier, Philadelphia, Pa.*

A striking under-priced sale of spring dress goods, including voiles, etamines and crepes at a fraction of present value. Thousands, yes, tens of thousands of yards in every new and desirable weave and in every wanted color. In point of magnitude it towers over all previous events. Quantities are simply enormous, qualities are exceptionally superb—assortments are richly varied.—*The Goerke Co., Newark, N. J.*

Thrift is virtue. Consider well before you spend your dress goods money—no matter how much of it you have. Do not pay more than is necessary for your dress goods. You will find it an excellent habit to cultivate watching this store's store-talk, as we have the right kinds of merchandise and the disposition to sell it to you under price. We are selling great quantities of dress goods these days which is splendid evidence (best we can give) that we are right in kinds, right in qualities, right absolutely in price.—*Phelan, Gatesburg.*

The new dress goods. Charming fabrics from France will bid you a cheery good morning; and from Germany, from England, and from—because we're Americans we're modest—America! And not a whit less charming are the home-made goods than those from abroad.—*Hochschild, Kohn & Co., Baltimore, Md.*

New colored dress goods. Some attractive fabrics and prices. There are some wonderfully pretty things in the new colored dress goods for spring and summer and we are showing a complete line of the nobbiest. They are worthy dress goods, each is the latest in style, the best in quality and the most economical in price. Come and see them.—*Sisson Bros., Binghamton, N. Y.*

Big advantages among the dress goods. Whatever is fashionable can be found here. The stock has been gathered with a view of meeting every want. Variety is immense—and in the widest possible price-range. From the lowest-priced fabrics that are worthy to the very richest, our assortment is complete.—*The Goldenberg Store, Washington, D. C.*

From foreign designers we have just received ideas which in their newness, beauty and attractiveness will make this popular fabric far more favored than ever during spring and summer. The

lines represented are both complete and highly satisfactory in the extensive varieties. While dainty designs largely predominate, those who admire the unique, more conspicuous patterns will be especially attracted by the many exclusive ideas presented here—priced at 60c a yard.—*Marshall Field & Co., Chicago.*

Our dress goods department. The place to buy all the smart creations for early spring wear.—*Spring, Kolzworth & Co., Alliance, Ohio.*

Every person cannot wear brown, and all people do not find blue becoming, but where is the person that "black" does not lend to them charms. We have proof. As in colors, the sheer, clingy materials are most in demand, but the medium weight stuff is to be worn, such as "Panama cloths," "henriettas," "prunellas," "mohairs," "melrose" and "crepe weaves." And all the new weaves for 1909. Samples will be cheerfully forwarded on application by 'phone or mail.—*Goldsmith's Bazaar, Scranton, Pa.*

Sheer Spring dress goods; brilliant showing. Light weight stuffs—sheer fabrics that cling and flow, that make pretty "lines" in draping have the preference. France makes the finest of these stuffs and from France we have brought an immense showing of them. We ordered many months ago—got first pick of the exclusive styles thereby and bought at prices which, with the increased cost of wool, could not be duplicated to-day. Just a hint of a display that has hardly its match in this country—that is nowhere matched in little prices.—*Abraham & Straus, Brooklyn, N. Y.*

Advance Dress Goods and Silk Sale.—To accomplish the trading triumph, we have been busy cutting into prices of many of our choice patterns. The buyers who attend this extraordinary trading event will get bargains which cannot be duplicated later. That these superb fabrics are cheap is a good buying argument—that they are good, is a better one.—*Boston Store, Milwaukee.*

Swarm of spring dress goods. A matchless display of the best styles the mills afford, at prices that will save dollars.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Rare Chances in Fine Dress Weaves.—Here are beautiful dress weaves of many different sorts marked away below prices that were plenty low enough before. Several counters and tables hold the collection that offers broad and tempting choice.—*Kaufmann's, Pittsburg, Pa.*

The bright beauty of the new Spring goods illumines the store.—*Hochschild, Kohn & Co., Baltimore, Md.*

Wool fabrics. Striking individuality in costumes—what every smartly-dressing woman covets—is easily secured this spring by making selections from our woolen dress goods patterns. We have many new and exclusive importations.—*C. A. Johnson's, The Big Store, Salisbury, Ill.*

You may form a pretty good opinion of a Dress Goods Store from its stocks of black weaves, such as Cheviots and Serges. Pretty novelties come and go, but the blacks are staple and the real foundation of good Dress Goods Store service. June, with its seashore and mountain attractions, brings liveliest demand for these ebony weaves. Every yard is properly sponged and shrunk, and should it spot or shrink, we will gladly replace it or refund your money.—*Macy's, New York.*

"Brown" will lead the color procession the coming season. Brown will prevail in almost all articles of wearing apparel. Still you may depend that we'll not overdo it, for we don't like radical changes. They will be of a sufficiently marked degree to differentiate this spring's productions from those seen heretofore. Such changes are welcomed by the particular tastes of our patrons.—*Horsfall & Rothschild, Hartford.*

To clean up our colored dress goods stocks we have taken a tremendous mark-down, and will sell dress goods tomorrow and while these lots last as they have not been sold in Albany for years. As our customers know, we carry a very extensive assortment of every worthy kind of dress goods, and at the end of each season we go thoroughly through our stock and where lines or assortments are broken—where color combinations have been sold down to single pieces or part pieces—we put the knife in deep and cut them down to prices that will close them out. Certain colors or combination of colors in the same weave of cloth always sell out first, leaving a broken assortment that we have now marked down for quick selling—in some instances cutting them to almost half former basis.—*W. M. Whitney & Co., Albany, N. Y.*

The first showing of dress fabrics is a forerunner of what will be the greatest dress goods showing this store has ever made. We have simply bought everything of merit and in all the shades that will be desirable. This first display of mohairs represents the new iridescent

and changeable effects and will be the most popular fabrics of the season.—*R. B. Maxwell & Co., Mansfield, Ohio.*

Unpacked yesterday; shown first today. They will open the eyes of American women to the beauty of the stuffs that are the heart of spring and summer gowns. What Paris hasn't done in order to lift heaviness and stiffness out of cloths and make them light, graceful and soft, will be hard to find! The new covert cloths are as soft as challies—yet as strong and firm and sturdy as ever. They come in mixed shades of tan, gray and an exquisite blue that is almost turquoise. Wool batiste in shepherd's checks is another beautiful light-weight fabric. Bedford cord has lost all its old clumsiness—here in light weight and exquisite colors. Shepherd check voiles are back again, as cheery as ever. With them this spring come voiles, marked off by faint hair-lines into checks, though the background is solid color. Tartan plaid voiles—all Paris has taken a sudden fancy for plaids. Silk-and-wool mixtures in clinging eoliennes and crepes are to be as popular as ever. The eoliennes show new ideas in changeable colors—very beautiful.—*Wanamaker, Philadelphia, Pa.*

Shimmering suppleness—the softness of fabrics that cling and flow—will be perhaps the keynote of the spring favor and some of these shining materials will glisten and glint their way straight into your heart. Dainty chiffon cloths, gleaming eoliennes, silk-warp batistes, silk-finished crepes, rope eoliennes—all these are the new leaders. The colors, too, are more exquisite than ever. "Sunset," "American beauty" and "apricot" are among the conspicuously novel colorings which will appeal to the aesthetic in every woman who sees them. "Sunset" looks as though it had been dipped into the very heart of a brilliantly beautiful evening sky and come out saturated with the changing hues. "American Beauty" holds the richest tints of the queen of roses. "Apricot" is soft and tempting enough to be quite irresistible. Drap d'Ete is one of the new-old fabrics. It is soft, firm and serviceable, and the range of shades is far more varied than ever before. Easter grays and delicate resedas, copper, cafe au lait, hunter's green, "sunset," heliotropes and violets, rose, blues, black and white. Satiny broadcloths are here in all imaginable colors. The Loeser broadcloths are at all times unequaled, but it seems as though this present showing had outdone all past perform-

ances. The imported voiles are most appropriate for street and traveling dresses and suits, afternoon tea and coaching costumes. They are both pretty and practical, and we have them in most attractive designs of delicate checks and plaids, stripes and spots, as well as plain. Some of the patterns will surprise you assuredly by their ingenuity. A new silk finish suiting comes in a tiny stripe effect. It seems a bit sober among such brilliant cloths, but for all round service and utility it is hard to equal. Mohairs will be widely used, and to-morrow you will have a good chance to note the remarkable improvements that have been made in them since last season. They are carried out in typical cloth and suiting patterns, and many of them so closely resemble cloth or silk as to deceive even the practical observer. For knock-about dress that ought to be cool, long suffering and dust shedding nothing could be better than mohair. There are the all white goods, too; chiffon cloths and chiffons, eoliennes and crepes for those who are interested in approaching weddings. For an economical wedding dress, one that does not have to be put away in tissue paper, but may be worn on many occasions after the wedding, nothing is prettier than some silk finished wool material.—*Fred Loeser & Co., Brooklyn, N. Y.*

A spring opening and sale. Beautiful dress fabrics for Easter. Colors and black in comprehensive variety. Do you realize that Easter is only five weeks away? Have you planned for your new gown? You know that the hardest part is usually the selection of material, and five weeks for preparation is little enough. We are glad to tell you, however, that the task of selection has been somewhat lessened for you by months of anticipatory preparation on our part at home and abroad—in the fashion marts of the world—and that now you may see in our store.—*Abraham & Straus, Brooklyn, N. Y.*

The dress goods store has been doing a little house cleaning in preparation for Spring. It enables you to buy some desirable fabrics very cheap—half price or less.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

This is the most important announcement about silk-and-cotton summer dress fabrics we have made this season. The combination weaves of silk-and-cotton stand at the very front of popularity this year, as they so often have in the past, and, of course, getting this fine

group at just half price, right at the beginning of the season, is good news of the most decisive character.—*The Wanamaker Store, New York.*

New summer dress goods. Attractive weaves and tones. The gown goods that will be most in evidence at home and abroad during the coming summer have been brought to our store in full lines and we extend an earnest invitation to the ladies to come and look at them. Five of the leaders are mentioned here. There is a host of others to be seen.—*Hahne & Co., Newark, N. J.*

Does the early summer greet you as a girl graduate? It has been a long pull—the years in study for this occasion, and the mind is book weary. Now for a pleasing relaxation—thoughts of the fairest and cool fabrics, sheer white dimities, lawns and silks. Pretty ribbons of class colors, frosty laces and embroideries and lovely white gloves. It's indeed a pleasure, now, to plan out the graduation wardrobe and to think of pretty things you will soon be buying. But there are sterner thoughts—prices. Those numerous purchases will amount to big bamboo prices—at least that's the impression one will have till they come to this store and get acquainted with the low prices we have marked our graduation goods at. A few items from our white cotton dress fabrics.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Forty-four inch fine black wool etamine, 29c. This splendid stuff made such a stir last week at its little price that we shall have more to-morrow. It is decidedly the best quality that ever has been sold for so little and it is extra width as well. Enough for the day, we think—and if it cost twice as much it would be fine value—29c a yard.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Opening sale of the new Spring dress goods. A remarkable exhibition. As elaborate as it is good to look upon. A showing that makes the Adams dress goods business absolutely supreme. It offers to women-folk the widest opportunity for the choosing of styles that are absolutely correct, and at the same time saving you many a dollar on your purchases.—*Adams Dry Goods Co., New York.*

Cream Dress Fabrics.—This will be a great opportunity to buy your cream materials for outing dresses, also for commencement or summer gowns, at much less than the regular prices.—*Carson-Pirie-Scott Co.*

Spring dress goods. Fashion still clings to soft voiles and coarser etamines, because of the graceful manner in which they lend themselves in the present styles. While dozens of beautiful robes (patterns) and yard fabrics have come from abroad, yet we wish to direct attention particularly to our collection of wool suitings at 50c, which was never so complete.—*Schipper & Block, Peoria, Ill.*

Special Numbers in the Imported Dress Goods Section.—The first thing that strikes the eye in the imported dress goods department is the popularity of the shepherd checks. We understood how great the demand would be this season for checks and prepared for it. Every steamer brings over new checked materials.—*Jos. Horun Co., Pittsburg.*

10,000 yards of dress goods at one-third and one-half under regular prices. Almost every favored weave of the season is embraced—novelties and plain fabrics—dress goods that are worth every penny of their full value—and yet they're yours at from one-third to one-half under regular prices. These goods represent the surplus holdings of several manufacturers and importers. There could never be better opportunities than the present to lay in a goodly supply of dress goods (both wool and cotton weaves) for present and future use.—*Kaufmann's, Pittsburg, Pa.*

The over-production of several manufacturers and importers to be sold at a fraction of their value. The tremendous output of our dress goods and silk departments brings us into close relationship with the biggest makers here and abroad. We take advantage of every discount, and our prices are regularly brought down to the lowest level—a level far below that of other stores—with quality always at the top—the best. Every big maker invariably overestimates the demand for his fabrics. It is his only sure way to figure. To "run short," as the saying goes, would be suicidal to him. So, with their spring orders practically filled, we have been able to go into the market and make great purchases—purchases which mean thousands of yards of the newest weaves at about actual cost of manufacture.—*The Boston Store, Milwaukee, Wis.*

These practical, dust shedding, yet dainty and stylish fabrics are just the thing for spring wear. Their crispness defies dust and damp, and as for wear they are well nigh indestructible. The variety of colorings and designs we are placing before our customers this season is almost infinite. We have designs

and effects for almost every class of costume—the tailored suit, the dress costume, the automobile, traveling or dust coat, smart frocks for girls, shirt waist suits, bathing suits, etc. Something particularly new and striking are the silk mohairs.—*Whitehouse Dry Goods Co., Spokane, Wash.*

Mohair lustre is an exquisite cotton made by the well-known Arnold Print Co., and is most stylish and serviceable. Its wiry, lustrous crispness gives a perfect mohair effect, which is as lasting as the fabric itself. It is produced in all the foreign mohair patterns, and also in a great variety of new suiting styles, from which selections can be made, not only for street wear, but also for dress and morning wear. As it is unaffected by washing, this entirely new fabric should appeal to every economical mother for misses' and children's dresses.—*Schipper & Block, Peoria, Ill.*

Mohair—a firm, heavy, almost indestructible material that makes the fine dust-shedding traveling dresses. That was the definition in the minds of most women not so very long ago. But today how different it is! Those light, brilliant, beautiful fabrics which we brought from Bradford, England, this season are still mohairs. They have all the durability of the older stuffs. But they have the lightness and brilliance of silk. They can be tucked and pleated most perfectly into the season's prevailing modes. They are in exquisite colors. Nowhere outside this store will you find such a collection—or such values.—*Frederick Loeser & Co., N. Y.*

A mercerized material that looks like silk pongee, but wears better because it isn't—a nicer, softer, prettier or more stylish stuff adaptable for all purposes for which silk pongee can be used would be hard to find. There couldn't be anything more desirable for a shirt waist suit or summer gown. Little wayward threads run through the weave just like in the Simon pure. And at arm's length nobody could tell the difference. All colors. Costs less than half the price of silk pongee.—*Bedford Mills.*

Starting the Spring Dress Goods Selling.—Advance shipment of wool dress goods offered for Monday buyers. Come in and see some of these new spring fabrics. New things are always interesting, and these goods are particularly so. They're pretty and attractive, some are handsome; all are well worthy of inspection. No trouble to show, whether you buy or not.—*H. Johnson & Co., Pueblo, Colo.*

Dress Goods Reduced.—Spring fabrics are already putting in their appearance. This only the more emphasizes the need of a quick clearance of present stocks—hence this aggressive attack on prices.—*Kaufmann's, Pittsburg.*

Rare Opportunities in Spring Dress Goods.—The fashionable weaves which are to be largely worn this coming season. Nowhere else will you find a wider variety; nowhere else will you find such economical prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

All classes of dress weaves are involved in the sharp reductions. There are Scotch suitings, plain cloth, chevots, canvas weaves, novelties, challies, etc. Not only colored dress goods, but also black. No matter what your purchase, the percentage of profit to you is large. In some instances, prices are cut exactly in two.—*Kaufmann's, Pittsburg, Pa.*

Spring Shirt Waist Suitings.—Fashion's dictates for 1904. The styles are here now in the fabrics that will be the go for spring dresses, of linen, linen and cotton or all cotton. There is a tendency toward using materials suitable for complete dresses. Paris, London and New York have accepted this innovation for extreme fashion, and while the separate waist will still have its devotees for street wear generally, the world's leading manufacturers have turned their energies for many months to the production of fabrics to meet this requirement.—*Abraham & Straus, Brooklyn, N. Y.*

Paris is not going to send the elaborate novelties this year for which she has been famed in the past. Her dress-makers have decided that the plain fabrics shall have highest favor. But not all women can be dictated to even by fashion; and for this reason designers have produced some charming fabrics of unique character without being eccentric or elaborate. So we have these materials, which, while conservative and refined, are distinctly novelties.—*Wanamaker, New York, N. Y.*

How can Eaton's sell such splendid Dress Goods—all the latest fall fabrics—for so little? This is the query of many a woman who has seen the beautiful materials that we have been selling for so little these last few days. The answer is simple. Our buyer remained a little later than usual in the European markets and was unusually successful in clearing out many manufacturers of what is known as their ends of lines—what's left after the first of the new season's rush has been supplied. Profit

on the whole line has been made and they are not particular as to what price they receive for what's left—so long as we take the lot.—*T. Eaton Co., Toronto.*

Triumphant Sale of Dress Goods. Values to compare. Again the dress goods store distinguishes itself by offering the very best dress fabrics at the lowest prices ever quoted.—*Frederick Loeser & Co., Brooklyn, N. Y.*

These reductions on dress goods should be of interest to you. Still hammering away on the dress goods stock. The price-pruning process goes merrily on. The new dress goods buyer is determined that not a single piece of the present stock shall remain.—*Grand Leader, St. Louis, Mo.*

Our imported 1909 Suitings for Women.—Especially the Zibelines.—The sleek, silky surfaces of these wool masterpieces suggest a study of the nature coats worn by those lords of the jungle, the tiger, leopard, etc. There is an elegance about them surpassing description, but which will mark the early dress goods wear of 1904. We are sure every woman of taste will want to see these dress splendors, just from Europe.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Another stirring opportunity. This time dress goods. Last week it was silks. Maybe you were here. Maybe you have heard how enthusiastic scores of women were in buying them. Anniversary values, such as haven't been equaled before and likely won't be again in silks. But they're equaled this week in dress goods—more than equaled for some, for many women prefer dress goods to silks. To-morrow begins their anniversary opportunity. In spite of low prices you will see fashion at her best, for some of her foremost manufacturers have leagued themselves with us to make this the dress goods event of the season. They appreciated ordinary Hale orders. How much more they appreciate them when they are doubled and quadrupled you will see in the dress goods to-morrow.—*Hales, Sacramento, Cal.*

The soft glowing shades of the new browns and blues are prominent in all the autumn wool fabrics. The fancy mannish Worsteds hold prominent place, while a hundred other new weaves unroll their splendor for public approval. Bewildering is the collection of new foreign and domestic Dress Goods we present to-morrow, having been selected with the greatest care and with experienced taste.—*Sanger Bros., Waco.*

Enormous sale of best weaves which will captivate shoppers and meet the most resolute expectations and demands. Those who possess the intuition of recognizing a bargain the moment it is presented, will readily concede that at \$1.00 a yard every piece in this mammoth showing would be an uncommon bargain. A great many weaves in this representation have been sold elsewhere at \$2.00 a yard, and, even at that price, were deemed splendid values. But, in order to insure quick sales, your choice at the astoundingly small price named.—*Siegel Cooper Co., New York, N. Y.*

Dress Goods, Black and Colors. The new fabrics that court attention. Second floor. The curtain has rung down on the Winter fabrics and rung up on the new stuffs for Spring wear. The scene is the most alluring one you ever saw. Every weave and shade is here to meet the most exacting want.—*Frederick Loeser & Co., Brooklyn, N. Y.*

First Showings of Spring Dress Fabrics. A magnificent and unmatched array of new gown materials, representing the choicest weaves, most beautiful colorings or combinations, and exquisite designs of foreign and domestic makers.—*Bamberger's, Newark, N. J.*

Dress goods, black and colors. The new spring shades in French voiles. Fashion decrees that the spring will open again with the sheer fabrics as leaders in popularity. The French Voiles are the most practical in this alluring family, largely due to their good wearing qualities. We are now showing all the new spring shades—the cream and the black, too.—*Frederick Loeser & Co., Brooklyn.*

The new vestings for waists are ready. Designers of women's apparel have discovered a new fabric this fall—stolen it from the men. Man's sphere of exclusive ownership narrows rapidly. Some smart woman (or was it a man?) saw the shirt-waist possibilities in the fabric of some well-dressed man's fancy vest, and vestings became a woman's fabric from the moment the first shirt waist was made of it. Well, the market was short; manufacturers didn't suspect a demand from women, and women who have been seeking the vestings couldn't find them. To-day they're ready at *Wanamaker's, New York.*

The finest imported \$3 broadcloths at \$1.50. There are two foreign concerns, each of which is counted by its adherents as the manufacturer of the finest broadcloths in the world. In fact, so nearly alike is their product that it is impossible to render a decision for either,

and the broadcloth made by both is sold for three dollars a yard.—*Wanamaker's, New York.*

Now for dress goods! The chance of the season. To give you ample time to have dresses ready for Thanksgiving and yet get the goods for as little as you would expect to pay a month hence, we have inaugurated this before Thanksgiving sale.—*W. V. Snyder & Co., Newark, N. J.*

The new flannels. The flannel store has donned fall attire throughout. Nothing wrong in covering, for these pretty flannels are here to be passed from our hands to yours. The plain ones come in every rich shade and also black and white. Variety in finish too, for we have an etamine and doeskin as well as the ordinary surface of the French flannel. Fancy patterns include lace stripes, warp printed stripes, Persian stripes and other effects. Handsome waist patterns have the design all thought out for you—contain the material and trimming both. Not expensive either.—*Sibley, Lindsay & Curr Co., Rochester.*

The indications are that shaggy stuffs will be most popular; the camel's hair fabrics that possess a rich, luxurious look and drape so easily. Tweeds—good, old-fashioned, sturdy tweeds—will be used for street suits and rainy-day outfits. These are here already. Exclusive styles; no two alike; full patterns.—*Stone, Fisher & Lane, Tacoma, Wash.*

Dress Goods.—The question of the hour—What for fall? The question is a momentous one, far too big a one to settle in a paragraph. Let us settle it by letting you settle it for yourself here at the store. We want our customers to understand that they are perfectly welcome to compare, examine, criticise and admire to their hearts' content. Spend all the time necessary to form an opinion. We have a vast stock, a comprehensive stock, and there are hundreds of beautiful alternatives. Therefore we know one's mind cannot be made up in a moment, and therefore also we say, "look before you buy"—and welcome.—*The Robert Simpson Company, Toronto.*

New Fall Flannels.—It's a queer season. Already, likely, August, which is expected to drive you to most diaphanous materials as to costume comfort and compel you to seek the breeze of seashore, lake or palm leaf fan, has suggested the warmth of flannels as pleasant. Good! The new flannels are ready—here in assortment to rival anything you have seen before.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

When Louis XI took Picardy from Flanders he little thought that he had secured for France the spring of eternal beauty in dress stuffs. But he had, and to this day when Monsieur de Couturiere wants some new finery he goes to some of the towns of Picardy and gets his ideas worked out by those quaint, pains-taking weavers on their hand looms.

Yet never before in our history have the novelties been less extreme than this year. There are no flights of colors, no scintillating brilliancy of weave, nothing that would make a woman, wearing any of these exquisite stuffs, attract the attention of a passing crowd. On the contrary, they are novel for exactly the opposite characteristic. Everything is subdued; there is a well-bred air—a sort of subtle beauty that shuns the attracting of attention, a withdrawing from everything that is the slightest bit bizarre.—*Schipper & Block, Peoria, Ill.*

Our display of Dress Goods for Fall is of transcendental beauty and loveliness, rivaling in variety, richness of materials, beauty of designs and colors, and in exclusiveness and quantity, any similar display to be seen in European and American fashion centers.—*T. Eaton Co., Toronto, Can.*

The great Dress Goods Department claims a large share of your attention to-morrow. We cannot do better than ask you to come. There is so much to see, so little space to describe in. We print here some extra values—goods we know are down to bedrock price. Ask to see them particularly Monday. Start from them—as from solid ground, for once you get among the illimitable varieties of texture, pattern and weave you're likely to be overwhelmed with the mere profusion of riches.—*Robert Simpson Co., Toronto, Can.*

The new dress goods are here—down on the counters where you can see them and feel them and judge for yourself. We have searched the world over and from every corner we have brought something of what we considered best. You will find old friends; some new weaves, and here and there a new finish. But the greatest change you will find is in the colors; simple, rich, handsome; a certain stateliness and almost regal beauty.—*Schipper & Block, Peoria, Ill.*

Read this: \$3.50 to \$8.00 dress fabrics, imported by Matthews, \$1.25 a yard. Know Matthews? He's Chicago's most celebrated ladies tailor. Place in Jackson Boulevard, No. 44. He makes costumes for those who want the best the world has to offer. Ask him

how much he'll charge to design a suit for you. He'll name a price that'll give you a dizzy spell. But his creations are worth all he asks. During a season he never turns out two suits alike. This makes it necessary for him to import an immense variety of woollen dress goods. When the end of a season approaches he transfers every remaining piece to the big store. He makes the price so low that we simply can't resist. To refuse would be like turning back legal tender when it's offered at 25 per cent. of its face value. He has a motive. He will not show anything for fall that he exhibited for the summer season. He cleans his tables and displays entirely new materials.

No Chicago store can sell you dress goods such as these at any price. They can't get them. In each piece there is enough for one tailor-made. The weights are suitable for fall and winter, though Matthews calls them summer goods. Our new autumn goods are no heavier. There are 500 distinct patterns, no two alike. If you could buy these fabrics you'd have to pay from \$3.50 to \$8.00 a yard. You'd willingly do so because they're beautiful beyond your liveliest fancy. They're exclusive. Fashion has produced nothing newer or more appropriate. Will you look?—*Siegel, Cooper & Co., Chicago, Ill.*

Look at it a foot away and you'll think you are looking at a good summer gingham. Run your hand over the right side and you'll believe it's a serge with a little twill. But touch it on the under side and you'll feel the short, fuzzy nap that makes it a flannelette.—*Wanamaker's, Philadelphia, Pa.*

A radical change has taken place—novelty reigns supreme for general wear. The family of Zibelines and Scotch Tweed effects are to the fore—every possible combination in rough-coated, soft-woven materials in all weights and colorings—cloths with the soft, glossy hair thrown upon the surface until it covers a multitude of constructions and effects—knotted yarns in mixed plaids—mingled colorings in odd stripes, etc.—*McCurdy & Norwell Co., Rochester.*

Black Dress Goods, as usual, are the first to sound the warning note that summer is hurrying by. Already counters and shelves are well filled with the new weavings for fall. Those who find it most convenient to do dressmaking early will approve assortments as entirely satisfying. New cloths are exceptionally rich.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Autumn dress goods. Zibelines give zest to the strong tide of rich dress stuffs that is rolling in. Their furry folds are ubiquitous. Quaint color treatment frequently accentuates the odd grace of the silky, glinting hairs. The plain is elegant—the acme of quiet elegance—in spite of its shagginess. And there are checkered effects, plaids, thrown over more brilliant plaids, stripes, bars, spots—bearded and dyed Zibelines, as you've never seen before. The early display is replete with interest. But the rough effects do not monopolize all the admiration. Simpler weaves hold their own right well.—*R. H. Macy & Co., New York.*

A Dollar Dress Goods Sale.—At a dollar a yard most every good store has a plethora of fabrics to offer, and so far as the price is concerned this happening isn't remarkable. It's what you get for your money that puts this offering on a pedestal by itself. And the variety is quite as astonishing as the value, for there are no less than forty different styles and colors, worth \$1.50, \$1.75 and \$1.98, at \$1. Not the passe fabrics that smirch the honor of most of the glowing advertisements one reads in the papers, but bright, fresh, new. Here is a list, so you may judge for fashionable fabrics—the very newest of them—yourself.—*Stone, Fisher & Lane, Seattle, Wash.*

Favorite Flannels.—They certainly are favorites, and big ones at that, if daily sales are a criterion; pretty near everything fancy calls for is here and the goods are all new; perhaps there will never again be a time when a little money will purchase such elegance.—*The Boston Store, Milwaukee, Wis.*

First Show of Priestley's Black Dress Stuff.—This initial display is bound to be of interest to women who dress correctly, and for the sake of viewing these beauties and learning what coming styles will be you will be welcomed tomorrow. At no time do our people ever urge you to buy—that is regarded here as "bad form." So this advertisement is a welcome, just as big as we can make it, to see these newest productions of the world's wizards of the loom.—*Stone, Fisher & Lane, Tocomo, Wash.*

Another Grouping of "Tub" Fabric Values.—So great has been the demand for these elegant textiles since inaugurating our semi-annual cleanup sale that almost every day we find it necessary to re-group broken lines and odd lots in order to get an assortment at a price. No prettier goods in coloring and pat-

tern, and certainly none of finer texture, have been offered at retail this season in Los Angeles at such attractive prices. This new grouping for Wednesday selling is one of the best we have been able to make and shrewd purchasers will find some very satisfactory bargains.—*Hamburger's, Los Angeles, Cal.*

A rousing sale of new Spring waists.—*The Palace, Spokane, Wash.*

Bargains in outing flannel. The warm, cozy qualities of outing flannel makes it a highly acceptable material for house wrappers, children's night gowns, pajamas, and the like.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Extraordinary dress goods attractions in black and colored mohairs. We are showing the most complete assortment of imported brilliantines and Sicilians—these fabrics are the finest of their grades that it is possible to procure the world over.—*O'Neil's, New York.*

The Pandora of stocks. It is to be a season of dress trimmings. Multitudes of beauty sorts here. For a season or two dress trimmings were dormant, but since the revival of the Empire styles the progress in richness has been going on and on, until it has culminated in a bewildering aggregation of exquisiteness.—*Schipper & Block, Peoria, Ill.*

Trade kindlings—to raise quick steam in dress goods selling.—*J. R. Libby Co., Portland, Me.*

"I wait every year for this sale."

She said it of the dress goods remnants that are having things all their own way in the salon usually devoted to fine foreign stuffs.

Lots of others do the same thing.

Yesterday a man came in with a twenty dollar bill. "Pick me out that much, please," he said. "I want the stuff for some poor children."

He's been doing it for years.

All lengths, from enough for a shirt-waist up to whole dress patterns, and all the cotton goods this year.—*Wanamaker's, Philadelphia, Pa.*

Early Autumn Dress Goods. *As to the materials:* All-wool. The most popular weaves for the early Fall. A full color assortment. And richness and depth in every cloth and color.

As to the prices: We made this purchase long before the recent advance in the prices of these goods. When we renew our orders, the higher prices must prevail. The advantage of our foresight is yours now—immediately, however, or it will escape you.—*The Wanamaker Store, Philadelphia, Pa.*

A batch of dress goods bargains. Two extremely interesting groups of dress goods, at captivating new prices, hold attractions for the dress-planning woman to-day.—*Wanamaker's, New York.*

Authorities agree that the coming fall and winter will be a strong trimming season, and that the variety of trimmings used will be limited only by the ingenuity of the makers. To say that our trimming department is ready is to put it mildly, for last season we held one of the most searching clearance sales that any department of the store has ever seen, with the result that, staple as many of the trimmings were, this season starts with a splendid, new, fresh line.

Probably the newest style is the colored applique in Oriental effects. Last season saw the forerunners of the style; this season the assortment represents a much greater variety. Black, white and black-and-white appliques are also prominent in the showing.

Wood silk bands are stronger than ever. About all styles are represent, from the narrow gimps to wide cluny bands; made of the same material are numberless styles of pendants, tassels, girdles, frogs, fourrageres, stoles and collars.

Somewhat more novel is the wood silk passementerie. This comes in staple colors such as pongee, tans, navy and black.

Spangles will be used to a considerable extent on fine costumes.—*Taylor's, Cleveland, O.*

The New Woolen Stuffs for Fall.—The Tweed idea took such a firm root in everybody's mind last spring that the manufacturers couldn't get it out this fall—so very wisely they have gone on making tweeds, but prettier tweeds than ever before, to be used in tailored suits and skirts.

Those with a glint of color through them are by far the best. Untwist a small piece, and you will find a little bit of color curling around the thread here and there, and showing up on top in a little lump. Or sometimes the thread of color runs through, evenly woven in with the rest.

In most of these new suitings the threads one way are white—which gives them a nondescript mixed effect that is very delightful.—*Wanamaker's, Philadelphia.*

This is Muncie's foremost dress goods store. Foremost in style—foremost in variety and foremost in the

economical pricing of the charming fall fabrics. Whatever is fashionable can be found here. The stock has been selected with a view of meeting every want. Variety is immense and in the widest possible price range. From the lowest priced fabrics to the very richest our assortment is most complete.—*The Fair, Muncie, Ind.*

No matter how difficult you may be to please, we are sure that you will find something among the new dress goods to suit you.

Everything that fashion favors this fall is here—all the new weaves, new colors and every conceivable shade that you could wish for. Not only is the collection of dress stuffs most liberal in variety and price range, but the values we offer cannot be matched elsewhere—a fact that can be more easily demonstrated by comparison.—*Gable & Co., Altoona, Pa.*

The warm and fretful days have gone. Now for cooler thoughts. It costs some women more money to dress than others pay for the same goods, made up in corresponding vogue. That is because prices are not the same everywhere. It may take a little time to find the right place, but you will shorten that time by coming here. Our varieties are unusually large and beautiful. The best foreign and domestic makers of gown stuffs have their representative values on exhibition here. Some lines are exclusive with us in Newark. The rich and beautiful fabrics tell the story of their goodness and worthfulness far better than our words can express. For further particulars of the following bargains see the goods themselves.—*Hahne & Co., Newark, N. J.*

Such underpricing of black dress goods as even this house never knew before. Not an ordinary occasion. Not even to be measured by the special offerings which have drawn the attention of Brooklyn women here again and again this spring. To-morrow's offerings of black dress fabrics stand alone and unparalleled in the history of Brooklyn merchandising.—*Abraham & Straus, Brooklyn.*

Our dress goods stocks will hold their decided leadership this spring by an unusually strong showing of staples and a superior display of the new and novel. In the showing are silk and wool eoliennes, silk and wool Crepe de Paris, plain and fancy Mohairs, Panama cloth in swell checks; taffeta cloth, rope eolienne, Roxana suiting, granada suiting, henriettas, rainproof coverts and more.—*L. S. Plaut & Co., Newark, N. J.*

Somewhere between the loom of the maker and your purse there has been a good bit of money lost by someone. These are the most fashionable of fabrics and were never meant to be sold for less than two dollars a yard. The foreign maker was late in delivering. New York importer had order cancelled. That's far as we know the story. Most interesting part to us is that they are here for you for so very little.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

What the smart dressers will wear this summer. Wash materials claim most attention. It is generally conceded that the wash fabrics of this season are more beautiful and better adapted for summer comfort than any of any previous season. Their texture is very fine, filmy and in plain, dignified designs, which refreshes one to look at, let alone to wear. It seems the makers have kept more in mind the idea of conveying a cool, refreshing appearance, as well as the actual comfort to the wearer.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

This is the season of new and beautiful goods in all departments, arriving daily from the great Eastern markets. When one sees the beautiful goods turned out each season one would think the manufacturers had reached their limit, yet each succeeding season sees patterns more beautiful and artistic.—*The Crews-Beggs Trading Co., Leadville, Col.*

Just received yesterday a supply of this popular half wool fabric, in cream, black, brown, pink and gray. We were only able to secure a limited lot this early in the season, so we would urge those who have been waiting on this shipment to be here early. Remember, this is the only store in Spokane where Danish cloth is for sale.—*Funk Bros., Spokane.*

"Let your summer dress be any 'color so it's white,'" is one of Dame Fashion's dictums this season.—*Schipper & Block, Peoria, Ill.*

"And I turned and looked—she was sitting there

In a dim box over the stage; drest
In that muslin dress, with that full, soft
hair,

And that jasmine in her breast!"

The bewitching charm of a dainty girl in a white muslin dress has turned many heads, before and since that night at the opera. And this summer—look out! There will be white dresses everywhere.

We are sure this is the best store in which to buy those beautiful, soft and sheer fabrics for summer dresses.—*Blum Bros., Philadelphia, Pa.*

Having made an enormous contract for

these goods several months ago, we are enabled to-day to offer 210 pieces of them at a ridiculously low price. They were made to our special order at the mohair sicilian center of the world, Bradford, England. The goods, you will observe, are strictly high grade, lustrous and reliable—there is nothing in dress materials so popular. Mohairs deservingly merit this popularity, because of their desirability for traveling purposes, seaside and mountain wear.—*H. O'Neil & Co., New York, N. Y.*

No waiting for frost to open the silk and dress goods burrs—the new stuffs have broken their cases. The attractions are countless and include the choicest weaves and colorings of the best known manufacturers on both sides of the Atlantic; and as they were ours by contract months ago before there was any excuse for raising the prices, we are free to do the opposite, lessen them as judged by current values, and now for the stuffs—here are a few presented with the confidence that approval will promptly follow.—*The Boston Store, Milwaukee, Wis.*

Distinctive Fashions—New Suits for Fall.—Kilting is to be a feature of the new skirts, and the seams are slotted; almost the same goods as a year ago, save that they get a little bolder, the cheviots rougher, the Bannockburns looking a little more like the original Scotch affairs. Flounces are on the wane; the kilting before mentioned has taken its place, save on the pedestrienne skirts, where stitching and pointed tucks hold high court. And the variety is broad enough to satisfy the most fastidious woman. There was never a season began so auspiciously.—*Stone, Fisher & Co., Tacoma, Wash.*

Dress goods with quality and style. It would be useless and contrary to the Big Store's policy to arouse your expectations and then disappoint you, but we feel perfectly safe in laying a great deal of stress upon these remarkable dress goods offerings—remarkable because they possess quality and style far beyond the degrees indicated by the prices which are so exceptionally low that no one with the purchase of a dress in view should miss this opportunity to have the best and at the same time economize.—*Siegel-Cooper & Co., Chicago, Ill.*

Christmas Waist and Dress Patterns.—A month ago we began putting up in boxes enough of our prettiest dress goods to make gowns or shirt waists. They are the best of gifts—for they can be made up when you will and as you will.—*Wanamaker's, Philadelphia, Pa.*

Dress Goods Remnants.—Business has been brisk in our main dress goods section, and that means an accumulation of short lengths of the best selling fabrics in colors and black. These were in the way, and they have been sent to the basement with a ticket which insures their immediate departure.—*Mandel Brothers, Chicago, Ill.*

With one large aisle full to overflowing with commodious stocks of the season's latest, surely makes it worthy of a visit from every woman who has a want in this line. The assortments are complete, the range of prices so wide that any allowance can be met, and every piece of material offered is of dependable quality.—*Fowler, Dick & Walker, Binghamton, N. Y.*

Take time to visit our dress goods section. Get posted on what's to be worn this spring. You will not be disappointed in variety of the assortment; you will not be disappointed with the values. Come in and look them all over; we are showing everything desirable in dress goods from the lowest to the highest priced.—*Eastman Bros. & Bancroft, Rockland, Me.*

First glimpses of spring merchandise. All over the store new spring things are crowding in. You'll forget the snow-drifts, madame, as you see the shimmer and color plays and cunning weaves and graceful draping of the silks and wools and cotton stuffs from over the sea. Then there are dozens of costuming hints in the new suits, skirts and waists, and bits of brightness and novelty all around. Come and look, whether you care to buy or not.—*Harned & Von Mauer, Peoria.*

The dress goods salons give large showing to commencement and bridal stuffs. Part of the showing to the blush tints of white; these for bridesmaids, for evening gowns, and for beautiful afternoon frocks. There is more variety of white fabrics on show than many stores would dare to gather of many colors.—*Gimbel Brothers, Philadelphia, Pa.*

Flannels and other fabrics at prices never advertised before.—*Boston Store, Milwaukee, Wis.*

You never had a better chance to buy fine dress goods. We've marked down every yard, black or colored.—*Joel Gutman & Co., Baltimore, Md., Jan. 18, 1903.*

We are clearing out all oddments in the wholesale department—nearly every steamer coming from the other side from now on will bring us something new in the way of staple and novelty dress goods that will need room.—*Strawbridge & Clothier, Philadelphia, Pa.*

Nothing is cooler or more suitable to the season than many of these fabrics, especially for skirts, to wear with shirt waists. Besides these, all our most staple of weaves are being sold at prices that are the greatest inducement for making purchases now for future use. Every yard of goods in the department can be bought during this July sale at from 10 to 40 per cent. less than the same goods will be sold later. Just think what this means on the most staple of all dress materials.—*The Beall Livingston Dry Goods Co., Columbus, Ohio.*

New flannel waistings.—Prettier than ever are the designs of flannel waistings. Weavers are not behind cotton designers in catching beauty of design and color. Here is a newcomer in an attractive silk stripe pattern, soft and light, such as any woman might covet.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Challis. An even fifty-two pieces dainty stripes and scroll, all the new stylish colorings, a value that sells regular at 12 1-2c. for only 9c. a yard.—*Boston Store, Milwaukee, Wis.*

Prices on New Dress Goods That None Can Afford to Overlook.—Dress goods business all over the country hasn't been what it should be. Warm weather hindered the selling. We're taking the bull by the horns—cut prices—vigorously—sharply—deeply—and every yard of goods is fresh and new—which makes the reductions all the more remarkable. Tomorrow will be a busy day.—*Golden Rule, St. Paul, Minn.*

The sweetly simple texture of our new line of novel English weaves are the latest London rage in summer wear.—*McConnell & Co., Scranton, Pa.*

Dress Goods. Again we court your approval, this time with stocks even better, more select and more varied than those with which we won such a largely increased share of patronage in the season which ended when the present season began.—*Charles H. Bear, York, Pa.*

Your own eyes will tell you at a glance what lovely, fine, soft stuff it is. And if you examine it closely—through a magnifying glass—you will have further proof of its goodness—only the best yarn shines and glistens like that.—*The Wanamaker Store, Philadelphia, Pa.*

Dress goods cut in half. This anniversary week we have cut the prices of some of our most wanted dress goods in half. It means a loss to us, of course—yet it will mean a new high record in sales—just what we are after. You will never read of greater values.—*Adams Dry Goods Co., New York, N. Y.*

A magnificent showing of exclusive fall dress goods. Such a comprehensive exhibition of new fall fabrics was never before offered Chicago women—and the prices are wonderfully low.—*Mandel Bros., Chicago, Ill.*

It's making up time now of thin dresses. For the proper materials visit our great wash goods section.—*W. A. McNaughton Co., Muncie, Ind.*

Mohairs for Waists.—Loom wizards spring another surprise for us this fall. What do you suppose they have planned for the popular waistings? Mohairs, yes, mohairs—the cloth which the present generation has only thought of as being in black and cream. Here's a revelation—plain mohairs, mohairs with figures, dots, and stripes, and you can't picture, until you see them, the beautiful color effects the sheen of their surface gives.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

There is a special charm about these fresh and immaculate Dress Goods as they appear to-day in the wonderful fullness of variety.—*Wm. M. Shepherd, Carrollton, Ohio.*

New and beautiful wash fabric. Chiffon lesse is the newest and daintiest wash material that has come to us this season from across the pond. This exquisite imported wash dress fabric has the soft voile effect and is woven in plaids and stripes in the light shades of blue, pink, helio and gray, as well as black and white checks and stripes, making an ideal fabric for evening costumes and party dresses. In other cities these same goods are being sold at 35c. a yard, but because we secured them under price we offer them while they last at 25c. a yard. An idea of the beauty and worth of these goods can be had by a look at them in our Main street window.—*Sturtevant's, Zanesville, Ohio.*

Any woman who's ever bought gingham knows that "Bate's Mills" on a piece of seersucker gingham means fast colors, strong fabric, pretty patterns—general excellence, in short. While very good for dresses, wrappers and other of the more common uses, these gingham are especially recommended to nurses, waitresses, etc., because they'll stand no end of hard usage, frequent laundering and rubbing; colors are absolutely fast. Shown in plain colors, shepherd checks and stripes from 1 to 10 threads white.—*J. W. Robinson Co., Los Angeles, Cal.*

Extra dress goods values. All wool suitings; plaids of various shades, together with even checks, on cream

grounds; the very sorts you see made up into the cleverest tailored gowns. A choice lot of odd lengths and remnants of stylish dress goods are on sale at half price—suitings for tailored garments, of broadcloth, venetian, serges, chevits, voiles, Scotch and English suitings in handsome patterns; and silk and wool crepes de chine in light shades for evening gowns; plain and fancy effects.—*J. W. Robinson Co., Los Angeles, Cal.*

Wool dress goods reduced. Special sale Saturday. Special offering in the dress goods department for to-morrow consists of quite a variety of materials. All are desirable and the reduced price is so low that you cannot fail to see the wisdom in taking advantage of the opportunity to secure a dress pattern. Among them you will find one piece each cream and white wire cloth. A handsome thin material for separate skirts. These goods are 45 inches wide.—*The Crescent, Spokane, Wash.*

Danish cloth for bathing suits. Many women prefer to make their own bathing suits, following some particular pattern which they can't buy ready-made. Wanters of bathing suit materials will find Danish cloth exceptionally good, as the colors are absolutely fast, the cloth (mixed wool and cotton) unshrinkable.—*Coulter Dry Goods Co., Los Angeles, Cal.*

New prices on sheer dress stuffs in black. These beautiful silk and wool materials are made with all the cunning of a master weaver and designer; they're brilliant with silk, durable with sturdy wool, and so good that we seldom can get enough to satisfy our customers, to say nothing of reducing prices. Thank a small lot for to-day's reduction. Every piece is the exclusive product of a foreign maker—there are broadtail eoliennes, soft crepe de chine, Courtaules' eoliennes (from famous English mills) with a number of others; beautifully soft and lustrous, every piece; in fact, they are the best grades we carry in such goods, and represent values as high as \$3.75 a yard. It's really a shame to let them go for \$1.95.—*Coulter Dry Goods Co., Los Angeles, Cal.*

We can't remember the time when such elegant fabrics as these have been offered at so low a price. We couldn't go out and buy them and then sell them to you at this price. Our only reason for making the price so extremely low is the absolute need for room. There is no gainsay about these goods. They are as pretty and dainty as anybody could wish to wear, and the saving is of considerable importance.—*Bernheimer's, Kansas City.*

Because we will not carry novelty goods into next season—you have this unusually generous offer to-day. Novelty suitings in light weights and light colors—plaids, broken checks and similar weaves in cream and white grounds, with black, lavender, pink, light gray and similar shades in the figure; not old-timers nor garish styles, but our own regularly-selected spring and summer stocks for select trade. These goods are so wide that six or seven yards will make a whole suit; and at to-day's price you can buy two or three skirts or entire gowns for the usual price of one.—*Coulter Dry Goods Co., Los Angeles.*

Quality *dress goods*—great values. The unquestioned success of our dress goods selling this season proves conclusively that we fully meet the requirements of the hour with styles, exclusiveness, assortments and price. Discriminating buyers—those versed in dress goods values—will readily appreciate these exceptional offerings for to-morrow.—*Crow & Whitmarsh, Cleveland, O.*

Our *dress goods* stock must be reduced, and to accomplish this have decided to place on sale some splendid lines of seasonable materials—wanted materials for present or future use at splendid saving to you. Read carefully the following and come to-morrow, the first day of the sale.—*R. McKay & Co., Hamilton, Can.*

Dress goods are fascinating this spring. We can't remember a season when dress goods were more captivating and lovely than they are this spring. Our showing is so large, so comprehensive, so rich in novelties, so prolific in the finest French and European weaves that it is hard to believe that it has a peer in all Canada.—*The T. Eaton Co., Winnipeg, Can.*

Already the new white stuffs for waists and suits are melting from the counters like snow. It's to be a white year; no doubt of that. "And these," said a woman who went through the store this morning, "are the most beautiful white things I ever dreamed of."—*Schipper & Block, Peoria, Ill.*

A sale of dress goods. Never in the regular way of business could such extraordinary offerings be made. The fact is that we have secured upon most unusual terms the entire surplus stock of a large importer; we have also closed out at remarkable price cuts several large lots from domestic manufacturers. New, choice goods all of them.—*Koch & Co., New York.*

Be sure of your *dress goods* store. A dress goods purchase is unlike most other

purchases—it involves further expenditures. In addition to the cost of the goods, there are the trimmings—the making, the findings, etc.—all totaling a considerable sum. If the cloth proves unsatisfactory then the dress is a loss. There is this to be considered—be sure of your dress goods store. Our dress goods reputation extends over fifty years of continuous retailing—the store is widely known as a reliable dress goods store, where the standard of quality is never permitted to deteriorate. No matter how low the prices sometimes reach, you can always depend on your purchase.—*Field, Schlick & Co., St. Paul, Minn.*

Our fall dress goods surpass expectation. What we said about our fall dress goods was true to the last word—the prices must have been right, too—for many who merely came to see, remained to purchase. Our store has been full of delighted and satisfied shoppers since the day of the first display—people who felt that the show had not been "overbilled," so to speak. We renew our cordial invitation to the ladies to come and inspect, price and purchase the most enchanting and modestly-marked stock of fall dress beauties they have ever looked upon.—*Lippincott & Co., Wilmington, Del.*

Thursday's price attractions among fine dress goods. Not so long ago Winnipeg would have deemed herself more than fortunate in having this magnificent display of latest weaves and exclusive novelties from which to make her selections—the foremost looms of Europe could do no better by us. But to have them priced so attractively low as they have been of late was beyond the wildest dreams of expectation. More of the same splendid values for Thursday.—*The T. Eaton Co., Winnipeg, Can.*

Surprising values in handsome dress fabrics. The oft-repeated tale of special values can't be repeated too often when it concerns these lovely dress goods. Imagine such handsome dress fabrics as these are for street and evening wear being sold at these prices. Flawless in weave and coloring. Europe could send us none better at their regular prices.—*T. Eaton Co., Winnipeg, Can.*

The blue pencil has been busy among dress goods. Monday morning many of our most desirable dress fabrics—latest weaves and exclusive novelties—are brought under the point of the blue pencil. Selection is extremely varied, presenting the most attractive choice for pretty waist and stylish dress lengths we have offered gift seekers at any one time this season.—*T. Eaton Co., Winnipeg, Can.*

Handsome *dress goods*, much less than usual. Like a child that is never satisfied, increasing business only serves to make us desire more. The very special prices we have placed on some of our loveliest silks and dress goods should make Monday one of our busiest days. We have made every preparation to meet it. Extra salespeople and plenty of counter room. Dress and waist lengths make the best gifts; they can be made up as you will and when you will.—*T. Eaton Co., Winnipeg, Can.*

Spring *dress goods* marked down. All our new 1907 dress fabrics—every yard included—marked at prices that will force spirited selling. Original costs and real values have been forgotten in making these new low prices—the one object being to dispose of the goods at once. No such genuine bargains in dress goods have ever been offered in this city—by this or any other store. Every woman who investigates these offerings—and none can afford to miss them—will admit at once that this is the time of the year for most liberal buying.—*Jordan Marsh Co., Boston, Mass.*

Invincible value in French voiles. Women particularly admire voiles in general for their adaptability; for their extra rich effects at small cost. French voiles in particular for their exquisite, unsurpassable colorings. And there's an important advantage in buying them at Eaton's—extra good quality at extra low prices. And the vast variety to choose from.—*The T. Eaton Co., Ltd., Toronto.*

When we mark down any *dress goods* all who are familiar with our stock know that there is something especially good for wideawake shoppers. You can search the dry goods counters of the whole continent and not find a wider range of exclusive and high-class materials—therefore you will appreciate the following interesting reductions.—*The T. Eaton Co., Toronto, Can.*

Broadcloth is unquestionably the material that will be most used for fall and winter costumes. Paris now uses it almost to the exclusion of other wool fabrics—with the natural result that the manufacturers are crowded with orders. We actually ordered many of our broadcloths a year in advance and thus secured a cost figure that permits a price here that can hardly be met in any other stores.—*Abraham & Straus, Brooklyn.*

Reduced *dress stuffs*. The woman who shops intelligently—which means that she gets lasting satisfaction from her purchases—will look with high favor upon these silk-and-wool crimped eoliennes

that we own for so little that we can sell them at 75c. a yard, though ordinarily we should have to ask \$1.25 to \$2. Shown in shades of green, lavender, blue, brown, champagne and dark blue, 42 to 48 inches wide. Novelty checks, shadow plaids, large and small, and small hair-line plaids and checks in light spring suitings, are on special sale to-day at \$1 a yard; \$1.25 to \$1.50 more nearly express their true worth.—*Coulter Dry Goods, Los Angeles, Cal.*

Each day shows us increasingly how much in favor these fabrics in the genuine clan plaids will be this season, as well as some effective plaids that have no clan relationship.—*Frederick Loeser & Co., Brooklyn, N. Y.*

In new *dress stuffs*. Another shipment received to-day. As we handle only piece goods in strictly dry goods for women we no doubt have the largest assortment shown in Denison. Prices guaranteed. Come and look.—*Sidney Elkin, Denison, Texas.*

And broadcloths again this spring. Nothing more stylish. Once more gray suitings and silky broadcloths have forced their way to the front in Fashion's parade. But really it required no forcing. They are so pre-eminently stylish and dressy that leadership is theirs by right. Gray suitings were never so distinctly stylish as these handsome new suiting lengths we opened up yesterday. And the broadcloths! So soft, silky, and even lighter in weight than they were last year.—*The T. Eaton Co., Winnipeg.*

Silks, *dress goods* and the favorite novelties in fabrics make in themselves a noteworthy attraction. All the newest weaves and colorings are shown and many of the designs are very exclusive. These are given ample display to make inspection a pleasure. We might add a suggestion that some of the individual patterns shown for the opening cannot be duplicated later, especially at the prices quoted for to-day and Friday.—*John Bressmer Co., Springfield, Ill.*

Waist and dress patterns boxed ready for gift-giving. At this season of the year we cut up some of our most attractive silk and dress goods in lengths sufficient for waists, skirts and full gowns, and put them up in beautiful boxes, making them nice for presentation. Nothing is added to the cost for this boxing, the goods being charged at the price at which they would sell by the yard. If you choose you can select any material from the stock and we will box it for you free for the asking.—*Hahne & Co., Newark, N. J.*

Christmas waist lengths. A pretty waist length would make the finest kind of a Christmas gift. Here are materials bought specially for evening waists, in the daintiest and newest weaves and colorings, at popular prices. Each waist length enclosed in a box for presentation.—*Stanley Mills & Co., Ltd., Hamilton, Can.*

Still splendid values in *dress goods* for Monday's selling. Record selling of a year ago makes but poor comparison alongside of the remarkable business that has been developed as a result of the splendid values which have been special features of late in this section—in both latest weaves of dress goods and most exclusive novelties. As Christmas remembrances, makings of stylish street costumes and charming evening gowns are in high favor, and at no time can they be bought to greater advantage than just now.—*T. Eaton Co., Winnipeg, Can.*

Quality dress goods, great values. The unquestioned success of our dress goods selling this season proves conclusively that we fully meet the requirements of the hour with styles, exclusiveness, assortments and price. Discriminating buyers—those well versed in dress goods values—will readily appreciate these exceptional offerings for to-morrow.—*Thos. C. Watkins, Hamilton, Can.*

Special clearance values are nowhere more exceptional than in the *dress goods* store. But to-morrow, in addition to the second floor stocks, one of the special main floor tables will be laden with short lengths of seasonable and stylish dress fabrics at prices far below their worth.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Dotted Swiss is too attractive ever to go out of feminine favor. Nothing is more cool and airy and dainty. Few fabrics launder and wear with such practical success. And this year the omnipresent stripes, plaids and checks have found a way among the conservative dotted patterns. There are all sorts of pretty combinations—for instance, one bold overplaid or hair lines sets off the pin dots into smart squares.—*Frederick Loeser & Co., Brooklyn, N. Y.*

New plaid dress goods. All the spring freshness and beautiful bright colorings—just what the girls want for school dresses, and they make handsome waists, too, for the elder folks.—*The People's Store, Tacoma, Wash.*

This is the greatest dress goods value ever shown—you can't possibly duplicate this anywhere for \$1.95—even on special sales—but we want to give you some-

thing to talk about—want to furnish you the best values of a lifetime—come in all colors—you can buy as much as you like of this \$2.50 broadcloth, at this sale for \$1.00.—*The People's Store, Tacoma, Wash.*

We have been agreeably surprised at the interest taken in our advanced showing of spring dress goods. Really, now is the time to make selections, for we are receiving pretty new goods in our silk and dress goods department every day—things that are beautiful and up to the moment in style.—*The Crews-Beggs Co., Pueblo, Col.*

A special lot of all-wool voiles in handsome spring shades. A most fortunate purchase brings them here for the Friday bargain sale at about half the usual price. Full 42 inches in width. A fabric that is much in demand for summer suits and dresses.—*Gimbel's, Milwaukee, Wis.*

Sheer fabrics prevail this spring and the gingham weaves and patterns are warm favorites. Checks and plaids as well as the dainty floral patterns will be worn by the best dressers this season.—*Thompson Mercantile Co., Tacoma.*

Great reduction sale of popular *dress goods*. We offer for to-morrow four immense lots of this season's most popular dress fabrics at sharp decided price reductions. Included are the much wanted and practical worsteds, serviceable tweeds and good wearing homespuns, in smart overchecks, broken checks, shadow checks and stripe patterns, also a number of plain cloths. The lots present a full range of best and richest winter shadings to select from. Many of these lines are belated shipments now on sale for the first time; others are broken ranges left from this season's importations. Select early while assortments are at their best.—*Thomas C. Watkins, Hamilton, Can.*

Distinctive styles in children's dresses. We have achieved the knack of dressing little girls well, with taste and refinement. To do so we find it necessary to draw on three different sources of supplies, from our own skillful tailors of children's garments—and they are as good as the best—on New York and on Paris. Here are sturdy little dresses for the school wear, handsome little affairs, good enough for Sunday best, and little gems, French all over, stars that will shine at party or fashionable function. Mothers will find the price moderation for these handsome dresses in the nature of a very pleasant surprise.—*The T. Eaton Co., Winnipeg, Can.*

Monday's special mention among the *dress goods*. We have raised our value standard in the dress goods section higher than ever it was raised before in Winnipeg, and there'll be no lowering it this side of stocktaking. But it's more than ordinary large values in dress goods that we are offering, the fabrics themselves represent the infinite resources of the world's best weaves. Dress materials that it's a privilege for a woman to choose among—at almost any price. Monday's special mention concerns suitings and coatings.—*The T. Eton Co., Winnipeg.*

Sale to-day. *Children's white dresses*, 48c. An exceptionally good quality of lawn is used in these dresses, considering the price, and they are very prettily made. French dresses, with tucks front and back, trimmed with pretty pearl buttons on the broad plaits. Garments to fit little folks 2 to 4 years of age. See them in children's wear department on second floor.—*Chas. P. Nathan Co., Sacramento, Cal.*

Even though you may not be ready to choose the new dress, we know that you will enjoy coming and inspecting the new dress goods that are now ready. Ladies who have been here have shown their appreciation of the splendid stock by investing when they came merely to look. Our constantly increasing sales in this department is a sure indication that people realize the fact that our dress fabrics represent the best and most stylish weaves and color effects to be had, also that our prices are correct.—*Gable Co., Altoona, Pa.*

Enthusiastically received and flying out fast. The soft quality, fine weave and lusterless dry finish are considered very smart this year for coat and skirt suits for street and traveling wear.—*Frederick Loeser & Co., Brooklyn, N. Y.*

New *dress goods* underpriced. Easter over, the new dress stuffs again reclaim their own. The opportunity to select just the color of pattern or weave desired appeals strongly to every woman who would secure the most exclusive. Our stock is now overflowing with the newest and best in both American and foreign weaves, and affords a range for selection that is most satisfying. Prices quoted to-day make this week one of unusual opportunity—one that you can ill afford to miss if economy is a feature to be considered. To illustrate, we submit.—*W. M. Whitney & Co., Schenectady.*

Costume materials. We began to collect these excellent fabrics months ago, so as to have them ready when you

were, and you wouldn't expect to see a prettier assemblage, besides there is a special charm about them as they appear in their wonderful fullness of variety. The most particular taste will be pleasantly satisfied somewhere in this array. Every pattern is as fresh, dainty and beautiful as can be. This is not our own judgment, it's the judgment of those whom we have asked to criticize them. It will undoubtedly be your judgment.—*Louis Einstein & Co., Fresno, Cal.*

Select materials for the dainty gown of the girl graduate. Are you to be a girl graduate—and are you planning a dainty white costume in which to radiantly appear on that day of all days? If so, you will be delighted with the wide choice of filmy cloths, snowy laces, embroideries, ribbons, etc., offered here—all specially selected for their fitness for graduate gowns. You'll be delighted, too, with the low prices at which we have marked these lovely fabrics. Come and inspect the showing and let us convince you that there's no store in Binghamton so excellently prepared to meet your taste at smallest cost.—*Boston Store, Binghamton, N. Y.*

Everything that is smart and fashionable, every weave that good taste and trained judgment suggests, is in our present showing. There is a wealth of difference in the lines from seasons past. Designers and weavers have exerted their best efforts to bringing out unusual effects and we show them in great numbers. This newness is apparent from a glance over the items in the advertisement—and more so when you see the lines. Besides the novelties we have the staple stuffs that are always popular.—*J. G. Myers Co., Schenectady, N. Y.*

Stunning plaids and dainty checks, decidedly distinctive; almost masculine were it not for a faint tint of color here and there which changes them into purely feminine fabrics. Panama holds full sway and the new shades of tan and gray are Dame Fashion's favorites. A host of these charming new checks and plaids in tans and grays and creams, with plain and graduated checks and bars of black and colors will be placed on display.—*O'Donohue, Redmond & Normile Co., Omaha, Neb.*

These are colored wool suitings—stylish, clean, new goods—the best of their kind. This season's choicest patterns are shown—light and medium grounds over-shot with broken checks, plaids and small, indistinct lines—stunning patterns in fancy mixtures.—*Field, Schlick & Co., St. Paul, Minn.*

DRESSMAKING

For three days more we will make these suits to measure for \$16.75 and \$21.75 each. Made to your own individual requirements. Fit and satisfaction guaranteed. Your choice from over 100 different materials, to be made up in any one of the seven styles shown in this illustration, for \$16.75 or \$21.75. You select the style and material you like best; we take your measure and deliver your suit within a reasonable time as near faultless as human skill and high-class workmanship can produce it. The seven models pictured above were selected after careful consideration as being the best all-round styles of the season, and because we believe they are styles which will be as desirable for next fall as they are now for present wear. New blouse suits, new collarless suits, new semi-fitted suits, new three-quarter coat suits, new jacket suits. The seven different models and materials from which orders will be taken are shown on forms in our windows and in a special section of our suit department on second floor, which we have devoted exclusively to this sale. Here we display a range of more than 100 drapes of fine quality all-wool materials from which you may select, including: Broadcloths, English chevots, scilicians, fancy worsteds, French voiles, Scotch tweeds, and men's wear mixtures in desirable color effects. Every suit will be man tailored, handsomely trimmed and lined with fine quality satin or taffeta silk.—*R. H. White Co., Boston, Mass.*

We are showing without exception the most complete assortments of all the new up-to-date spring linings. Most essential to the fit and wear of a garment are good linings. H. O'Neil & Co. keep only those of guaranteed superior quality, and many of the lines are entirely exclusive with us in New York City.—*H. O'Neil & Co., New York City.*

Dress linings for Thursday. Extremely low prices always prevail at our lining counter. Dressmakers, seamstresses, in fact all workers with needle and thread should profit by these buying opportunities.—*Mendel & Freedman, New Haven, Conn.*

Every woman who uses a needle. Sale of dressmakers' findings, work-basket supplies, notions and linings. This is a

Malley sale; backed by the prestige of thirty-seven previous events of like kind; inspired by the certainty of superiority; supported by the advantages of a commanding position in both wholesale and retail markets. It is comprehensive—it covers everything in its line. It is advantageous — the reductions are more than one-third.—*The Edward Malley Co., New Haven, Conn.*

New Spring linings. The linings are a vital factor in women's wear—great care should be taken in their selection. Buying here, you run no risk of getting the inferior quick-to-go-to-pieces article—we handle none but the most dependable qualities, whose worth has been fully proven. Special low prices to-morrow to "open up" the new spring goods.—*Kaufman's, Pittsburg, Pa.*

Necessary linings conveniently priced.—*The Broadway Department Store, Los Angeles, Cal.*

Notions in motion. We have to-day a larger clientele of dressmakers and milliners than any other notion store in Brooklyn. Fair dealing has won this favor. We are just as particular about the quality of these little things as we are about those larger and higher priced.—*Abraham & Straus, Brooklyn, N. Y.*

Desirable things for first-of-the-week shopping. While the cloth of my lady's gown is an important consideration in the make-up of a correct costume, it's essential that other materials that go to make it a creation of art and a thing of beauty be in keeping with the quality and style of the cloth. Because ladies recognize this, our trimmings and linings departments are very popular sections of the Nevius store.—*Nevius Bros. Co., Trenton, N. J.*

You don't realize, of course, how important the question of trimmings is to the looks of your clothes; the color and texture of linings; the shape and shade of buttons, etc. They seem like little, trifling things to you; you never thought of it before. We have a department where just as much care is given, by experts, to testing these things, and getting harmonious effects, as if it were the only thing we did.—*Hart, Schaffner & Marx, Chicago, Ill.*

DRESS TRIMMINGS

New Dress Trimmings Little Enough in Price.—Little to pay for a little touch of smartness to a dress. Ask at the trimming division of main floor, west.—*Jos. Horne Co., Pittsburg, Pa.*

Arrived! Great shipment of new dress trimmings. We know you will be glad to see them. They are so handsome you cannot help admiring the beautiful patterns, the rich colorings, the handsome effects and the reasonable prices.—*Rosenbaum Company, Pittsburg, Pa.*

Our First Trade Sale Dress Trimmings.—Short lines, an odd piece or two, or lines too scant to admit of making up samples for their salesmen—all such stock is as much in the way of a big wholesaler as is a sore thumb. Importers take singularly small prices to effect a clean-up of stocks at the end of their season. But it's all as good as full stocks to any one who has a dress to trim; and one must use trimmings. So our first trade sale of dress trimmings begins to-morrow morning, and all the bargains that follow, with many more, will be specially displayed.—*Schipper & Block, Peoria, Ill.*

New trimmings. It is wonderful how the human brain can conceive such elegance. Every yard of trimming brings this thought home to the inquiring, observing mind. The world claps its hands in ecstasy over particularly lovely groupings and color combinations, but fails to think of the laborious hours spent in perfecting the work.—*Joel Gutman & Co., Baltimore, Md.*

Dress Trimmings.—Generous stocks of every fashionable and wanted sort of dress trimmings are here.—*W. V. Snyder & Co., Newark, N. J.*

New Dress Trimmings—A Superb Line of Imported Novelty.—Hennessey's notion department has a new line of trimmings. They are fresh from Paris and represent the best of the Frenchmen's charming conceits for the modiste's manipulation in gowning fair women.—*Hennessey's, Butte, Mont.*

"Beautiful," "dainty," "charming," "exquisite," "lovely,"—in fact every adjective that lovely femininity uses in describing dainty trimmings can well be said of this beautiful collection of hand-

some embroidery.—*Bon Marche, Asheville, N. C.*

New Laces and Trimmings.—Here's a display you'll enjoy. Come and let us show you the delicate, beautiful creations in the lace and trimming departments. Such light, airy, exquisitely fashioned handiwork of the most careful manufacture, such perfection of detail in design, such attractive beauty and in so great variety that we are sure to please you. Many new importations from abroad, combined with the best of our own country, have just been added to the immense stocks to make your spring shopping a pleasure. Now all is ready—we ask that you come and give us an opportunity to show you the beauties of these departments.—*The Wm. Hengerer Co., Buffalo, N. Y.*

Lace Novelty. An extraordinary showing of lace novelties is required this year to meet the demand for fine dress trimmings. Of course you will take it for granted that we have provided everything needed, but you can hardly understand what that really means unless you have spent much time at the lace counter.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

Never before in the history of dress trimmings has there been such a lavish display of materials so varied in shape and detail that it is well-nigh impossible to go amiss in the matter of choice. Such bewildering combinations, perfection of designs, harmonious effects in colors need only ingenuity to cleverly adapt the wealth of braids, embroideries and appliques to the adornment of the season's gowns. Trimmings are so designed that they may be separated and used as motifs, making them amenable for various styles of treatment. Appliques with gold and silver effects are among the newest trimmings, and all of the Oriental embroideries are enhanced by the glimmer of gold and silver threads. An almost endless variety of gimps is shown in many combinations of colors and braids, and the richness of the intermingled silks, velvets and Persian touches offers a superb supply of materials with which to effect fashion's decrees in dress decoration as well as original adaptations.—*Woodward & Lathrop, Washington.*

DRUGGISTS' SUPPLIES

Couldn't Use It.—Customer—“ Say, have you anything that you can recommend for a cough? ”

Druggist—“ Sure. I have a delightful cough mixture that I put up myself. ”

Customer—“ I'm afraid it won't do. I haven't got a delightful cough. ”—Cincinnati Enquirer.

Vaseline.—In large and small jars. It's the blue-seal brand, the genuine. Excellent for sunburn, wind chap, rough skin, etc. Talking of chaps, better have a jar or two handy for the little chaps on the Fourth. Stitch in time, you know.—*Jas. A. McCoffrey & Sons, Philadelphia, Pa.*

The first step in treating sickness in your home is to call in a doctor. The next is to get his prescription filled. That's our part of the work. We keep only the best chemicals and pharmaceuticals, and are prepared in every way to take the best care of your interests.—*Cooper's Drug Store, Lexington, Ky.*

When sickness comes or accident endangers life or limb, only the best and purest medicines should be used. Frison & Sweeting's pharmacy is by universal consent named as the most reliable for furnishing the best drugs and chemicals and sick room appliances and essentials.—*Frison & Sweeting, Bloomington, Ia.*

There is never a doubt as to satisfactory trading results at this complete drug store. Never a doubt as to first reliable quality. Never a doubt as to getting the exact article you ask for. Never a doubt as to our lowest price. Never a doubt as to prompt, courteous attention. Never a doubt that you can buy just as safely over the telephone or through the mails as if you were in the store in person. Never a doubt about getting your money back if for any reason you are dissatisfied with your purchase.—*Laranger & Culver's Drug Store, Saginaw, Mich.*

When it is drugs it is often necessary to know, and a satisfaction to be sure, that drugs purchased are of the best possible quality. This certainty and security is always provided when you buy drugs here. For sixteen years we have given that sort of service which builds public confidence and wins the permanent favor of careful people. When you get anything here you can be sure about the quality and equally sure that, quality

considered, the price is right.—*Becker & Colson Drug Co., Fresno, Cal.*

Violet witch hazel.—Try it after shaving. It has all the healing virtues of witch hazel and the perfume of fresh violets. Good in the bath or after the bath. And the price is so low, it can be used very freely.—*Hull's Corner Drug Store, New Haven, Conn.*

We always please. Our customers always get the “best” in drug buying—not only the best in the way of highest quality, but the best in point of service and in lowest prices. We have been proving this day and night now for many years, until it has become an unquestionable fact. Each day finds us doing more and more business and adding more and more friends and satisfied customers.—*Federmann's, Kansas City, Mo.*

Our exceptionally complete stocks include everything in the drug line which a thoroughly progressive drug store should carry. We watch our stocks carefully and replenish them as often as is necessary to keep each assortment unbroken. Trading here you have the satisfaction of always getting precisely what you desire.—*Kingston, Denison.*

Between life and death. The most tender solicitude and careful nursing will avail little if pure medicines are not obtainable. Get your physician's prescriptions filled at Mykrantz's pharmacy, and you then will be sure that you will not be a victim of the crime of substitution.—*Mykrantz Pharmacy, Columbus, Ohio.*

No monkey business.—Ours is not the policy of the “monkey druggist.” We don't monkey with your doctor's prescriptions. We don't monkey around trying to sell you something “just as good” when you want one of the standard patent medicines. The monkey druggist is always scheming some way to job the people.—*The Ing & Allee Co., Sacramento, Cal.*

Some people secure comfort at the seashore; others in the mountains. For the stay-at-homes there is comfort every day at our soda fountain. Perfect flavors, thin glasses, plenty of ice. Ever try "Innovation Sundæ?" Two other articles for comfort—Sea Salt and Roger & Gillett's Violet Water. Used in the bath either one is invigorating; either one will help you bear the sultry weather.—*The Eagle Drug Store, Denison, Texas.*

Hair brushes. Quality sticks out all over them, and that's what you want in a hair brush. Let us show you what a good one you can purchase here.—*Brown & Turner, Portland, Me.*

When the sun paints tan and freckles and sunburn, we are ready with remedies for the dark coat—cooling and healing lotions, rice powder, glycerine, listerine, cold cream, vaseline—lots of curative and palliative summer complexion restorers.—*A. Renkert & Co., Memphis.*

Happy to accommodate you. You know without our telling you what kind of goods a first-class drug store carries. When you want perfumes, toilet articles, brushes, infants' requisites, sick room goods, medicines, etc., you know that if you come right here you can get exactly what you want.—*The Modern Pharmacy, Binghamton, N. Y.*

Drugs.—"A stitch in time saves nine," and the timely administration of one of the following remedies may save many ills and doctor bills.—*Kaufmann's, Pittsburg, Pa.*

Getting a prescription is one thing, getting it filled is another. The second no less important than the first. A poor doctor and a good druggist might do better than a good doctor and a poor druggist. What you want is both a good doctor and a good druggist. We furnish the good druggist.—*Andrew R. Cunningham, Detroit, Mich.*

Rock candy syrup. This is a syrup as pure as clear water—made of fine sugar and useful for many purposes. It makes a pleasant change from maple syrup on griddle cakes; it is ideal for a part of that sure-to-cure-a-cold combination "rock and rye"—it is available for all of the uses of a syrup, and its cost is very small.—*Abraham & Straus, Brooklyn, N. Y.*

A gentle regulator. In these days of hurry and worry almost every one needs a laxative or liver regulator to counteract the effects of sedentary occupations and hurried eating. Of course, you don't want anything drastic—what you want is something effective. Our little liver

pills are pleasant, prompt and reliable.—*Globe-Pitts Drug Co., Salt Lake City.*

Moths must go now. We unite with the housewife to-day in an attack upon the common enemy—moths. Camphor gum is admittedly the best thing to protect furs and other clothing from the inroads of moths and other of their ilk.—*Sibley, Lindsay & Curr, Rochester.*

When filling prescriptions we give our undivided attention to the same. That is the only safe way and we are nothing if not safe. We dispense drugs of known purity only, holding that when human life is hanging in the balance it is a poor time to economize by using cheap materials and trusting to luck for results. Again, we've the "know how," and our prices are reasonable. Let us fill your next prescription.—*Virges & Co., Tacoma, Wash.*

Prescription Perfection!—Our prescription department is in charge of experts who have spent years in the business. When engaged in this work they have a wholesale drug stock to work from. They never substitute. Every prescription is filled just as the doctor intended it to be. The work is done promptly and a low price charged. If you want the best in a hurry, come here.—*Reed Hurlbut, Rochester, N. Y.*

A case of grip, colds, coughs, etc., can be relieved and cured by our cordials. Should your physician prescribe for you we will fill it from pure and fresh drugs, without any substitution in medicines, at any time. Our prescription department is perfect. Our service is always prompt and reliable and the utmost care and accuracy is observed at all times.—*Sam. Coffinberry, Peoria, Ill.*

The Sun's stores stand with drug buyers for honest, pure drug-selling. There is no doubt in the minds of those who know us. You get just what you ask for. Your doctor trusts us with the most intricate prescription work; as he does, so should you. We offer some specials in standard remedies. This is only a sample of what you can save here.—*"The Sun," Los Angeles, Cal.*

The supreme point about Cunningham's drugs is their reliable quality. Our business isn't guesswork any more than your cooking is guesswork. We know for a certainty that our drugs are of the very best quality before ever we let them enter the store. We have found that these are the kind of drugs most people want. Don't get the idea that high quality makes our prices high—for it doesn't.—*Andrew R. Cunningham, Detroit, Mich.*

You will save time by coming direct to our store, as you will be sure of having your prescription filled at once. Don't you think it a good idea to bring your prescriptions to us; then, if you need them refilled at night, you are always sure of being served at once.—*Newbro Drug Co., Butte, Mont.*

Family medicines. Don't save pennies to lose dollars—don't be too economical when your health's at stake. We sell drugs and medicines at reasonably cheap prices—we don't sell cheap drugs. Anything your physician prescribes or you order for yourself you'll get—no substitutes, but the genuine articles, at fair prices.—*A. Renkert & Co., Memphis.*

Pure Witch Hazel. In addition to its being absolutely pure, it's of extra strength.

Highest grade of distilled Witch Hazel.

A popular and effective home remedy.—*Gedney's, East Orange, N. J.*

Rough winds and cold weather will soon be on hand with coughs, colds and consumption in line. Save your strength and store up energy by using now Petty's Syrup and Tar for coughs and colds.—*Petty's, Newark, N. J.*

Why does your doctor prefer to have his prescription compounded here? Because he knows they will be accurately and intelligently compounded of absolutely pure drugs and chemicals. That's the only reason.—*Andrew R. Cunningham, Detroit, Mich.*

Drugs and Toilet Necessities.—You cannot go anywhere safely without taking some of the most simple preparations with you, for in case of emergency, you are not always apt to find them in small stores at summer resorts or in the country.—*Hamburger's, Los Angeles, Cal.*

There are tricks in all trades; but the only trick in this trade with us is the trick of keeping the freshest and best of all kinds of drugs, perfumes and toilet preparations, as well as putting up prescriptions strictly 'pon honor. If you want the best you must come here.—*Sam Coffinberry, Peoria, Ill.*

Colgate's Violet Talc Powder.—Who has not used this dainty, cooling, and refreshing toilet powder? It is a luxury as well as a positive necessity to have a box on one's toilet table. Do not allow yourself to be without it. It's dainty perfume is delicious, and for baby's use is just the thing.—*Oliver-Finnie Company, Little Rock, Ark.*

Save yourself the trouble of going from one drug store to another by coming to Kuhlman's first. Kuhlman's has

by far the largest and best selected stock of patent medicines and sundries, and we are never "just out" of the article you want. Every department is well supplied and constantly replenished with new goods to meet the new needs of the people. Superior service and cut prices are the irresistible combination that is winning us the largest patronage ever enjoyed by any Knoxville house.—*Kuhlman's, Knoxville, Tenn.*

If "our own" cough syrup does you no good or if you are not satisfied in every way, bring back the empty bottle and get your money—it is no longer ours.—*Ruhl's Drug Store, Manheim, Pa.*

In event of sickness send your prescriptions here. We will fill them with dispatch and put all our professional knowledge and attention and the finest quality of drugs into them. We will thus effectively co-operate with your physician.—*Jos. Fleming & Son, Pittsburg.*

Best Toilet Soap.—In making our selection of toilet soaps it has been our aim to carry only such as we could depend upon as being absolutely pure and true—such soaps as we know our customers would wish to use. You will find here, Pinaud's, Colgate's and others.—*Andrew R. Cunningham, Detroit, Mich.*

Anything you want in pure, fresh drugs of highest grade you can get here. We handle only reliable, first-class goods. Purity and quality guaranteed. Nothing whatever is misrepresented. Our reputation assures you of that. And our prices are always the lowest. All the standard proprietary remedies, patent medicines, etc., at cost rates. Special attention given to prescriptions. Accuracy in compounding.—*A. Renkert & Co., Memphis, Tenn.*

Don't use drugs unless you really have to. You don't generally patronize the drug store unless necessity compels you. But when you do need anything in the drug line get it pure. Impure drugs are worse than no drugs at all. You run no risk in using what we sell, as with us purity precedes cheapness. If you are feeling out of sorts a good tonic will do you a world of good. We have it.—*Wynkoop-Vaughan Co., Tacoma, Wash.*

Family Medicine Cabinet.—There is a little apothecary shop known as the "Kaufman family medicine cabinet." It is made in a neat and substantial manner and it has receptacles in the way of bottles, drawers and compartments for all remedies commonly demanded by human ills.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Quality.—Quality of drugs, quality of work, quality of reliability in prescriptions! No substitution or change of prescriptions in this store. We send for and deliver prescriptions free and do it promptly. No long waits.—*Frank Edmondson & Bro., Atlanta, Ga.*

Best drugs, best service, trust-busting prices and an appreciative public at "The Owl," *Los Angeles, Cal.*

Going on a Vacation?—Then don't forget to take the handy remedies with you in case of sickness. You will find it will not be so easy to procure what you want at a strange drug store, and we have everything in pure, fresh drugs for your medicine chest.—*Frank B. Davis & Co., Youngstown, Ohio.*

When you need medicine, bring your doctor's prescription right to us, and you can count on obtaining the best medicine that can be produced from pure, fresh first quality drugs. We give prescriptions our most careful attention and see that every phase of the work is done with the utmost accuracy and thoroughness.—*Dewey & Parsons, Westfield, Mass.*

Prescriptions Filled at "Owl" Prices.—You know what that means. Sickness is expensive enough without adding needless expense. It is needless to pay more than "The Owl's" prescription prices, which are always 25 to 35 per cent. less than the ordinary. Better still, "Owl" compounding is always accurate and the drugs used are the finest that money can buy.—*The Owl, Los Angeles, Cal.*

Mother always keeps it handy for night attacks. Babyhood's ills and aches and pains require effective remedies. We have them—the best on the market for every infantile ailment. Our stock includes all the most meritorious proprietary medicines, family recipes, pharmaceutical specialties, etc. Everything we sell is fresh and pure and just as represented. And our prices are right, too—always lower than the lowest elsewhere.—*Frank B. Davis & Co., Youngstown, Ohio.*

Bring your prescription to this store! You'll receive pure, fresh ingredients accurately compounded. That's the way we help the doctor to help you. We don't charge extra for this high-grade service, but less than is usual with most drug stores.—*Jos. Fleming & Son, Pittsburg, Pa.*

Absolute accuracy is an absolute certainty, if you get your prescription filled here. There will be no guess work about it. Every prescription is filled with absolutely pure drugs and chemicals by a thoroughly competent pharmacist. Ask

your doctor about us. Let him be the judge. He knows.—*Andrew R. Cunningham, Detroit, Mich.*

Buy drugs at "The Owl" and open a bank account. You can keep a bank account growing with the money you save by buying at "The Owl." Your deposits will represent the excessive profit that the combined stores are organized to get out of you. Every time you spend a dollar at "The Owl" deposit seventy-five cents—that's about the way to average it.—*The Owl, Los Angeles, Cal.*

Toilet article cases. Comb, brush, tooth brush, etc.—all the little things right where you can put your hand on them in your grip or steamer trunk without having to find one at a time.—*Jacobs' Pharmacy, Atlanta, Ga.*

Warm weather demands that my lady's dressing table be well supplied with the most popular cooling and soothing lotions. Toilet waters, talcums, powders, etc., when freely used, do much to rob hot days of their unpleasantness.—*Harris Emery Co., Des Moines, Ia.*

Summer toilet remedies. It is now the season when it is natural to expect a number of little inconveniences from the effects of the sun, wind, insects or poisonous vines and trees, and it is an absolute necessity to be prepared to either prevent or cure these little ailments.—*Hamburger's, Los Angeles, Cal.*

Pure drugs are as important as pure food. Only the highest grade of chemically pure drugs sold by us and used in filling prescriptions. Our prices are as low as you'll pay for inferior qualities.—*Jos. Fleming & Son, Pittsburg, Pa.*

Bring your prescriptions to this store! You'll receive pure, fresh ingredients accurately compounded. That's the way we help the doctor to help you. We don't charge extra for this high grade service, but less than is usual with most drug stores.—*The National Drug Store, Bay City, Mich.*

The Sun's stores stand with drug buyers for honest, pure, drug selling. There is no doubt in the minds of those who know us. You get just what you ask for. Your doctor trusts us with the most intricate prescription work; as he does, so should you. We offer some specials in standard remedies.—*The Sun Drug Co., Los Angeles, Cal.*

Constant trading at this drug store brings content.—*Frank Edmondson & Brother, Atlanta, Ga.*

We sell hair tonics which promise all kinds of things, and some are very pleasant to use.—*Evans, Philadelphia, Pa.*

Our prescription trade is not small. Our accuracy is well known. The medicine and the doctor's prescription tally always. As an accountant would say to you, "It proves." We have every means at hand to give you the very best service. We are known for reliability and promptness.—*Z. C. M. I. Drug Store, Salt Lake City, Utah.*

You'll need to replenish your stock of toilet articles before going into the country, of course. To have along a supply of your favorite kind of soap and toilet water and sunburn lotion and talcum powder means a deal of comfort, and there's considerable to be saved in the price if you get these things here instead of at the local shops up back.—*Owen, Moore & Co., Portland, Me.*

Bristles in your teeth are not pleasant, but you'll get them there every time you use a poor tooth brush. Get a brush that is built right—costs more, but gives more satisfaction than a dozen "cheap" ones. Our best are the best.—*H. W. Fay & Co., Altoona, Pa.*

Security vs. Uncertainty. Ask any prominent physician or resident of Kansas City for the best place to buy drugs or have a prescription filled, and you are invariably directed to the "Diamond Drug Store." This enviable reputation is but the direct result of our painstaking carefulness concerning details of quality and work, and our habit of always giving the lowest possible price⁶ on everything.—*Diamond Drug Store, Kansas City, Mo.*

Rubber! Not in the slang sense, although we do invite your attention to this particular line of goods. There is just as much latitude in the quality of rubber goods as there is between fresh country eggs and "eggs." We are not authority on the subject of hen-product, but we do know that the rubber goods we are offering are of unusually good value.—*The Pardee-Ellenberger Co., New Haven, Conn.*

We are headquarters for everything in rubber needed in the sick room or home. We buy the best, carry a large stock and guarantee every article as represented.—*E. L. Washburn Co., New Haven, Conn.*

The chilly winds have come. Keep them out and protect yourself from colds by wearing one of our chest protectors or chamois vests. Vests from \$1.25 to \$2.50.—*S. L. Smith, Binghamton, N. Y.*

Be sure it's Renkert's drug store when you hand in your prescription. They have drugs excelling in purity; know how to compound them accurately, are conscientious as to their work and their prices,

and are ever courteous to customers. Don't forget the name.—*A. Renkert & Co., Memphis, Tenn.*

Somebody's life may depend on the way a prescription has been filled. Every prescription compounded here will give the results that the doctor wants. You may place every reliance on our prescription work, its accuracy, the use of the best drugs. Our system prevents errors; mistakes are impossible. It isn't safe to pay less for prescriptions than we charge.—*Esslinger, Danville, Ill.*

Debt, dirt and the devil are the chief enemies of mankind. A word about dirt. All contagious diseases originate in dirt. It's up to you as to how much dirt you allow around you. The more dirt the more chance for disease. Clean up! Disinfect! Our stock of disinfectants is complete. Let us hear from you. Bring us your prescriptions.—*Cooper & Dunn, Lexington, Ky.*

Purity in medicine is necessary to get best results in fighting disease. There should be no doubts as to whether it is right or not. This drug store has the perfect confidence of physicians and others who know our methods. They know that every drug or medicine from this store is correct in every way and that they may feel sure of the greatest benefits from its use.—*Risher's Drug Store, Waco, Texas.*

Order anything you want. We have every drug carried in ordinary drug stores and hundreds of drugs that the ordinary druggist never has a call for. Order anything you want. You will get what you ask for—it will be of the highest quality and will save something on the cost.—*Jacobs Pharmacy, Atlanta.*

We are sorry if you have to take medicine. We are glad to sell you the very best when you need it. Our pharmaceutical supplies we purchase of the most reliable manufacturers. The cheap kinds we do not carry. It doesn't pay you to buy that kind. It doesn't pay us to sell them. If it is the purest, freshest and best you want in drugs, we have them.—*Crescent Drug and Book Store, Ottumwa, Ia.*

Pitts' old time cough balsam for the throat and lungs, suits both the old and young, is an old and valuable preparation, used successfully in Utah over fifty years. It possesses the extraordinary power of immediately relieving all coughs, colds, hoarseness, difficulty of breathing, huskiness and tickling in throat. It loosens the phlegm, inducing free expectoration.—*Godbe-Pitts-Drug Co., Salt Lake City, Utah.*

Everything for the bath—of the quality you ought to have—at the price you ought to pay. We sell quantities of bath supplies because we keep what people want and make the prices right.—*Eagle Drug Co., San Diego, Cal.*

You often see some recipes in the journals and Sunday papers that you may want to try, and that's what we wish to speak to you about, as many a time you don't know whether or not they are any good, and that's where we come in. Our long experience enables us to tell of the merits of a recipe at a glance, and if we think it's a good formula we will so tell you. We are prepared to scientifically compound any recipe, formula or prescription. We have everything to do it with, have had years of experience and are in a position to do it at the lowest possible prices. Every time you think of medicine, think of—*C. D. Kingston, Denison, Texas.*

Finest soda water. We serve all the favorites. We do not wish, however, to convey the idea that we are merely soda water druggists. We are very anxious to sell you drugs and medicines also. And the same care we take to tickle your palate, we also exert in compounding your medicines.—*Eagle Drug Store, Denison.*

A feeling of safety that goes with the knowledge that prescriptions filled here are filled absolutely as the doctor prescribes, is worth much in promoting your speedy recovery. One thing—we have an entirely new stock and our drugs are not only pure but fresh.—*The Mallory Pharmacy, Denison, Texas.*

The attention of two skilled pharmacists is focused on every prescription compounded in our prescription department. One does the compounding, the other checks off the ingredients in order to make sure that not the slightest error occurs. This double check system is in force for your protection. It costs you nothing extra. Our prices are never higher than in those stores where less labor and attention are given.—*The White Front Drug Store, Fargo, N. D.*

As the doctor ordered will be the way your prescription is filled if brought to us. The drugs used will be pure, too; not the kind that might do—but the kind that will do; not the kind that will injure the system—but the kind that will build up the system. Adulterated drugs never find a place in this store. You get the good kind here, and no other.—*Virges & Co., Tacoma, Washington.*

We follow the doctor's orders in filling prescriptions. We also use only fresh, pure and reliable drugs and chemicals.

Our prescription clerks are licensed and painstaking. Our charges are reasonable.—*Dean's Pharmacy, Binghamton.*

Colgate's dental powder. A cleansing, purifying tooth powder. Is refreshing and helps to keep the teeth in an attractive looking and healthful condition.—*Oliver Finne Co., Little Rock.*

Deaths have occurred because drugs used in medicines were not pure or of strength anticipated by the physicians ordering their use. All drugs here are tested in our own chemical laboratory. If impure or weak they are not used.—*Hurty-Francis, Indianapolis, Ind.*

Lungs tender? This kind of weather is bad for tender lungs. Don't run any risks! It's far better and cheaper to buy and wear a Lung Protector now than to pay doctors' bills later. We have an exceptionally good line of Lung Protectors—not expensive ones, yet not a poor one. Buy yours now.—*Fraser's Drug Store, Bangor, Me.*

Pure and sure drugs. We deal in no other kind. You want no other kind. Everything here is just what you would select were you a drug expert. There's not a cleaner or better drug stock anywhere—there couldn't be. Yet our prices are less than you're apt to pay for inferior drugs.—*Boswell & Noyes Drug Co., Los Angeles, Cal.*

Our prescription department fills your wise neighbor's prescriptions because your neighbor appreciates our prices and knows when we say our drugs are pure and unadulterated, it is so, and that they are the kind for him and his family. We guarantee a perfect system of compounding prescriptions. Let us see you here with your neighbor. We are certain you will be pleased; we know we will.—*The Columbus Pharmacal Co., Columbus, Ohio.*

An important and yet not tangible ingredient is compounded in our prescriptions, and that is purity. We use only pure drugs. We keep in stock every drug that can be required. We never substitute, and we always use exactly what the prescription calls for and in the exact proportions.—*F. H. Laing, Druggist, Windsor, Ont.*

Everything for the toilet table, bathroom and sick room, for health, comfort and luxury, reprinted to bring a great throng of new and old customers to this fast growing, popular section. Read every item. Note every offer. Then be here and buy liberally. No large quantities sold to dealers.—*The Fourteenth Street Store, New York, N. Y.*

Practically brings our prescription department right to your home. All you have to do is to phone 491, either phone, and in less time than you'd imagine one of our messengers will be at your door for the prescription. In an equally short time the prescription will be filled and delivered to you again. Best prescription service on the coast, costs you no more than the other kind does. We fill 'em for less.—*Vaughn Drug Co., Los Angeles, Cal.*

A drug store for the people. That's our motto, and it has been the means of adding hundreds of new customers to our list. We sell only the purest drugs. All prescriptions are filled by registered pharmacists. Our prices are a little lower than our competitors'. We deliver goods free to all parts of the city.—*Virges & Co., Tacoma, Wash.*

Real tooth brush luxury cannot be had unless you have a good tooth brush—one which cleans every nook and crevice and does not shed its bristles. Our "special" curved handle is just such a brush. It's 25c., and is sold with a guarantee.—*Clifford Pharmacy, South Norwalk, Conn.*

Counterfeit money is not half so harmful as counterfeit medicines. When your doctor writes you a prescription he expects each ingredient shall be as indicated. If we cannot supply the precise ingredients written, we will not fill the prescription until we hear from the physician.—*Rogers Drug Store, Kenton.*

Reliable prescriptions.—If you want the most careful scientific compounding from the best, freshest and purest drugs, bring your prescriptions to us. Find out first what other stores charge, so you may know exactly how much you save. We pay no commissions to doctors for sending business to us—the saving right there is at least 25 per cent. We guarantee absolute accuracy and satisfaction.—*The Owl Drug Store, Los Angeles, Cal.*

Absolute satisfaction will be experienced by all who buy here. Our drugs are pure and of the highest standard. Promptness and accuracy are the motives of this store. Lowest prices rule throughout the stock. We cut the price on patent medicines.—*McBath's, Knoxville, Tenn.*

Watch the papers for particulars of Dean's great anniversary to-morrow. There will be excellent music. Cut prices. Free soda water and lots of other attractions. You know Dean never does anything by halves. Be sure to come.—*Dean's Drug Store, Los Angeles, Cal.*

It's a plain case of actual suicide to allow yourself to succumb to the ravages of disease, living as you are in this age of enlightenment. Walther's Peptonized Port will surely put you on your feet, and make you a happy, busy piece of humanity. You have only one life to live. Why not live it in the full enjoyment of abundant health and cheerfulness.—*The Columbus Pharmacal Co., Columbus, Ohio.*

A drug store that saves you money on every single purchase. When you go elsewhere you pay more and get less. We sell at the following prices all the year around.—*Seidler Drug Co., Newark, N. J.*

Remember, whenever you want anything in the drug line that we carry a complete and first-class stock of everything that should be found in a well-conducted pharmacy. We guarantee all our goods and always give our customers what they want. If we happen not to have any special article desired, it is always a pleasure to send and get it in the shortest time possible. Our line of toilet goods is unexcelled. Our prices are as low as is consistent with the quality of goods.—*Highfield, the Druggist, Zanesville, Ohio.*

There is honor and happiness in vigorous manhood and womanhood. Don't you want to feel the glow of new-born life in your blood and nerves, to feel the bubbling spirit of youth again? Don't you want to have a strong heart, courage, nerves of steel, self-confidence, strength in every organ, ambition, energy, grit and endurance? Don't you want to be rid of the "come and go" pains, the rheumatism, dyspepsia, varicocele, weak back and general debility?—*Dr. McLaughlin, St. James St., Montreal, Que.*

Do you know "The Song of 60 Years?" There are four verses: Verse 1. Ayer's Hair Vigor makes the hair grow. Verse 2. Ayer's Hair Vigor stops falling hair. Verse 3. Ayer's Hair Vigor cures dandruff. Verse 4. Ayer's Hair Vigor always restores color to gray hair. *J. C. Ayers Co., Lowell, Mass.*

Hard to beat the amount of care we give to filling properly your prescriptions. This is what we're in this business for, and everyone who entrusts a prescription to our care need have no worry about its not being filled as your physician writes it, with purest of drugs at fairest of prices. Only licensed Pharmacists employed in our prescription department.—*Waldron's Drug and Sportsmen's Goods Store, Binghamton, N. Y.*

When it comes to prescriptions, we don't take a back seat for any one. If you are particular and demand the best, both in quality and service, we want your trade. A trial will convince you that we deserve it.—*Z. C. M. I. Drug Store, Salt Lake City, Utah.*

Prescriptions from your doctor are filled just as your doctor wants them filled. We do not substitute in any case. We use the best chemicals. We are careful and clean in our work. We do not use impure water in filling prescriptions. We distill all water through a still absolute. We have in our east window a few of the many prescriptions we have filled and are filling every hour of every day. Remember you get what you ask for.—*Bear's Drug Store, Phoenix*

To cut, or not to cut, is the question that seems to worry some druggists. Not so here. About one and a half years ago we decided to place this store on a cut-rate basis. We have had no cause to regret that step. From the very moment of its inception it was a success. The people throughout both city and country have shown in a thousand ways that they are in thorough sympathy with the movement. In appreciation of this, we have given our best efforts towards the building up of the most perfect drug store service that the people of this section have ever had. One of the chief aims of this drug store is to give perfect satisfaction to every customer and to put each patron to the least possible trouble. All our prices are cut prices, and they are lower than anywhere else.—*E. C. Andrew, Montgomery, Ala.*

Have you sickness in your family? If so you want the best physician and you also want the best medicines. Have the prescriptions filled at the place where they will be prepared by experienced licensed clerks from the freshest stocks of pure drugs.—*The Modern Pharmacy, Binghamton, N. Y.*

Summer comfort in these low priced toilet needs. They are fine and high grade. We stand back of the worth of everyone of them. At regular prices they are the best to be had. But there will be special chances to-morrow, chances to stock up for summer and pay a great deal less than ordinarily.—*Fred Loeser & Co., Brooklyn, N. Y.*

Be careful is our motto, when filling prescriptions. You can send the children to our store and they will receive the same prompt and careful attention as the grown person. Our prescription department is in the hands of graduate

and licensed pharmacists who know their business thoroughly and you can rest assured when you have your prescriptions filled by us that they are just as the doctor has ordered them.—*Veeder & Yelverton, Schenectady, N. Y.*

Indeed it does make a difference where you have a prescription filled. It's too serious a matter to be entrusted to a novice, or to a druggist whose incomplete stocks might tempt him to substitution. Our prescription department is run by graduate pharmacists, and the stock of drugs they have to draw from includes everything a physician could call for. There is no possible way of insuring greater accuracy than by the system employed here.—*Sale & Son, Los Angeles, Cal.*

We want your trade. We'll give you more for your money than any other drug store in town. We don't sell goods for less than cost, but we turn them often at a small margin. The reason that we ask you to trade here is that we may continue to turn them often, and we will give you the benefit.—*Seidler Drug Co., Newark, N. J.*

Not an error to mar the clear record of our prescription filling. Isn't that a good argument in favor of our system of prescription compounding? Isn't that a good reason why you should have your prescriptions filled here?—*Towne, Secombe & Allison, San Bernardino, Cal.*

Disgusted with your toothbrush, do the bristles come out or it its shape inconvenient? Some brushes have no excuse for being used by any one and perhaps you have been unlucky enough to get one of this kind. Our toothbrushes are of the best selected stock, convenient shape, bristles well secured. See the new line of Japanese brushes we sell at fifteen and twenty cents.—*Ellis, Charlotteville, P. E. I.*

We desire above all else to become your prescription druggist. We take time to thoroughly compound and check every prescription before it leaves our store. We only select the very best products from the world's greatest chemists' and pharmacologists' laboratories to be used in our prescriptions.—*H. H. Webb, Pasadena, Cal.*

We don't soak you when you get one of our sponges—not till you're in the bath with one. If you're going to do some sponging, here are some of the softest and best. Some soft snaps, too. All kinds from 5 cents to \$2.00. Complete assortment at each of our five stores.—*Hawkins, The Druggist, Hamilton, Ont.*

The purity of the drugs and the accuracy with which they are compounded have a very important bearing on the recovery of the patient. That is why the doctor says, "Have this prescription filled at *Guilfoyle's*." He knows that our stock is fresh, that we have everything that he needs for the treatment of the case; he also knows the great care we exercise in preparing prescriptions. If you want the best in the drug line buy at *Guilfoyle's, Binghamton, N. Y.*

It always pays to be particular where you buy your drugs and medicines. When trying to save money don't make the mistake of buying at a store where you are not perfectly sure of the quality.—*Seidler Drug Co., Newark, N. J.*

Our drugs excel. Only the best is good enough for the sick. To battle with disease reliable medicines are needed. We realize our responsibility and never will we condescend to substitute one drug for another for our own profit or to make a low price. When a prescription is filled here you may rest assured it is composed of the best drugs in the right way.—*The Barkman Drug Store, Binghamton, N. Y.*

The element that counts most in the drug business is reliability. Customers should be able to go to a drug store with utmost assurance that their interests will be protected in every way. It is needless, we think, to say that every element of reliability is provided by this store. The extent and quality of our trade and the obvious confidence reposed in us by the public is evidence that we have always given superior service.—*The Old Corner Drug Store, Jersey City.*

Well-kept finger nails are signs of culture and refinement. We have the most complete line of manicure goods ever sold in Binghamton. Every little necessary implement, each necessary cure is here.—*The Barkman Drug Store, Binghamton, N. Y.*

A convenient drug store. We wish our customers to make our store a convenience. We are glad to accommodate in every way possible. Our directory is in a convenient place for reference. Our telephone is at your disposal.—*D. B. Perry, Bay City, Mich.*

Quality.—Quality of goods, quality of work, quality of reliability is what we stand for. No substituting or changing of prescriptions here. We will send for and deliver your prescriptions promptly.—*Mason & Beach, Bay City, Mich.*

The doctor's skill can avail nothing unless the medicine prescribed is carefully prepared. That's why we are so

careful with our prescriptions. We decline to endanger life by using bad or substituted drugs in our medicines for a little extra profit. Isn't that assurance worth considering when you have a prescription to fill?—*D. B. Perry, Bay City, Mich.*

"A house divided against itself."—Is one where supplies are out and the little conveniences and luxuries of modern life are lacking. Avoid discomforts at the summer home by laying in supplies from our store—toilet articles of every description, drugs for any emergency.—*Philo W. Newton & Co., Hartford, Conn.*

We invite you to make this "your" drug store, and feel perfectly at home here. Have you tried our hot soda?—*San Joaquin Drug Co., Fresno, Cal.*

Be sure you're right. Don't take chances on having a prescription filled. Inexperience, inaccuracy, lack of potency in drugs will render a prescription worse than useless—perhaps absolutely dangerous. We employ none but expert registered pharmacists; our drugs are of known freshness, strength and purity; our service has never known a mistake.—*Boswell & Noyes Drug Co., Los Angeles, Cal.*

We give prescriptions our most careful attention and see that every phase of the work is done with the utmost accuracy and thoroughness. We have every facility for accurate work. Our scales are so delicate that they will weigh a hair and our graduates have all been tested as to their accuracy before we use them. We have an enviable prescription record and we propose to maintain it.—*Andrew R. Cunningham, Detroit, Mich.*

Your doctor knows exactly what drugs to order for your prescription and looks for certain results from their use. Dean is very careful to dispense precisely what is ordered by your doctor and nothing else, therefore you may confidently rely on being safe in giving Dean your prescription work. Besides the safety there is economy, for Dean charges less.—*Dean's Drug Store, Los Angeles, Cal.*

Prescription perfection!—Our prescription department is in charge of experts who have spent years in the business. When engaged in this work they have a wholesale drug stock to work from. They never substitute. Every prescription is filled just as the doctor intended it to be. The work is done promptly and a low price charged. If you want the best in a hurry, come here.—*Reed Hurlbut, Des Moines, Ia.*

And now the Malley Drug Store begins its annual spring sale of medicines and toilet articles. This sale comes every year—just at the time when the lengthening days and the chill and heavy air, joined to the slush of the streets and the winter's confinement make medicines, tonics and correctives most in demand.—*Edw. Malley Co., New Haven.*

Reason why we should have your prescription business is the very fact we have been successful, and to be successful one must be skilled in the science of medicine. Why not take advantage of our experience when it costs you nothing? The drugs we dispense are all carefully selected and their strength known. So when your physician prescribes for you, we should enjoy the same confidence as you place in him. Anyone is competent to buy regular merchandise and use their own knowledge, as you have experience, but when you buy drugs, or have a prescription filled, you rely on someone else. How important they should be competent. For this reason we command your drug business.—*H. D. Goodenough, Trenton.*

Our prescription department. We are proud of the record of our prescription department because it is a clean record, one that any physician or pharmacist would commend. We can't help being enthusiastic over it. We appreciate your patronage.—*The Waldron Drug Store, Denison, Tex.*

Time to clean the blood and nothing better to do the work than B. & B. Sarsaparilla with Iodide. This preparation has had the long-continued approval of the best physicians and is expressly put up to meet the demand for a first-class blood purifier. \$1.00. Ask about our guarantee.—*The People's Pharmacy, Denison, Tex.*

Your unimportant prescriptions. No matter how unimportant you may consider a prescription it should be put up where careful, scientific compounding is done. Even though it may not require scientific manipulation there's the same possibility of error in careless hands as there would be with the one you consider important. Errors are practically impossible in our prescription department, because we place every possible safeguard around the compounding and only employ expert prescriptionists. Prices are never higher, usually lower than elsewhere. This is evidenced by the fact that we are filling almost one hundred prescriptions daily.—*Reynolds Drug Co., Denison.*

A woman's delight is always expressed

if she is pleased. Visit our drug store and all the elegant line of perfumes, toilet waters and sachet powders, and you will be more than delighted. We invite you to see our new assortment while there is a large variety to select from. We carry all the high grade products of the best French and American perfumers.—*Exchange Drug Company, Montgomery, Ala.*

Andrews' perfected preparation of the tasteless extract of Cod Liver Oil. This preparation represents the fat producing and alterative effect of 50 per cent. selected Norwegian Cod Liver Oil. Especially recommended for persons who cannot build up and always feel tired and worn out. It is very pleasant to take, having the taste of wild cherry. Large bottle, special price 75c.—*The Andrews Pharmacy, Zanesville, Ohio.*

Satisfaction in quality—satisfaction in price—all round satisfaction—that's what you get at the Sun. Buying for eight big progressive stores means quantity—hence price concessions from manufacturers—which we pass on to our patrons. Ever changing stocks assure the freshest of drugs and drug sundries. It pays to trade at the Sun.—*Sun Drug Co., Los Angeles, Cal.*

Prescription work is undoubtedly one of the most important branches of the drug trade. If a prescription is filled inaccurately or from inferior drugs, the results hoped for by your physician will not appear. When the doctor writes down the name of a drug or medicine, together with the correct proportion, there should be no doubt about the compounding of the same. When you bring a prescription here you may rest assured that just what the doctor calls for you will surely receive.—*Roberts' Drug Store, Denison, Texas.*

Carefulness is the watchword in our prescription department. You can have the best quality of drugs in your prescriptions—but if carefulness has not been used in filling the prescription you might as well not have it filled. We want you to let us fill your next prescription. We will call for it and deliver to any part of the city without extra cost.—*Highfield, The Prescription Specialist, Zanesville, Ohio.*

All good kinds of proprietary medicines. Cash buying and large orders, quick turn-overs and being satisfied with small profits, brings Eaton prices down to a rock bottom basis. The store that was first to find the way can always be trusted to point the way.—*The T. Eaton Co., Winnipeg, Can.*

The worst thing about rubber is that you can't tell by looking at it whether it will last or not. There is scarcely anything that comes out of a drug store that you have to take more on faith than a syringe or hot water bag, and a syringe or hot water bag is an extremely valuable thing, but when they leak—! We want to have you feel sure that anything that is sold you in the Jacobs' stores is absolutely dependable. We do not have any fancy prices. You get the full return in quality for every penny you spend; for even at the lowest prices you may be sure of getting an article that will be thoroughly satisfactory, and one that will give a length of service far in excess of what you might expect to get for the money.—*Jacobs' Pharmacy, Atlanta, Ga.*

Imported olive oil. Just one trial of our genuine imported olive oil and you will never use another. It comes from the famous olives grown in the Valley of The Var, in France. We get it in sealed cans just as it is passed by the U. S. Custom House. You certainly get pure Virgin Olive Oil when you purchase Grasse imported olive oil. Bottled and sold exclusively by us in full measure bottles—pints 50 cents, quarts 90 cents.—*Keiper's Prescription Pharmacy, Allentown, Pa.*

Toilet preparations. Drop in and make your next purchase of toilet table supplies at this store. There's a saving to be made. Here are ten specimens of this store's regular, everyday prices on things that you'll pay more for elsewhere.—*The Crescent, Spokane, Wash.*

All makers of chemicals and preparations of drugs of whom we buy guarantee them to be of the quality and purity required by the Pure Food and Drug Law. This law did not make it necessary for us to change any drug, as we have always conformed to the highest standards.—*The Rapelye Drug Co., Hartford, Conn.*

We give you \$1.00 for every bottle of Vinol you buy that does not help you. You can only buy Vinol from us. Everybody likes it because it restores health and strength to delicate children, feeble old people, weak and sickly persons, nursing mothers. We give you \$1.00.—*Thomas' Drug Store, Columbia, S. C.*

Rexall cold cream is the best for sunburn. It takes the burn right out, soothes the skin and leaves it soft and cool. Nothing better. Don't be afraid of "Old Sol." Defy him with Rexall cold cream.—*Kingston, Denison, Tex.*

Who puts up your prescriptions? Is

the man who compounds your prescriptions as competent in his line as the doctor you employ is in his? He should be. If you employ a high-priced, expert architect to draw plans you certainly wouldn't let the contract for building out to a third-rate builder. Isn't health and life even more important than a house? Prescriptions brought to our dependable stores will receive the attention of thoroughly educated pharmacists—men who are not only graduates but who have had years of pharmaceutical experience. Our prices are just as low as the service is reliable.—*The Gordon-Mitchell Drug Co., Winnipeg, Can.*

After dinner. Nowadays almost everybody needs a gentle laxative pill after dinner and whenever the system gets clogged or stuffed up. Keep clean inside as well as out. We have a laxative pill that sells at 25c a bottle. No calomel, no griping. It brings a fresh, bright feeling, clears the complexion, and is one of the finest pills we know of for habitual constipation. Ask for our little vegetable pill 25c a bottle.—*Kingston, Denison, Texas.*

Our hobby. To be sure we have a hobby, and a substantial and sensible one, too. Our hobby is our prescription department. To this department every minute of our spare time is devoted. Our object in devoting so much time to this department is, or ought to be, the foundation of every pharmacy. We know it is the foundation of our pharmacy, because it is here that the doctors' prescriptions are all carefully and accurately filled. It is to this department that our customers look for efficient work when there is sickness in the home. If you bring your prescriptions to us to be filled they will be given the very best attention and will be filled with the purest and highest quality ingredients procurable.—*The Palace Pharmacy, Joliet.*

We can save your life, and at the same time give you the most refreshingly cool drink you ever had. Drinks that you never saw in this city before. Dishes of ice cream that you will pronounce fit for the gods. Flavors that remind you of orchard and farm.—*Central Drug Co., San Bernardino, Cal.*

Cream of tartar lozenges. This combination is an old-time remedy, and the lozenge is the new and palatable method of administering it. These lozenges have a tendency to cleanse the system of all scrofulous affections and thereby clear the complexion. Try them. Ten cents per box.—*Waldron's Pharmacy, Binghamton, N. Y.*

Almost a continuous stream of soda leaves our fountain. In this state it is always pure and wholesome. We use only the purest fruit syrups and crushed fruits. Tables for ladies; you'll find this a pleasant place to wait for your car.—*Exchange Drug Co., Montgomery.*

Please understand our position. We handle patent medicines. We do not promote or endorse them contrary to the welfare of the public or physician. We advise and urge consultation with a good doctor in all cases of sickness. Remember the old adage that "if you doctor yourself, you have a fool for a doctor." We also advise that every prescription be filled in a drug store. Unquestionably this is the better practice.—*Caldwell & Bloor, Mansfield, Ohio.*

For baby and mother we have everything that is needed. The health and even the life of the infant is often dependent upon the freshness and purity of the foods and drugs purchased at the pharmacy. We make a special feature of meeting the demands of this kind of trade and carry an unusually varied stock of articles needed by babies and mothers in the first days of infancy. We, moreover, fully guarantee everything we sell. Anything that is not satisfactory may be returned and the money will be refunded.—*Central Drug Co., San Bernardino, Cal.*

In drugs, just as in dry goods and clothing, some dealers run to cheap stuff at low prices, some to medium prices, while others try to carry all grades. We lean decidedly toward quality goods. In drugs, quality is more important than in other lines. When we hand out a bottle of medicine, prepared according to some physician's prescription, we want to know that that medicine bears the stamp of quality. Otherwise we won't be satisfied. If you like quality drugs you will like our store.—*Lion Drug Store, Fargo, N. D.*

Pure spices. Permit us to call your attention to Squibb's pure spices, which we now include in our stock. Spices are a most important addition to food, to which they lend not only a pleasant flavor, but impart a distinct dietetic value. The strength, flavor and taste of spices depend largely, in most cases wholly, upon the volatile oil contained in them. Consequently, if the oil be deficient in quantity or lacking entirely, the spice is proportionately inferior. Squibb's spices are absolutely pure and all of our customers enjoy them. We want you to make a trial of these spices.—*Waldron Drug Store, Denison, Tex.*

Are you particular about your health? Then be particular about your drugs. There is no doubt but what many lives have been lost because of your drugs. We want you to feel and know that if your life depended on the quality of a drug that you'd be in safe hands if we fill your order. All the newspapers and periodicals may be ordered from us. The latest magazines are for sale here. Also all fancy and toilet articles carried by any first-class drug store. The Sin Par cigar is 5c.—*J. J. Thames, Taylor.*

Men who cultivate the refinements of the toilet should cultivate the acquaintance of Riker stores. Here their best interests are served—their most particular requirements filled to their complete satisfaction. Every convenience a man demands, every article he requires to gratify his toilet needs. Look up our downtown stores—or phone at your convenience and we'll quickly deliver whatever you desire.—*Riker's Drug Stores, Brooklyn, N. Y.*

The druggist's help. When sick you want the best physician, and the best physician requires the aid of the best druggist. Pharmacy is now a more exacting science than it used to be. New discoveries, new remedies and new ideas require the modern druggist to be up-to-date. This is a thoroughly modern store. It exemplifies all that is latest and best on the professional side of pharmacy. Those who are careful in their drug buying, who want to feel secure, can find many good reasons for bringing us their prescriptions.—*Central Drug Co., San Bernardino, Cal.*

Frosti Cream for the roughness of the skin and complexion caused by March winds. It does not contain a particle of grease of any kind—a glove can be put on at once after using. Delicately but not loudly perfumed. A necessity for every lady's toilet.—*Loring, Your Druggist, Plymouth, Mass.*

Poor soap is bad enough, but a poor toilet water is worse. Flower Girl Toilet Water has a genteel, sensitive perfume about it that is lacking in other toilet waters, and when a woman buys any other kind than Flower Girl she is cheating herself.—*Elk Drug Co., Utica.*

Alma-Zada complexion powder. A soft, adherent down-like powder of flowery sachet-like odor and perfectly tinted. The absolute purity and harmlessness of this powder we emphasize strongly. Positively invisible. Flesh tint suits the majority. White for blondes, and Brunette for dark complexions.—*Kingston, Denison, Texas.*

ELECTRICITY AND GAS

Save your eyes by using good strong light. We can tell you how to do it and the expense will be much less than the benefit if you let us do the electric wiring and furnish perfect globes, shades and fixtures.—*Fargo Electric Co., Fargo, N. D.*

Introduce gas fuel into your household; give it half a chance, and the moment you do you will have done something that you couldn't be tempted to undo. The gas fuel habit is one hard to break.—*Sacramento Electric, Gas & Railway Co., Sacramento, Cal.*

Direct action gas ranges are made of cast iron and heavy steel, the bodies are made of two thicknesses of steel with asbestos between, which retains the heat in the oven and insures long life for the range. They have no dangerous pilot light. They have adjustable valves and can be regulated by anyone to any required pressure and have many more good points that others don't have.—*Zahner Mfg. Co., Kansas City.*

Gas light has a clear quality that illumines every object which comes within its logical radiation. It shows up all kinds of merchandise to the best advantage and brings out the colors in a way that rivals sunlight. The best light at the least cost.—*Lebanon Gas and Fuel Co., Lebanon, Pa.*

Cook with gas. The cleanest, handiest, cheapest fuel. Don't be a slave to your old kitchen stove when you can be a master of a gas range. Cooking with gas is the modern way of living—it saves money, time, worry and work. Get a gas range. Come in and let's talk it over.—*Fresno Gas Company, Fresno.*

Modern gas range. Coal and wood stoves have become obsolete on account of the drudgery, unnecessary heat and dirt connected with them. Gasoline and oil stoves are dangerous and objectionable by reason of the nasty odor emanating from them. Try the new way—the gas way—it will prove satisfactory to you. All fuel gas appliances on exhibition at our salesrooms.—*Montgomery Light & Water Power Co., Montgomery, Ala.*

Gas is a commodity, however good, that may appear so poor by reason of its application through improper or useless appliances that criticism may properly

be made if those furnishing it fail to respond to appeals made at their office to remedy existing local trouble.—*Gas Department, Trenton, N. J.*

Ironing by the simple way and in what hundreds of housewives can testify is the best way they have ever tried—is by using the electric flat-iron. Not all the houses in the city are fortunate enough to be equipped with electricity, and the occupant of those that are should enjoy all the advantages that electricity affords. One of the greatest of these is the use of the electric flat-iron. This invention makes possible the complete abandonment of the kitchen range as a means of heating flat-irons; you can use the electric flat-iron in any room in the house by simply turning on the electric current. The electric coffee percolator, price \$6, and the electric chafing dish, same price, also work on the same plan; you need only "press the button," and electricity does the work. Telephone us, and a demonstrator will call and tell you all about them. Our phone number is 1148.—*Hartford Electric Light Co., Hartford, Conn.*

Abraham Lincoln read by torch-light, studied law by the fireside in a log cabin, but that was half a century ago; times have changed, and to-day we have the electric light, available for all who desire it. At present rates everybody should be using electricity; all other methods of lighting must inevitably yield to the matchless light. It is only a question of time when every householder will use it, and every tenant will demand that his house be wired.—*The Hartford Electric Light Co., Hartford.*

It burns but three cubic feet of gas per hour at a cost of only a little bit over one-third of a cent and gives a light of from 60 to 130 candle power, according to the style of glassware used. The light is soft and well diffused. For the same expenditure it gives from three to six times as much light as an oil lamp. It is just the thing for window lighting and may be used in the decks of show windows. We sell special fixtures for this lamp with which artistic lighting effects may be obtained. It may also be attached to all regular fixtures.—*Mohawk Gas Company, Schenectady, N. Y.*

Does your gas burner resemble this? If so, don't complain of the quality of the gas and criticise the company, but leave your name and address at the office and we will send a representative to put on new burners without charge. If you haven't time to call, write or 'phone.—*Gas Department Public Service, Camden, N. J.*

You can do everything in cooking that you want to do with a good gas range quicker, better and with less anxiety than you can with any other method—no question about it.—*Sacramento Electric Gas & Railway Co., Sacramento.*

Why do you put off having your house fitted for gas lighting? Just see how little it costs! We fit and fixture three rooms for \$7.50, four rooms for \$8.50, five rooms for \$9.50 and additional rooms \$1.50 each. A Simplex mantle burner is furnished for each room that gives a light of one hundred candle power at a cost of one-half cent per hour. It's cheaper than kerosene oil. Give us your order now before our busy season begins.—*Ottumwa Gas, Light, Heat and Power Co., Ottumwa, Iowa.*

Use electricity for light, it is the safest, most satisfactory. No smoking-up of the ceilings. No dirty housework entailed, as is the case when other illuminants are used, requiring the cleaning of globes and the filling of oil receptacles. No waiting for light. The illumination is instantaneous. No striking of matches with resultant danger of fire from flying heads. For power it is the safest, most satisfactory. Ready for instant use. No expense when the power is not actually in use. Cleaner than any other artificial power. No firing up before, or banking fires after the day's work. It's economy commends it to general use.—*Binghamton Light, Heat & Power Co., Binghamton, N. Y.*

Electrical engineering and contracting. Don't pay double for your electric work. We are running on an independent basis. We do the best electric work in town. Our workmen are specialists in this line. See us for fans, motors, fixtures and wiring. Get your house wired. No danger when we install electric work. We repair anything in the electric line.—*The Guarantee Electrical Supply Co., Oklahoma, O. T.*

The wonder of the age—electricity—is within your reach. Electric wiring is a small expense but it should be done right. There are established rules and inspected materials for this work. Appliances of all kinds for your comfort and help. We guarantee our work

against defect and you can find us when wanted at 304 Broadway, Duncan Block.—*Fargo Electric Co., Fargo, N. D.*

A light to swear by—not at—is a genuine good electric light. Electric illumination as we supply it possesses these good points: Brilliancy, safety, convenience, economy. Oh, yes, it's cheaper in the long run than gas, kerosene or candles. We said it—we can prove it.—*Poling Electric Company, Ottumwa.*

Ironing made easy. An electric flat iron saves many weary steps from the stove to the board. The electric iron heats quickly and stays hot. No running to and from a sizzling stove; no changing irons, no smoke; no hot kitchen or laundry. Cheap, clean, convenient. Put out on free trial.—*Ottumwa Railway and Light Company, Ottumwa, Iowa.*

The proper chafing dish for evening entertainments is heated by electricity. It is cleaner—better and safer than any other kind. There is no smoke or soot—no lighting of matches—no filling of alcohol or being out of it when needed. Your chafing dish is always ready for use. Electric light in the house enables you to enjoy this and many other electrical conveniences at slight expense, and there is no other form of illumination as efficient. Considering the amount of useful light per candle power and the savings to ceilings and furniture in freedom from smudge—no other form of illumination is as economical. The reduced rates may interest you.—*Chicago Edison Company—Commonwealth Electric Company, Chicago, Ill.*

Call a halt. Make them stop a minute and look in upon your wares; every one that passes your store at night might help your profits if your windows were better lighted. The gas arc lamp gives the most of the best light for the least money.—*Detroit City Gas Co., Detroit.*

Barr's Eureka Iron is the most economical electric iron manufactured. Heats more quickly. Being covered by a special asbestos plate, it retains the heat and prevents it from reaching the hand of the operator. All other electric irons are clumsy, unsightly affairs, but the Eureka is thoroughly finished, neat and attractive, and adapted to all kinds of work.—*McCabe-Johnson Co., Spokane, Wash.*

Comfort in cooking. It's just as easy to cook in comfort with a good gas range as it is to drag along with the old-time stove—make up your mind—the rest is easy—you won't go back to the stove.—*Sacramento Electric Gas & Railway Co., Sacramento, Cal.*

Electric fans. Our first hot weather is here and we are reminded that we must purchase an electric fan, for the summer is fast approaching. Our first shipment has not arrived, but we have a few desk fans now in stock. Place your order now for delivery at any time.—*W. M. Perry Electric Co., Columbia, S. C.*

Moving day. When you move, see that your new location has a gas range kitchen. You'll feel more at home in the new place and can have much comfort at little cost. A gas range kitchen is better for both tenant and owner. The tenant gets more for his money—the owner protects his property from the wear and tear of handling kindling and ashes. Saves valuable space otherwise required for supplies of fuel and kindling and saves keeping ashes. The tenant doesn't leave a full fuel bin in one place and find an empty one the next. Fuel supplied right to the gas range, and no more is used than needed. Saves waste, ready on demand day and night. Make your home happy by getting a gas range now.—*Gas Co., St. Paul, Minn.*

When you travel, do not fail to put into your bag the little electrical conveniences to which you are accustomed at home. They will do much toward relieving discomforts of the journey and safeguard you against illness and fatigue. They can be packed in very little space and weigh lightly. These portable devices include a tiny stove weighing less than three pounds and measuring as little as 3 1-4 by 5 inches. The cup holds 1 1-2 pints of beef tea, hot water, coffee, milk or gruel—warmed or cooked in a few minutes. The electric flat iron is another great convenience. As a safeguard against sudden illness or pain, the warming pad is indispensable. In sleeper, on shipboard or at hotels these devices are easily available by attaching the cord to any lamp socket, when needed.—*The Illuminating Co., Cleveland, Ohio.*

It's matchless. You need not the trouble, dirt and danger of matches when your home is electrically lighted. It is more convenient, less costly, and far safer than the gas and match idea. Gives a much more brilliant light, too, and a far more dependable one. Your actual match saving may be trifling, but the saving of time and trouble more than compensates for any difference in cost. Besides, you get far more light and

Electric supplies. This "out o' the way store" carries a full variety of electric supplies—many articles not obtainable elsewhere at the price. When you need electric supplies come here.—*John J. Dinnan, New Haven, Conn.*

better service in every way.—*Milks Electric Co., Binghamton, N. Y.*

The faith of men. To believe, to live and let live, never losing confidence in your brother man; e'en though many of your breed prove faithless, remember there are millions who have never done you—yet. To have faith inspires faith. Experience makes us believe in genuine gas coke, for it most certainly is a fuel of quality. The best and cheapest solid fuel known.—*The Rome Gas, Electric Light & Power Co., Rome.*

If the man who smokes three five-cent cigars per day and allows his wife to cook the meals on a coal stove will stop in our stove department and see our demonstration he will either stop smoking or his wife will get her gas range. But he may still smoke and his wife may have her gas range.—*Gas Co., Wilmington, Del.*

Without light we could not see. So without light people could not see wares displayed in the windows of a business house. Electric lights make people see both the business house and what is shown in its windows, consequently more business, more profits. That makes them advertising of the highest class—the kind that sells. Let us tell you more about light fixtures.—*Fargo Electric Co., Fargo, N. D.*

In buying a gas range there is something else to consider besides the cost of the range. First, the gas it will save you; second, the money it saves you by not getting out of repair, also the time saved by its use and the satisfaction of having a range that you can depend on at all times.—*W. R. Walker, Kansas City, Mo.*

Gas light has a clear quality that illumines every object which comes within its logical radiation. It shows up all kinds of merchandise to the best advantage and brings out the colors in a way that rivals sunlight. The best light at the least cost.—*Lebanon Gas and Fuel Co., Lebanon, Pa.*

Buzz the buzzers. We can put up call buzzers or bells in your office, connect your dinner table with the kitchen, place electric lighters on your gas burners, or do any electric work. Glad to tell you the cost. Have it done soon.—*Fargo Electric Co., Fargo, N. D.*

A breezy time at home. We still offer a fan free to anyone presenting a fan of another make equal to ours in speed and workmanship. Our fans are all of superior grade. A poor fan is worse than no fan at all.—*Electric Lighting Co., Mobile, Ala.*

The right kind. It's economy to have the right kind of burners in your home. The No. 10 shade light for reading, for dining-room and kitchen. The home light for halls, bathroom and cellar. Let us show them to you in your home. We'll adjust your burners and clean them free while we are there.—*Detroit City Gas Co., Detroit, Mich.*

It is a perplexing problem in the spring of the year to obtain enough heat from the furnace fire without getting too much. Gas heat economically overcomes this difficulty—ten or fifteen minutes' burning takes off the chill—they're portable, too.—*Gas Department, Trenton, N. J.*

New method gas ranges for natural gas. Will reduce your gas bills twenty-five per cent. Will not rust or burn out. Will bake the same on all parts of the oven bottom. Will broil or toast evenly without burning. Will not have any explosions.—*McElhone & Moloney, Lexington, Ky.*

A gas range to cook with and gas mantle burners to light with are most desirable for a well appointed home. Hundreds of Ottumwa housewives enjoy the blessings of the use of gas. Why not you? It's cheaper than gasoline to cook with, cheaper than kerosene to light with, and at your service any time, day or night. Ranges connected free.—*Ottumwa Gas Light, Heat & Power Co., Ottumwa, Iowa.*

A brilliant light can best be given by nature's own force—electricity. The light is purer, steadier, more satisfactory in every way. Everything considered, it is much more satisfactory than gas and not any costlier. Let us figure with you for the installation of a little plant for you upon your own premises.—*Milks Electric Co., Binghamton.*

One oscillating electric fan accomplishes more than four of the stationary kind. By turning from side to side on the base all parts of the room receive equal treatment and the objection of a strong draft in one direction is overcome.—*Simmons Hardware Co., St. Louis, Mo.*

Cooling breezes for sweet summer time are easily procurable. Let us install for you an electric fan. Doesn't cost so much and is a welcome factor in producing comfort. We have all styles and will gladly call on you and answer all questions.—*Peoria Electric Co., Peoria, Ill.*

The possibilities of electricity in the home. A practical demonstration Monday on the third floor. Progress takes

another step forward in this splendid display of electric appliances—of special and particular utility in the home. It's a display which every up-to-date housekeeper should not miss seeing, as it portends a new order of things in the household—a lightening of labor, and home comforts greatly increased. Each of these inventions is of present practical utility and cost a mere nothing to run. All are simplicity itself to operate. In the display are.—*T. Eaton Company, Winnipeg, Can.*

Saves trouble. Well worth while to save trouble in the daily work of the house. There's a way to save much work and worry, and yet get better results at less cost. That's the gas range way. When you use a gas range for cooking you are sure that results will be right, because there's perfect regulation of flame at the valve, and no fires to keep up. Saves worry about right results, and saves the work of handling kindling, ashes and fuel. Just a match, then turn a valve to start your fire in a gas range. A turn of the valve puts out the flame, and stops the expense, the instant you're through. A gas range kitchen is quickly cleaned and easily kept so. Saves trouble of former methods of cooking, and saves time and temper as well. New process "visible" gas range shown at salesroom, Sixth and Jackson.—*Gas Company, St. Paul.*

Do your ironing with an electric iron. There's no need to make a big fire in the range on a hot day, just to heat one little sadiron. An electric iron cuts out all that trouble and discomfort. Simply attach the cord to the light socket, turn the switch, and in about five minutes the iron is ready—hot as long as you need it. Cost? Only a fraction over 3c. an hour.—*T. Eaton & Co., Winnipeg, Can.*

Demonstration of Garland gas ranges. To-morrow and all week an expert will show you how well you can cook with a Garland gas range. Delicious cakes will be mixed and baked while you wait. No fuss. No waiting for the oven to get hot. No handling of coal. No emptying of ashes or soot—no heat wasted. Just put in the food and light the gas. There's only one trouble—the Garland doesn't use enough gas to suit some people (you can guess who!) so it isn't popular in that quarter. But we can show you that it's the finest and most economical gas range made. Try a piece of cake to-morrow, with our compliments.—*Stone, Fisher Co., Tacoma, Wash.*

EMBROIDERY

If not, you are missing an exceptional opportunity. The assortment is more extensive, and of more pretty patterns than we have ever been able to show before. Hundreds of customers have taken advantage of these exceptional offers. There are still thousands of yards to select from. All priced at a saving that's exceptional.—*Hale's, Sacramento.*

Hundreds of pieces of new edgings and inserting are now shown for your approval and inspection. Many fresh from St. Gall—that great embroidery manufacturing center of the world—others bought direct from the largest importers at the lowest margin of profit, which only our modern methods of buying and selling can compass.—*Barney's, Schenectady, N. Y.*

Our experience of many years in buying and selling embroideries impress us with these facts. The best time to buy fine choice novelty goods is very early, for only during the first of the season can you get the true novelties. The importers only bring them out in small quantities and they cannot be duplicated later. The woman who waits until warm weather has actually arrived, to purchase exclusive designs in fine match sets for summer dresses or underwear is making a grave mistake. The best choice is right now while our stock is fresh and brilliant. Our embroidery department was never so complete as it is at this time—the freshest and most charming embroideries in French robes, or in match sets, all-overs, garnitures and medallions with fabrics to make up into robes. A clever woman can use these materials by the yard and fashion them into original and beautiful garments. We will not describe these goods—we want you to see them and you may be sure that in buying exclusive novelties here you secure the *creme de la creme* of the market.—*M. Rich & Bros. Co., Atlanta, Ga.*

Our second large import order of fine embroideries has arrived and is now on sale, making with our earlier deliveries, probably the largest and most varied and complete collection of this beautiful and useful merchandise yet shown in this State. The stock comprises the choicest styles and designs from four of the largest manufacturers of fine embroideries in Switzerland and they are all

consigned to us for Hartford. Here are hundreds of pieces embracing everything that is desirable in the embroidery line on Swiss, nainsook, cambric, and batiste, in all widths and in great variety of prices, from the lowest price for goods of real merit up to the very finest made. We call attention to some of the details.—*Sage-Allen & Co., Hartford, Conn.*

We take a certain pleasure beyond the ordinary just now in advertising our many art needlework specialties.—*The May Co., Cleveland, Ohio.*

These new embroideries are well worthy of a special note. Particularly beautiful is our large range of flowering in many of the newest designs.—*T. Eaton Co., Toronto, Can.*

The calendar doesn't wait for importers. That's why this great bit of luck came to us—the importer of these fine embroidery beadings sold them 'way below their value, because they came late.—*Wanamaker, New York, N. Y.*

A timely suggestion! Now is the time when embroidery bargains should be taken advantage of.—*Letendre, Fils & Co., Montreal, Can.*

Embroidery department. Attention is invited to our extremely large and beautiful collection of novelties and staple designs, on cambric, nainsook, Swiss, batiste, consisting principally of insertions, edgings, flouncings and allovers to match, introducing many new and attractive patterns in combination with lace and drawn work; also very dainty and elaborate 18, 27 and 45-inch skirtings.—*Lord & Taylor, New York.*

New embroideries way under price. Just the styles you want—and only about half price to pay for them. Isn't that great, good news?—*The Goldenberg Store, Washington, D. C.*

Clear-up of embroideries. A tubbing will make them fresh as new, but because they are slightly soiled, prices to-morrow will be 2c to 49c for 5c to \$1.50 values.—*Abraham & Straus, Brooklyn, N. Y.*

Embroideries. "Exquisite," you'll say. And you'll be right. Never have needles done prettier work. There's a charm of some sort in every pattern, which you will find as you continue the self-assigned task of admiration.—*Gutman & Co., Baltimore, Md.*

An exhibition of Eastern embroideries. One of the little shops in Paris is spending its whole time catering to a new fad in the furnishing of houses. It sends wall hangings, pillow covers, curtains, table covers, etc., down to Bosnia, Hungary and the Croats, and has them embroidered in the odd, colorful designs for which these people are famous. When our linen man heard of this he started out for these countries himself and collected here and there the things you are to see this morning. Most of them are modern; were made in peasants' cottages. But a few—like the old bedspreads and head handkerchiefs—are from fifty to a hundred years old, and you would have hard work to duplicate them here or abroad.—*The Wanamaker Store, Philadelphia, Pa.*

Care for these embroideries? Buy them at half and less. But because price is half and less than half what is usually asked, you are not to imagine the embroideries are less desirable. Far from it, unless all embroideries of this season's creation, as these are, belong to that class.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

Don't judge these embroideries by the price, for they're very much better than you could reasonably expect to buy at 15 cents. In fact, they'd be mighty good value at a quarter. Line includes flouncings up to 8 and 10 inches wide, dainty rufflings, beadings and insertions made on fine cambric, nainsook and Swiss in a great variety of very attractive designs—English eyelet, "blind" and open work effects. Weights and patterns appropriate for trimming waists, dresses, underwear and children's clothes—all new, fresh and clean.—*Keely Co., Winnipeg, Can.*

It's the sort of embroidery that women who like dainty needlework desire. The fine cambric and nainsook edgings and insertions, made by the peasant girls of St. Gall in Switzerland. Finer and more delicate than the embroideries turned out by machines in America. The delicate patterns and tracings are all new. The widths run from 4 to 8 inches. The values run up to 25c a yard. Through the favor of an importer we got these for a special sale purpose. We told him we wanted to start the embroidery selling with a rush. That we wanted our initial sale to be a good one, and he helped us. The more you see of these embroideries the more eager you will be to own some.—*Redlick's, Fresno, Cal.*

Women who seek the new will view

these embroideries with admiration, for their equal in distinctive exquisiteness has not been seen for many a season; 45-inch Swiss embroidery with rows of flouncings, old English eyelet, blind embroidery, galloons and flouncings; batiste embroidery, self and colored; corset cover embroidery are a few among the many new.—*L. S. Plaut & Co., Newark, N. J.*

This splendid collection of white daintiness is one of distinguishing merit and includes styles to suit every fancy. Newest styles and combinations in Swiss, nainsook, cambric, and linen sets. Baby sets, allovers, flouncings, galloons, bands and motifs, in blind, Anglaise and heavy raised work novelty effects. Wide bands of linen etamine, heavily embroidered for trimming of white gowns. Embroidered bands and galloons, in batiste, Swiss and nainsook in a variety of widths and patterns.—*Jerome E. Sage, Hartford, Conn.*

We again call attention to the French hand made embroidery and high grade machine work on fine batiste and etamine effects in linen in straight and irregular bands from 3 inches to 8 inches wide. They are in medium and heavy effects in antique and eyelet patterns in great variety, showing the Anglaise and Boulanais effects, all styles confined to us for this city. They are new and very stylish for white linen and other white dresses. This collection contains some of the richest allovers ever made, also motifs and medallions to match the trimmings.—*Sage-Allen & Co., Hartford.*

Entirely new, and the most stunning effect on scrim pillows you ever saw. Embroideries in blue and white Stella Floss and finished with blue and white cords to match. Very easy to do, and so inexpensive. Come in and see some finished pieces we have.—*Pike's, Dayton.*

A recent transaction enables us to sell embroideries and laces at prices that are half less than regular prices. Great lot of pretty kinds that are wanted for beautifying new dresses. All fresh and new. Never have needles done prettier work. There's a charm of some sort in every pattern, which you'll find as you continue the self-assigned task of admiration.—*Belk Bros., Charlotte, N. C.*

Prices have again been put out of consideration, by the imperative necessity of getting this unwieldy stock down to inventory limits—a vast number of yards must be sold this last week, and the knowing buyers will be quick to take advantage of these prices.—*Bowland, Morehouse & Martens Co., Columbus.*

Another big time in the embroidery section to-morrow! Wonderful how the sales have been going ahead these supposedly dull days. "It's almost like holiday shopping" a lady remarked the other day. No half-way measure here. Quick step prices are the rule.—*The Haycock and Dudgeon Store, Montreal.*

The same importer whose sample stock made our greatest selling day last season has accepted our offer again. This time it's 10,000 yards of embroideries at less than cost—an offer that will attract thousands of shoppers to our embroidery counters—you'll want to buy freely when you see the splendid assortment.—*Kemp & Herbert, Spokane, Wash.*

Atlanta's shrewd shoppers will rave over these lovely embroideries direct from the big embroidery makers in the land of the Alps, fresh from the hands of the cleverest needle-women on the globe.—*J. M. High Co., Atlanta, Ga.*

The volume of our dealings with the world's greatest embroidery manufacturers gives us exceptional advantages for securing sample strips of advance styles—these are offered far below actual value. A great lot of especially fine lace trial strips, net top laces, Venise applique bands, medallions and other laces, yard, 25c, 50c, 75c, 95c, \$1.50. Point de Paris and Normandy, Torchon laces and insertions. Laces and insertions, worth 10c to 15c yard, 5c; sample pieces, values 8c and 10c yard, 5c.—*Mandel Brothers, Chicago, Ill.*

The first embroidery sale of the season. And if you miss it you'll not catch up on embroidery economy in twelve months, for there are to be great things doing in embroidery this spring.—*Chamberlain-Johnson-Du Bose Co., Atlanta.*

A sharp purchase of sample embroideries go to you at a price that is just like finding.—*The Anderson Co., Buffalo, N. Y.*

Embroideries. Remnants at half price.—Mill remnants from St. Gall, 2 to 5 yard lengths, perfect goods, in this season's best patterns, including edgings from 1 inch to flouncings 10 and 12 inches wide—all marked at less than half regular price.—*Mandel Brothers, Chicago.*

Extraordinary sale of embroideries begins to-morrow morning in our lace and embroidery section. The embroideries offered are the season's newest designs and afford a saving of one-third and more on every yard.—*The May Co., Cleveland, Ohio.*

Embroidery sale.—We shall offer you Thursday another embroidery bargain that will be fully equal to any of those

notable ones we have given you earlier in the season.—*Boston Store, Milwaukee.*

The new embroideries are ready, and comprise the daintiest originations in the world.—*Sage-Allen & Co., Hartford.*

We placed our order for the goods many months ago—for we knew the manufacturers would be in better shape to take care of the order. Our instructions were very explicit, quality and style must be paramount or the goods would not be accepted. The embroideries were to be made in designs that would be a credit to a concern of our caliber—that new designs exclusive to Youngstown were to be made, and that the highest quality was to be the only rule for them to go by. The embroideries were delivered to us, and we were more than satisfied with the handsomeness and quality of them. Our instructions were carried out to the letter. The manufacturers are aware of our peculiarities. They know that embroideries for us must be finished in the best possible manner or we won't accept them. It is a fact worthy of note that we have never had occasion to return embroideries on account of lack of attention to our orders.

Buyers of embroideries at McKelvey's are assured of exclusiveness in designs and good quality—the two most important points of good embroidery.—*McKelvey's, Youngstown, Ohio.*

Beautiful and stylish embroideries all at half and less. An immense showing of high class Swiss and nainsook embroideries is included in this, our seventh annual May embroidery sale. For six years our May sale has been the largest event in the embroidery business in this community, continually increasing in importance until it has grown to immense proportions. This year's showing contains more and better values than ever. The advantage of buying now is not alone in the price, for the variety and assortment is double or triple that shown at other times, and, inasmuch as these are nearly all matched sets, one can select the different widths of each pattern, as best suits their needs. Increased space has been taken and extra salespeople engaged, so that hurrying and crowding will be reduced to a minimum.—*The Crescent, Spokane, Wash.*

A fine new lot of about seven thousand yards, of Swiss muslin embroideries—not remnants, but in fresh, new, full pieces; and many are in matching sets, two widths of insertions and three widths of edgings. The patterns are in choice designs.—*Wanamaker, New York.*

Elegant line embroideries.—Our line of embroideries never before so full of beauty as this season—everything from the narrowest baby beadings to the wide 45-inch flouncings, matched sets in cambric, nainsook and Swiss cloths. Then the dainty flouncings, tucked and lace insertions in both 27-inch and 45-inch for infants' and children's dresses. Also the fine tucked organdies, with dainty lace insertions running through. If you have any embroidery wants to attend to, come in and let us fill them—we can.—*L. S. Plaut & Co., Newark, N. J.*

Whew! whew! this would stir up the most quiet disposition. A lot of 2000 yards of spic and span new embroideries just came in, wide and narrow ones with insertions to match, butterfly wheel, eyelet, blind and drawn work patterns—indeed, it is the prettiest, best lot of embroideries we ever saw, great wide ones for skirts, narrow ones for underwear, and such pretty insertions. They ought to sell at 18c, but for a great hurrah we place them on sale at 8 o'clock Saturday morning, bargain table, center aisle, your choice of any for 10c a yard. They will spin out lively, sure as you live—they're astonishing values.—*The Elder & Johnston Co., Dayton.*

Just now when you are maturing your plans for early spring sewing we are going to help you out with the greatest reduction sale of embroideries which we have had this season. They are all new, fresh, crisp goods, just received direct from the importer, bought for spot cash at 25c on the dollar. This is by no means a sale of cheap embroideries—but good embroideries will be sold cheap to-morrow. See show window.—*J. R. Lane Dry Goods Co., Los Angeles, Cal.*

Elegant laces and embroideries. The handsomest conceits from the deft hands of artistic workers. Priced as we price everything else. Exceptional bargains.—*S. Kann, Son & Co., Washington, D. C.*

The new embroideries from St. Gall, of course, for that's the home of all beautiful embroideries. And never in our remembrance has she sent more beautiful or more unusual things. Today a word about the sets—insertions and different widths of edgings—which will be used for summer gowns and trousseau.—*Connolly & Wallace, Scranton, Pa.*

Our great annual sale of Hamburg edgings and insertions. An annual event looked forward to by thousands of Utica's best posted buyers. We will show at this sale without question the biggest bargains and the finest assortment

of fine Nainsook, Swiss and cambric edgings and insertions ever offered in Central New York. Get here early for the best.—*J. B. Wells, Son & Co., Utica.*

Thousands of yards of new, daintily colored embroideries at less than one-third value. Think of buying the prettiest and newest embroideries in the most delicate colors at the rate of three yards for the price of one! That is what can be done here to-day. The embroideries are new—as well as the season—you've never seen them before, and there's nothing wrong with a single piece in the great line. We simply ran across an importer who was greatly overstocked and he cut his price down to one-third. You'll be astonished when you get here. Great tables full of these beautiful goods will be offered for less than the very cheapest of plain trimmings cost to produce. The variety is broad, qualities are of the highest, styles are bewitching and patterns are matched. Could the conditions be better?—*Harris-Emery Co., Des Moines, Iowa.*

Embroideries, pay less. Quite natural to follow a talk on dress cottons with some news of embroideries—and this embroidery news is very special, the reduced prices following will tell you why. Yesterday's sale of embroideries, in which they waltzed out as never before is to be rivaled to-morrow by another and still greater offer.—*Joseph Horne Co., Pittsburg, Pa.*

Lovely new embroideries. Exactly these fine choice edges on nice cloths that appeal to women who desire quality.—*Ruggles & Ellison, New Bedford.*

Tons of newest embroideries at lowest prices ever known. Latest creations from the skilled designers and expert manufacturers of Switzerland in almost unlimited quantity. The biggest showing of the beautiful products of modern ingenuity in the line of embroideries ever witnessed anywhere. Bought by us at less than the actual cost to land in this country. Sales of the past (regardless of conditions) never approached the value giving of this opportunity—we do not anticipate its equal—prices 1c. yard up.—*Newman, Brooklyn, N. Y.*

An Exquisite Display of Waite Embroideries.—How cool and fresh and lovely they are you can see in a window now—perhaps the finest showing of white embroideries ever made in this vicinage. And if you want to examine them more closely, a still more beautiful display is ready now in the Art Needlework Store on the second floor.—*Hearn, N. Y.*

Twenty-seven Thousand Yards of New Embroideries at Half Price and Less.—When many are beginning their home sewing, when new garments are being planned for early spring and summer, along comes this chance to save half or more on embroideries first shown this season. Never have you had quite such an opportunity since embroideries have been sold at this store, or in Atlanta—not at this time, when you want them most.—*Davidson-Paxton-Stokes Company, Atlanta, Ga.*

Embroideries in Matched Sets.—Several brides-to-be selected trousseau sets from this superb line of highest class embroidery. Novelties and others are trying to decide among the many exquisite things. Never was so superb a collection offered Atlanta buyers—never have Atlanta women bought so liberally. The appreciation shown has proven that we were right in believing that an embroidery stock worthy of New York is not too pretentious for Atlanta. New things are constantly being shown—lovely underwear sets in all white, new dress trimmings in white and colors, and dainty, beautiful babies' trousseau sets.—*Keely's, Atlanta, Ga.*

You know Swisses are always in style—so desirable, so dainty—and the embroidered ones make up with so little trimming. Remember that these Swisses are full 44 inches wide. We do not want to compare them with the ordinary domestic goods—they are imported from St. Gall, the home of fine embroidered Swisses; bought them from an overstocked manufacturer at a sensational sacrifice. Every imaginable color and design—dots, spots, lace effects, scroll effects, vines, flowers, buds, blossoms and fruit are embroidered in handsome contrasting colors—white, pink, light blue, tan, champagne, oxblood, cream, lavender and black combinations.—*Simpson-Crawford Co. New York.*

There is no color to help out the decorative effect of these beautiful pieces. They must depend solely on the exquisiteness of the needlework. And never before has the art of Irish, French, German, American and Japanese needleworker had a finer exemplification.—*Frederick Loeser & Co.*

Fine Allover Embroideries.—Lots of these handsome allover embroideries for yokes, fronts and entire waists. The present group is some of the best work turned out at St. Gall, Switzerland, and comprises twenty-seven fine patterns, all 22 inches wide. They are such as would sell—have sold, in fact—in our own

stock at \$1.65 to \$2 a yard. To-day—and not much longer than to-day—they are 90 cents a yard.—*Wanamaker, N. Y.*

Thousands of yards of the most delightful new embroideries; two heaping center counters and more in reserve; really the choicest of some of the very fine embroideries, among the handsomest shown. And it is these that are now obtainable at this ridiculously low price, 17c yard. The assortment is superb. A better variety we have never offered at any price. There are many beautiful matching sets among them, edges, insertions and beadings, in various desirable widths and a great range of patterns. No less pleasing, for their purpose, the broken sets, extensive in variety and just as attractive as they were when in sets, including scores of rich effects in soft nainsook, Swiss and chiffon. Corset cover embroideries are also represented. Wide and handsome, in fine cambric, with dainty beadings at the top for ribbons. All the embroideries are fresh and in perfect condition. Their downfall in price has come for reasons other than quality. Be that as it may, they are here for you now at a fractional part of real value. Choose freely—get all you need of them. As low a price for such embroideries will not be known probably for seasons to come.—*Davidson-Paxon-Stokes Co., Atlanta.*

Through a lucky purchase of the Dry Goods Union of New York City (of which we are members), we place on sale Monday morning one of the finest and largest lots of embroideries ever brought to this country. Eight special bargain counters, scattered through the Washington and Winter Street sections, on street floor, will display this most remarkable collection.—*Gilchrist Co., Boston, Mass.*

To-morrow is embroidery day again. And you will profit by the doings from a quarter to a half. Nainsooks, Swisses and cambrics, allover, edgings, insertions, rufflings and flouncings. Lots of patterns in all widths. The prices and qualities will mark the day as a red letter one in embroidery selling.—*S. P. Dunham & Co., Trenton, N. J.*

Embroidery bargains. Thrifty buyers who like to have a little surplus of embroidery at hand, have now an opportunity of saving considerable money. We've collected some pretty embroideries, odd lots and the ends of the season's patterns. Cut in half to-day. Fine insertions; all widths likely to be needed, and splendid variety.—*Yard's, Trenton.*

Narrow embroideries at sacrifice prices. Our narrow embroidery stock is an elegant one, also a big one; in fact, too big, we must reduce it before inventory and are compelled to sell embroideries even at sacrifice prices and will place the entire line on sale tomorrow at exactly half price. The assortment consists of insertions, edges, flouncings, beadings and appliques of the finest qualities of cambric, nainsook, swiss and English batiste. This includes the dainty baby patterns to the most elaborate widths for lingerie use; in widths from three inches up.—*Whitehouse Dry Goods Co., Spokane, Wash.*

A sale of embroideries. Wide ruffings, generous width edgings and insertions. Nainsooks, swisses and cambrics. Plenty of styles and best of styles. Best of needlework, too; if you find an imperfectly embroidered inch of goods in the thousands of yards ready of these embroideries, we will thank you for returning it. And we call your attention particularly to the edges, how splendidly they're made; you couldn't determine the quality of an embroidery more quickly than by noting its edge, that tells the story. There are kinds of embroideries among these fit for the nicest uses that you want to put embroideries to.—*S. P. Dunham & Co., Trenton, N. J.*

Such beautiful embroideries as these—newest styles and best qualities intended for this season's demand—but at prices lower by a third to a half than usual—are bound to bring out great throngs of buyers. What woman who is planning spring sewing can resist such wonderful values as are presented in this sale? Big selling has been going on steadily all day—but so vast is the stock and so varied the assortment that a whole week of such buying would have little effect on the collection of styles. The purchase embraces embroideries of all sorts and for every purpose. Included are edges, insertions, bandings, flouncings, demi-flouncings, corset cover embroideries, all-overs and medallions. No description of the lovely designs can do them justice.—*Goldenberg's, Washington, D. C.*

One potent reason for buying these trimmings of us is the fact that we have our own factory in St. Gall making the prettiest of embroideries, coming to you direct from the looms—you see then by trading with us you are buying from the makers.—*Brown, Thompson & Co., Hartford, Conn.*

By far the finest of years. The white event takes on new importance to-day.

We have added to the showing 25,000 yards of fine embroideries, all of our own importation. This is the largest showing of exclusive styles in embroideries that the people of Tacoma have ever seen. Best of all, these were bought at the old prices and have escaped the big advance. We pass them on to you at the old figures.—*The Stone-Fisher Co., Tacoma, Wash.*

Embroideries at half. Uncommonly good embroideries on finest nainsook and Swiss, in widths from one to six inches, exclusive of cloth, galloons, insertions, edgings in baby Irish effects, insertion combinations are on sale at a shameful price-cut, just to get them out of the store before stock-taking. Choose from embroideries marked at all prices between 35 cents and \$3.00, at half price.—*Coulter Dry Goods Co., Los Angeles.*

If you enjoy looking at beautiful art embroideries, most of them in complete sets, hurry down to Reed's and look in the large north window. The finest and largest line we've ever shown. And we save you about 20 per cent. on every piece by buying before the big advance.—*Lantz, Mansfield, Ohio.*

Embroideries of surpassing value. In no class of merchandise is the advantage of this store's connections more apparent than it is in embroideries. Going to the makers of Switzerland we give commissions for exactly what is wanted. We choose our patterns from all patterns, for St. Gall practically makes the embroideries of the world. We designate just such combinations as experience has taught us best meet your needs. This pattern is selected for that cloth, that design for embroidering some other material. It is the difference between the ready-made and the made-to-order. And the saving! Any one who has given the least attention to the embroidery values supplied by this store appreciate this fact. Embroideries cannot be bought in this country or through importers to match these which we bring direct to you from the Swiss makers.—*Sibley, Lindsay & Curr Co., Rochester.*

Sale line embroideries. Wednesday, 9 A.M., we place on sale the finest lot of embroideries we have ever offered. All match sets, Swiss, nainsook and fine cambric; mostly hand loom goods; the very best embroideries made. All perfect, including medium and wide edges, insertion, baby sets and flouncing. There are embroideries in this lot worth from 35c. to \$2.00 a yard.—*Miller-Swartz Co., Trenton, N. J.*

Special lines to the front every day. Not a day but what sees a change in the exhibit of new embroideries. For Monday's selling we will show an exceptionally fine lot of cambric edgings and insertions, various widths and patterns, fine and heavy qualities.—*Scroggie's, Montreal, Can.*

The largest and most handsome collection of fine laces and embroideries ever shown in Fargo. Exquisite novelties in bands, motifs, medallions, shirt-waist fronts, allover, etc.; new laces in Point Venise, Point-de-gaze, St. Gall Princess, Net Tops; also Cluny Batiste. New all-over nets in cream, white and black.—*A. L. Moody, Fargo, N. D.*

This annual sale of charming lace and embroidery trial strips is important, not alone in the manifest savings, although that amounts to half or more than half of regular costs, but also in the exceptional range of choice and the very high quality of the fabrics. These features render this selling event of the greatest moment to every woman who appreciates a real bargain, especially as it is quite possible that these will be the last lots of these excellent trial strips obtainable this year.—*Mandel Bros., Chicago, Ill.*

Our leader, Swiss and nainsook embroidery. This is indeed a beautiful line, in widths varying from 10 to 17 inches. An exquisite line of patterns, introducing new and clever ideas in embroidery. The designs extend three to five inches deep, and are worked on the finest quality of Swiss and nainsook. You have a selection from dozens of different patterns, which are suitable for various purposes. Specially adapted for ladies' and children's underwear. Originally these pieces were worth 75c and 85c a yard.—*Wasserman-Gattmann Co., Sacramento, Cal.*

Sensational January white sale prices. Thousands and thousands of yards have been bought for this tremendous white goods sale—never before in the dry goods history of Spokane have such beautiful embroideries as these been offered at such astounding price reductions.—*White House Dry Goods Co., Spokane, Wash.*

Always a little ahead. Doing things beyond the reach of others is our record, that will be strengthened by this remarkable embroidery event to-morrow. All new goods in this lot, direct from the embroidery centers of the world. We go direct to headquarters. Were we to buy through the middlemen, our business would be on the same plan as

those surrounding. We save you these middle profits. Extra values are put in the goods. No such embroidery stock in town as ours. All who have seen it can testify to this.—*Scroggie's, Montreal, Can.*

January sale of embroideries. A brilliant event presenting stirring values. To-morrow morning we commence our annual January embroidery sale. Dame fortune has decreed another big season of white, this means a lavish use of embroideries. There's nothing so pretty and durable for trimming white garments. You'll save from one-fourth to one-third in buying now, for we placed our import orders last spring and summer. In doing this we were able to get them at the old prices. This saving (and its no small item) we pass right over to you. This early buying enabled us to get the most desirable patterns obtainable. This will be the grandest display Pueblo ever had. In words we cannot depict the beauty of these bright, new, crispy white embroideries. You'll find this department overflowing with enthusiasm. You will find a very great assortment of staples, and also the new patterns and designs, such as baby Irish Cluny effects, blind embroideries, French revers, hemstitched effects, English eyelet patterns, etc., in cambric, Swiss nainsook and batiste edges, insertion, bands, flouncing, demi-flouncing, corset cover widths, allover, and medallions in single pieces and in sets of patterns to match in the different widths. Special attention paid to the matched sets of the little baby designs. To sum up you will find about everything in embroideries from the modest little cambric edge at 2c. per yard up to the lovely Swiss allover at \$5.00.—*The Crews-Beggs Co., Pueblo.*

Our embroidered robes of sheer and beautiful fabrics—chiffon, mull and batiste—are wonderfully attractive. The great elaboration in the hand work embroidery designs show remarkable originality of treatment. Many of them are worked out entirely in English eyelet patterns—others show heavy padded hand-work patterns which in combination with sheer materials are most effective.—*M. Rich & Bros. Co., Atlanta, Ga.*

Embroidered lawn and linen robes—the overstock of two of the largest makers in Europe—who only produce the finest grades of goods. We bought them for a mere song. It is without question the greatest robe value we have ever heard of. Ready to-morrow for this anniversary week.—*Adams Dry Goods Co., New York, N. Y.*

Our art department. Just received another beautiful assortment of linens for Biedermeier Roman cut work; eyelet, fillet, shadow and solid embroidery work. We carry the best embroidery silk made at 4 cents a skein or 45 cents a dozen; in fact, all the flosses required to work the novelties of the day. Our pillow cords and tassels and ruffings can't be beat anywhere as to variety of colors, quality and low prices. Now is the time to select your wood pieces for the pyrographic work for the holidays. Special announcement. We carry a complete line of the best bass wood novelties to be had and demonstrate the burning every afternoon until after Christmas.—*The Wonder, Spokane, Wash.*

Another great sale of fine embroideries at only a fraction of their real worth. Our last sale was a record maker, and these are equally as good. Fine flounce embroideries and bands; lots of matched sets; dainty new eyelet, scroll, open and embossed designs; wide margin; well wrought designs and edges; excellent values.—*The Fifth Street Store, Los Angeles, Cal.*

A great lot of beautiful fronts for shirt-waists will be offered at a very low price. They are made of Swiss embroidery and valenciennes lace—all full width and no other material is necessary for the front of the waist. There'll be something like 200 different styles in the showing. Some are worth \$1, some \$1.25 and some \$1.50. These are something new. They were made expressly for Harris-Emery's and you'll not see anything like them anywhere else.—*The Harris-Emery Co., Des Moines, Ia.*

Pleasant news for the women who follow the doings of this store. We were told some weeks ago by our New York office that they were negotiating for the purchase of a large quantity of embroideries, and we told the buyer the price must be very low and the quality very good if we got them, because we had a liberal supply of embroidery on hand. We were told in reply that if we didn't consider these embroideries the best for the price we ever saw, to return them at the importer's expense. The moment we opened up the packages we saw we had a royally good bargain. There were embroideries that could not be bought anywhere at any time under

one dollar a yard, and there were nearly 3,000 yards of this particular kind. There were others worth 50c., 60c. and 75c. a yard, making in all some 5,000 yards. There were plenty of insertions to match. The edgings are in Swiss, cambric and nainsook, very fine and sheer in weave and the designs superior to any we have ever shown. High-grade embroideries on sale Monday, choice, per yard, 29c.—*Redlick's, Fresno, Cal.*

The new 1907 embroideries, and the new laces, are sure to capture the affections of women. Many days among the embroideries in St. Gall and the laces in St. Gall and Plauen and in Calais have given us, for the coming spring, the most notable collection of these trimming stuffs ever brought to Springfield. And importing direct enables us to place these beautiful new goods in the hands of women at the most popular prices it is possible for any store to quote.—*Kinnane's, Springfield, O.*

We have such splendid embroidery at all times that we only have what we term "Big Embroidery Specials" at certain intervals. They are specials of the truest kind and represent values of the most astonishing sort. To-day's offers are of the certain interval nature. Don't fail to see the embroideries. They are extraordinarily fine.—*Philadelphia Bargain Store, Trenton, N. J.*

Cambric embroideries at 29c. the piece. Embroideries hold a legitimate place in this sale and for years it has been the custom of the Eaton buyers to make special preparation for this event. This year these preparations included a large quantity of mill ends of embroideries, bought at the mills. These our buyers had the good fortune to secure at next to nothing, and the January sale price is but very little more.—*The T. Eaton Co., Winnipeg, Can.*

Special sale price on hand embroidered linen robes. We show to-morrow a collection of very handsome hand embroidered linen robes, which we purchased at a special price. Shades are pale blue, pale pink, Nile, mauve and natural, all exquisitely embroidered in white. The skirt is already to wear, with the necessary material for making up the waist. Nothing more dainty could be imagined for summer wear.—*Jas. A. Ogilvy & Sons, Montreal, Can.*

FANS

A sort of spruce picturesqueness, quaint and jaunty, governs fashions this season even in the smallest things. Small fans all of wood prove the point. Odd or conventional in shape, made of unvarnished light wood, with a ribbon holding the sticks together, and bright floral decorations painted in clear water-colors, they lend a touch of piquancy to the summer toilette. 50 cents each.—*John Wanamaker, New York, N. Y.*

Wonderful how so much prettiness and daintiness can be sold for less than a dollar. They represent the surplus stock from one of the makers with whom we do a large business. He was anxious to turn the stock into cash, and here they are. White gauze fans with dainty decorations of paintings and spangles, some have lace edges and lace applique; others have plain top and medallion effects in spangles; all have carved bone sticks.—*F. Loeser & Co., Brooklyn.*

Fans. Our stock of fans imported expressly for the Madden-Graham combination has been received and we can say with all truthfulness it is by far the most beautiful line ever shown in the city. Fans for graduating presents are always acceptable. The time will soon be here for the occasion, which will necessarily cause you to ask yourself, what shall I give? We answer the same by saying, come see our line of fans. And the question will easily be solved. Each and every fan shows the result of an artist. Hand painted with carved ivory sticks. The dainty lace fans studded with spangles are beautiful and no two alike.—*Madden's, Denison, Texas.*

Dainty fans of every description, feather and spangle trimmed, silk and hand decorated. We have never offered a finer line and doubt if you have ever had an opportunity to see a finer fan display. Come and look while the assortment is complete.—*J. N. Adam Co., Buffalo, N. Y.*

Palm leaf fans for cooling one's self. Sell them in dozen lots so that you can have a few handy in the different rooms

of your home and on the veranda.—*The Fair, Chicago, Ill.*

Hand decorated fans—water colors or silk. Daintiest creations we have ever offered. Nothing finer can be found for graduation gifts or birthday presents. Despite the fact that these fans are of foreign manufacture and real works of art, we have made the price temptingly low. You will be delighted with their beauty.—*Marshall Field Co., Chicago.*

It's fan time now, better get one.

Keep cool, a fan helps considerably, and when you can get one at a low price why should you be without it?

We are showing a great assortment of fans; in white silk gauze, with beautifully carved ivory sticks; hand painted and lace trimmed; different prices.—*May Co., Cleveland, O.*

New paper fans prettier than ever. For one thing the colorings are softer—the new shades of Copenhagen blue, dull reds, browns and greens that the clever Jap artists have made into harmonies in the floral and figure printings and in the cut-out effects on sheer gauze. It would seem a pity to spoil a summer frock with the wrong color note when such dainty fans are to be had for a few cents. Black fans and effects in soft grays and white as well as colors from 10 cents to 98 cents.—*F. Loeser & Co., Brooklyn, N. Y.*

Fans for graduates and Anniversary Day. A fan is a dainty gift, and one that will be appreciated by the "sweet girl graduate." We do not know of a time when we have been able to offer such remarkable values as now. Dainty white silk and gauze fans, with lace applique, lace edge, pretty paintings and spangle effects, with carved bone sticks.—*Abraham & Straus, Brooklyn, N. Y.*

Fans for graduation have come hurrying across from Paris.

Dainty little frivols of gauze, spangles and lace—the crowning touch to a white costume.

Pretty ones at almost every thinkable price from 25c upwards.—*Schipper & Block, Peoria, Ill.*

FEATHERS

It is a season of feathers. That no hat, no costume is complete without them is fashion's edict. Being thus prominent, their correct treatment and shape are of unusual importance. The bleaching and cleaning of plumes takes its place as one of the fine arts. Methot feathers are known wherever ostrich plumes are worn. In this establishment the celebrated and ultra-stylish Egyptian curl was invented.—*H. Methot, New York.*

And these Ostrich Feathers are rich and beautiful enough to make fine hats, too. The high-crowned hats seem to have come to stay the season out; and the most effective trimming for such hats is Ostrich Feathers. And these are unusually full, handsome, well-curled specimens.—*Wanamaker, New York.*

You know those long, graceful coques and Nagoirs feather plumes used so effectively for trimming ultra-fashionable hats—a trimming that's the correct vogue all the year around—of course you do—all correct followers of fashion do.—*Simpson-Crawford Co., New York.*

Black ostrich flats \$1.95. Opportunities like this don't come too often, and those who are on the lookout for good buying snaps will not want to miss this chance.—*T. Eaton Co., Toronto, Can.*

Quills, breasts, long wings, "Mercury" wings and pompons appear as trimming, combined in brand-new ways with fetching scarfs of silk.

These are the genuine ostrich plumes, and fine ones too—large and bushy as shown on this hat. Unquestionably the biggest, best bargain in like millinery finery that it has been our privilege to share in many a day. See window display—then come in and examine them closely, they'll bear closest inspection.—*The Big Store, Marion, Ind.*

Getting the question of adequate supply settled we have been able to lessen the prices enough to be interesting. Such selling of Feather Boas as we have done this Winter has made several impossible things possible.—*Wanamaker's, New York.*

How does your hat look? Feathers half price. Is it a little dingy—the feathers slightly awry—a trifle dragged? Wouldn't a soft, trailing bit of plumage or a smooth, rich, imported

breast make it not only last, but a positive pleasure, for the rest of the season? Well, to-morrow we will place on sale our entire stock of fancy feathers at half price. This is your chance. Fluffy ostrich pompons, drooping coque feathers—wings, soft sweeping groups of ostrich feathers; and these will be just half their marked prices, which run from \$5 down to 25c. So feathers to-morrow will be all prices from \$2.50 to, each 12 1-2c.—*Jones Dry Goods Co., Kansas City, Mo.*

\$15,000 Purchase of Ostrich Plumes brings saving of a third to a half on finest goods. Beautiful African Plumes in every size and color bought from a leading New York importer at a tremendous sacrifice. We urge every woman to take advantage of this great sale—such occasions are very rare indeed both as to quantity for selection and wonderful economies. Sale begins Monday morning.—*May Co., Cleveland, Ohio.*

All Ostrich Feathers a quarter off. Here's one of the most important items in the sale. Our entire new line of fine ostrich plumes and tips in black, white and all colors goes on sale at exactly a quarter under our regular prices which are recognized as the lowest in Los Angeles.—*Marvel Millinery, Los Angeles, Cal.*

\$2.25 Ostrich Plumes, special 95c. We have selected our beautiful showing of \$3.50 and \$3.98 South African fine curled Ostrich Plumes, will clear them out at 20% discount.—*Gimbel Bros., Phila.*

Magnificent collections of fashionable new feathers. With the advent of the uptown shop comes an innovation in the presentation of rich assortments of superb Ostrich Plumes in black and white—the choicest Feathers from the renowned Ostrich farms of South Africa and California—every plume a chef d'oeuvre, emphasizing with renewed force the Methot supremacy.

From the myriad of white feathers ladies may select their ideal plumes and have them dyed to match any costume or hat—a gratifying consummation impossible of attainment in any other shop in the world!—*Feathers and Feather Boas, Methot, N. Y.*

FEED

Hungry horses are poor and unsatisfactory workers. It pays to feed well and use good feed. Buy it from Simon & King and note the satisfactory smile on your horse's countenance.—*Simon & King, Crowley, La.*

Resolutions by the Barnyard Convention.

The horse and donkey said "that the corn, oats and hay from Agle's was the best ever," the cow said "their chop-feed, bran and middlings are rich and delicious," and the hog and sheep said "'tis all true, for we have tried it," and the rooster chipped in here and remarked "that they keep everything a live chicken wants down there. Why, they have wheat, rye, coarse meal, cracked corn, grits, beef-meal, bone-meal and the finest poultry foods."

It was Resolved, That the master be instructed to purchase his feed from *Geo. Agle & Sons, Bloomington, Ill.*

One poultry man says his hens have laid 50% more eggs during the past year than they did one year ago when he was not feeding our prepared Alfalfa cuttings regularly. We know from his experience and from tests we have made ourselves that no more perfect hen ration can be made. If you are interested in increased egg output you had better give this feed a trial. Low prices to tempt your orders.—*Lathrop's, Rochester, N. Y.*

You won't have colicky horses if you mix a little of our prepared horse food in with the daily rations. Contains conditioner in just the right proportion to do your horse good. Prepared by an expert veterinary who has made a long study of the effect of foods on horses. Come in and get a liberal free sample.—*Baker's Feed Store, Buffalo, N. Y.*

Particular Wheat Buyers! Here's your chance! I have some chicken wheat—got 250 sacks from Oregon—extra good—large, plump, clean, gold colored kernel. A pound goes nearly as far as 24 ounces of the common run.

It is a big bargain—not in the price, but in the quality.—*Cutler, Eureka, Cal.*

Mixing good feed for all domestic animals is a trick we have learned. Come to this store when your supply is low.—*Hay Market Feed Store, Lowell, Mass.*

Feed for poultry, horses and cows you will always find in this store. No other feed merchant in Binghamton has had as long experience as we have in feed mixing—we keep chickens and feed horses and cows ourselves—we know what they require to keep in good condition.—*Matthews, Binghamton, N. Y.*

Laying food for hens. Nothing better than our "Hen Mix." Sell it in 5, 10, and 25 lb. lots, and guarantee the quality. Hundreds of letters from poultrymen testify to its worth.—*Star Feed & Grain Co., El Paso, Texas.*

Your horses can't complain when you are giving them feed which does not satisfy, but when you give them Page's feed they will express their satisfaction by doing better work, keeping in better condition and looking better. We look to quality in preparing our feeds and long time users testify as to our success. *Page's Feed Store, Rochester, N. Y.*

Ever buy ready mixed feed for laying hens? No matter whether your experiment proved a success or not, we know that you will be satisfied if you try our hen food. Just the right ingredients for egg making. We'll guarantee an increased egg output if you will follow our directions and give your hens proper care and attention.

Bargain lots of feed should not interest you unless the reputation of the dealer is good and you recognize real quality in the feed. Several cars of feed now on our siding. We want to unload them and are ready to show you a bargain—price and quality both right.—*Fulton & Co., Elmira, N. Y.*

Don't forget that when you want the best and cheapest horse feed, one that will put your horse in good condition and keep him there, that we sell it—that we sell more of this one kind of feed than all others put together and that it has never failed to give satisfaction wherever it has been given a fair trial.—*Wm. M. Powel, Chester, Pa.*

Buy feed for your cattle with care. Anything is not good enough if you expect your horses to keep in good working condition, your cows to keep healthy and give good milk. No siftings or dirt mixed in with the feed you get here.—*Grange Store, Newburgh, N. Y.*

FISH

Mackerel.—Everybody wants new mackerel—not old, rusty fish.

Since we recommenced business at the old stand in February last we have bought and sold 37 barrels of mackerel, 7,400 lbs. We venture to say that we sell more mackerel than any one store in the State of New Jersey.

People come to us for mackerel 10, 15 and 20 miles, and we have one customer who lives in Philadelphia, to whom we ship mackerel—says he cannot get any good ones there.

We pride ourselves on our mackerel, taking great pains in buying and packing. Any size package you wish—from a 10-lb. kit to a barrel.

We bought in the market on Monday some of the finest, fattest No. 1 shore mackerel that we have seen in many a day. Fat, white and thick—fit for a king. Price is 14c. a lb. They are elegant eating.

We have some more (5 bbls.) of those shore No. 2s just received, and while the price of fish is advancing, for this quality our price still is 12c. a lb., and they are fine mackerel. \$1.35 for a 10-lb. kit.

Neither our mackerel nor our prices need any apologies. Our fish are right. Our weight is right. Our price is right.—*Losey & Alpaugh, Somerville, Pa.*

A good present to your friends is a Penobscot River salmon. We have just received at our market an extra fine line of Penobscot River salmon. When we say Penobscot River we mean it; we do not palm off a St. John's fish on you, because we do not have them. These salmon are a good size to send away as a present to some of your friends. We box and pack them so that they can be sent any distance and arrive in excellent condition, and the price we will quote you will be as low as the lowest. We guarantee these salmon to arrive in perfect condition or money refunded. Give us your order early because this lot will not last long.—*Lynch's Market, Bangor, Me.*

Our fish are shipped here direct from the nets and consequently are fresh. Good fishermen know what that means. Give us an order and you'll know. We clean them free and deliver them whenever you want them.—*The Joliet Fish Market, Joliet, Ill.*

We have arranged with one of the foremost packing houses at Baltimore for daily shipments of prime, fresh oysters during the season of 1903-04. This fact, coupled with our knowledge of and facilities for handling the delicious bivalve, should suggest to you that we can serve you as well, if not better, than any other dealer in the city.—*Green Front Market, Altoona, Pa.*

Fresh Fish!—And we can look you all straight in the face when we say it. The fact is, to-day's display is exceptionally fresh and attractive.

Haddock, 5c. lb. Who can say living is high in the face of that price for good fish? Order all you want to. No limit.

White Fish, 7c. lb., 4 lbs. for 25c. White Fish, when good, is very, very good, and these White Fish are good.—*W. W. Walkers Co., Hartford, Conn.*

Creamed codfish is enjoyable any time, and especially commended for the evening meal, as it does not burden the digestion.

If you don't entertain a good opinion of mackerel, come in and get one of our 25-cent size. It's so meaty that the bones are a small part of it, and if soaked over night it's just salty enough to make it an ideal breakfast article.—*T. E. Burns Co., Knoxville, Tenn.*

The Japanese are showing their endurance on long marches and hard fighting with Russia, and it may be because they are great fish eaters. If you want to be healthy and able to endure hardships substitute fish for meat. All the desirable kinds are in season now. Weak, blue, butter, porgies, sea bass, halibut, binito, mackerel, flounders, etc., soft crabs, clams and oysters.—*W. H. Crisp, Trenton, N. J.*

Our Large Stock of Lenten Dainties enables you to have a different Lenten dish for every meal. Here you will find the choicest of everything edible, from river, lake and sea, put up in most tempting styles.—*G. G. Cornwell & Son, Washington, D. C.*

Golden haddies. If you never picked the bones of a smoked Finnan haddie you've missed a fish experience of the pleasantest kind. Ours come from Boston every second day, newly caught, newly cured and newly smoked.—*The Mohican Co., New Haven, Conn.*

As a general rule, a truly fine mackerel is about the hardest thing to find in the city of Mansfield. However, if you will come to our store you will find it the easiest thing in the world to get a snow white, plump mackerel, as we have just opened up several packages and they are fine ones.—*John E. Engles, Mansfield, Ohio.*

Snow white, genuine codfish; something hard to find at any time. We have, however, the finest flake Codfish money will buy. We keep it in our cold storage room, which insures its sweetness. All selected middles, absolutely boneless, white as snow.—*John E. Angle, Mansfield, Ohio.*

Fish and Friday. All of us have not the same tastes; yet, what is more natural to most of us when ordering our dinner for Friday, than to think of fish? Used to have trouble, however, not only in getting the kind of fish we wanted, but often had trouble about the quality, too. Both these difficulties have now been overcome, however, for we are endeavoring to conduct our fish department along proper lines—and you will find in Mr. DeButts, our manager, one who is thoroughly familiar with all branches of the fish business, and who will supply you with any kind you may desire. Prices are made very attractive—as you will find by comparison.—*J. A. Seel Co., Rochester, N. Y.*

There is no better offer to be made to a buyer of good, wholesome food than fresh fish, which we offer at reasonable figures regardless of the meat strike. Give the meat question a rest. Our fish market supplies the best of everything that swims that is in season. Let us supply your fish.—*The Dunning Grocery Co., Binghamton, N. Y.*

When these goods things are nicely prepared you can eat with a relish.—*Carron's Market, Ottumwa, Ill.*

Strictly fresh oysters, fresh from the shucking wharves at Baltimore—more oysters to a quart than you will get elsewhere.—*Fontaine & Angleine, Crookston, Minn.*

A fine fish dinner. Best fish a fisherman can catch—at Jevne's. Smoked, salted and spiced fish of every variety and kind. Take one of these big mackerel, or a halibut, or a salmon, and have it cooked just right, and it certainly will make a fine fish dinner. We have the largest and finest fish caught in any waters—and every kind that is caught, to eat. Telephone what you will have for dinner to-day.—*H. Jevne, Los Angeles.*

Fresh Fish.—Fish that are absolutely fresh are always to be found on our fish counters every Thursday and Friday of each week. We certainly are headquarters on fresh fish, and the only firm in Joliet that handles them properly.—*The Spot Cash, Joliet, Ill.*

It is really very astonishing how great a variety of fresh fish we are offering you this morning, considering the extremely trying weather. Nobody can grudge the brave fisherman all he gets for his work, and it is somewhat surprising that we can offer you this fine fresh halibut at 18c. a pound. Perhaps we have enough for you all, but it is a good plan to place your halibut order this morning early.—*W. W. Walker Co., Hartford, Conn.*

Come where fresh fish are the whole show. Here are salmon that have never been frozen, and they are very succulent. If salmon are your favorite fish, then you'll appreciate our efforts to supply something fancy.—*W. W. Walker Co., Hartford, Conn.*

"Ladies' dainty" brand Maine clams.—We understand from a reliable source that the clams gathered in Maine waters are more tender and have a sweeter and more delicate flavor than those gathered further south. "Ladies' Dainty" are the smallest and tenderest of all.—*McCaffrey's, Philadelphia.*

Fresh Fish.—Lovers of fish should come to Connelly's for their favorite kind, as it is always here. The assortment received by us every week cannot be surpassed. Good fish, properly prepared, is rich brain food and very nourishing.—*George S. Connelly & Co., Springfield, Ill.*

There may be many fish in the seas as good as these, but there is none better. We are making special effort in this department, to give you the best service possible. Our fish are trimmed, scales removed and washed ready for the pan. Our line of fresh and corned meats is, as usual, the best obtainable.—*A. E. Weatherby, Ogden, Utah.*

Serve some dainty fish occasionally. They afford a delightful change from heavy meats.—*T. E. Burns Company, Knoxville, Tenn.*

For Friday marketing we will have a fine line of fresh caught fish. We are also receiving daily shipments of nice, large, fat eastern oysters that are equal to any we receive in the winter season. You can get nice fresh oysters at any season of the year from us.—*T. E. Westlake, Spokane, Wash.*

FLOOR COVERING

Our first shipment this season of inserted fibre mats from India has just arrived, and in time for hard winter wear. They are made by hand, of cocoa fibre, and there are hardly two just alike in the assortment. Some are plain, others have rich color designs of maroon, blue, brown, terra cotta and many other good colors. They are the best wearing mats that can be made. The prices are low and the assortment is the largest that we have ever had at one time. Beside these, there are splendid values in wool, brush, rope chain and rubber mats, a wide range of patterns and colorings to choose from at moderate prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Paper fiber rugs have passed the experimental stage, and now so many people think them the ideal summer rug that we have had great difficulty in meeting the call. A new consignment has just arrived from the manufacturer. Clean, cool-looking patterns in light blues, tans, greens and reds on a creamy ground. The surface of these rugs is so smooth and hard that they can be swept as easily as a parquetry floor.—*Wanamaker's, Philadelphia, Pa.*

Suggestions for goods to be used in warm weather. Veranda rugs in the jute, grass and moonj qualities in a variety of sizes. Veranda cushions, veranda screens, grass and straw mattings by the yard, light curtains for summer use. All at—*Wm. H. Post Carpet Co., Hartford, Conn.*

It is a safe conclusion that no person is anxious to have the whole or even a part of the household in an unsettled and disarranged condition on the eve of the holiday season. You can introduce new rugs or mats at points and places where they will give the home that touch of newness which is so eagerly sought for at a time when everything should look its best.—*J. Mickleborough, St. Thomas, Ont.*

Different carpets from those shown everywhere—high-art designs and unusual colorings. Kinds woven by our own looms and obtainable here only. Everything in floor coverings to satisfy the most critical taste.—*J. & J. Dobson, New York.*

Good hard facts to deal with. Prices

and styles are the makers of trade. I give you both in new fresh stocks of carpets of all grades, mattings of all kinds, lace and tapestry curtains, linoleums.—*Lewis W. Lee, Peoria, Ill.*

You will save money by coming to Rothert's for carpets. This week you'll find here carpets, rugs, mattings, oilcloths and linoleum at a wonderful saving!!!—*Rothert, Altoona, Pa.*

You may not understand the case as we do. You say you would like to have a matting rug and go to Wanamaker's and find it there. But perhaps you don't realize that you wouldn't find it in any other store in this part of the country.—*Wanamaker's, Philadelphia.*

Of wood fibre, made up into just the sightliest of slightly floor coverings. Flexible as a carpet almost. You can sew them if you will, cut them or turn them if you choose, and they won't break. Sanitary floor coverings they are called, and rightly called so.—*S. P. Dunham & Co., Trenton, N. J.*

If you want a chamber floor covering that is cool and clean—sanitary in every respect, you needn't look further than these Hofi rugs. They are a fiber product and come in patterns and colorings of sufficient variety to harmonize with almost any sort of room decoration and furnishing. We are having to curtail carpet storage room just at present and these Hofi rugs, belonging particularly to summer, are first to go.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Carpets and mattings. Our new carpets have arrived. Never before have we been able to show so choice a variety of floor covering. Designs are exceptionally modest. If we did not sell direct from the largest manufacturers in the United States the carpet would be much more costly.—*A. S. Hellyer's Sons, Doylestown, Pa.*

"Reliable" carpets, furniture bargains, with a cool, greenish tint. While warm weather lasts, matting covered floors, with their coolness and artistic appearance, make the Summer bedroom a refuge from the glare of out of doors, and increase the restfulness of the afternoon siesta. Our special bargains make them irresistible.—*Cowperthwait Co., Brooklyn, N. Y.*

It's high time to have your heavy carpets up and cool mattings on the floors. We have as handsome a stock of both China and Japan Mattings as you would wish to see. All sorts of pretty effects and new patterns, in artistic shades and colorings. The qualities have been closely scrutinized, so that you may buy fearlessly, knowing that whichever pattern you select will give good wear.—*House & Herrmann, Washington, D. C.*

Floor coverings. "Medium qualities" at popular prices. Moving time is when you want your money to go a long way, at the same time you want full value for every dollar you spend. That's why a reliable firm can serve you best. They give you full value. For twenty-five years we have sold carpets, rugs, mattings, etc.; we use the best makers' lines; we sell them at lowest cash prices.—*Window Shade Co., New Haven, Conn.*

There's no excuse for not replacing all the worn and frayed floor covering and making the home bright and inviting against the coming of spring—not with this fine stock and good values to choose from. Here are floor coverings for every room, in designs to suit every fancy, priced to suit every purse. And we can't describe their high quality in terms too glowing. The textures are the staunchest—wearing qualities superb.—*Faguy, Lepinay & Frere, Quebec, Can.*

See the new Empire Brussels—room-size rugs. These rugs are all 9x12 feet in size, the proper size for almost every room in your house. They are made of extra heavy tapestry Brussels carpet. Each rug will wear well, give thorough satisfaction and hold its colors till the last day. One hundred new and handsome patterns for your selection. Rugs regularly would cost you at least \$20.00. Our price, on easy terms, \$2.75 cash and \$1.00 a week.—*Rowlands & Co.'s Big Store, Mansfield, Ohio.*

We present one of the most complete stocks of floor coverings shown in Greater New York. It embraces everything that is worthy in lines from American mills, and, as well, very large assortments of fine Oriental weaves—all our own importation. Prices are matchlessly low—this with emphasis. We invite the fullest and most critical comparisons and encourage them in every way.—*Macy's, New York.*

We have received notice from all the leading carpet and rug manufacturers of a big advance in the prices of all their productions to take effect at once with the prediction of a still further advance during the spring season. We in-

augurate this sale to give our customers the benefit of the low prices we are able to make because of our enormous purchase made before this advance in cost went into effect. It will pay you to make selections at this sale. The amount we can save you now on carpets or rugs will seem fabulous as the new prices go into effect.—*Barney's, Schemectady, N. Y.*

This great sale—the largest and most successful carpet sale ever held in Tacoma—is nearing its end. Judging by the enormous crowds who have taken advantage of it, our bargains have been appreciated. Once a year we have this sale, and try to provide for it the best values of the year in floor coverings. Carpets priced in the following manner explain the success of our sale.—*Davis, Smith & Nettleton, Tacoma.*

We sold thousands of dollars worth of Oriental rugs at the sale last week. We are still offering many fine Orientals of all sizes up to the largest at most attractive prices. If you are contemplating the purchase of a rug this spring, you will find this the matchless opportunity.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

Up on the second floor of our establishment, where the light is brightest and other conditions are best, we have assembled assortments of carpets and rugs that we are certain will please all those who see them. Patterns, designs and blending of colors are the richest and newest that we could select. In addition to the attractiveness of the articles themselves we have attached prices that should be big inducements to buy.—*Frank Sanford & Co., Springfield, Ill.*

The receiver's sale of the James Dunlap Co.'s stock brings you carpet and rug bargains never equalled. This sale of Dunlap stock carpet and rugs will undoubtedly bear a prominent place among the greatest of all sales. When a business goes bankrupt the receiver is not over-particular at what price he sells the stock, as long as he gets it off his hands. Before we entered our bid we went carefully over the entire stock and in it we saw the makings of the most unusual sale of carpets and rugs that ever was, and we bought them at a price to make it so. The result is—this sale.—*Gimbel's, Milwaukee, Wis.*

Ladies! Why mar the appearance of your home with a carpet that shows the wear of time? We display a line of carpets and rugs that cannot be surpassed in quality, style or price.—*The Conroy & Cawley Co., Lexington, Ky.*

Carpets and Rugs. You will probably find after moving that you will need some new carpets; if so, we have a large range of samples which we would be pleased to show you in Union, Wool, Tapestry, Brussels and Velvet Pile. We can take your order and furnish at short notice. Furthermore, we will guarantee our prices to be the very lowest. If we carried the carpets in stock they would cost you 15 per cent. more, but by buying from our samples you can save money. We carry a large range of oil cloths and linoleums.—*Tennant & Clarke, Frederickton, N. B.*

An excellent showing of high-grade carpets and rugs. There is a growing tendency to the use of Wilton and Axminster carpets in plain colors, either to cover the entire floor or made up into rugs. We are in position to have woven to order in one piece rugs in any color, size or quality desired, either domestic or imported fabrics. We carry in stock the Hartford Saxony, French and Anglo-Indian rugs, which are woven in the regular sizes up to 11-3x15-0, and can have made to order any size desired at prices that are much less than the Oriental rugs.—*T. A. Chapman Co., Milwaukee, Wis.*

Price lowering on carpets, rugs, etc. When we started in to change figures it was done with a vengeance. Every floor in the store was affected, but none to a greater extent than the carpet and rug section. Tiny bits of former prices represent the present valuation—the difference your gain.—*L. Hammel Dry Goods Co., Mobile, Ala.*

Carpets and rugs. This will be the day of days for home furnishers to economize—Housefurnishing Wednesday. The fame of this mid-week sale is spreading, and week by week records the increase of sales. Our comprehensive showing not only includes needs for elaborate homes, but tasteful selections for the humble cottage as well.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Another strong appeal for your rug and carpet trade. We talk much about carpets and rugs as we have much to talk about. Your neighbor may have told you of the splendid variety and good values we are offering. We are at the height of the carpet season and want our rugs and carpets represented in every home in Binghamton and vicinity. We bought this big stock of floor covering with that in view. Bought when prices were at the lowest point. Secured first choice of patterns and as a result have done a large business in them. Have

been able to keep new goods coming, and this week you will find complete assortments to select from.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Our second floor contains a greater variety of fine carpets and rugs than you will find in many exclusive carpet stores. The qualities have been chosen with great care—and we guarantee the durability of every yard. We are prepared to do quick work for those who are in a hurry for their carpets, and we guarantee to cover your floors for less money than anyone else in town.—*Gately's Mammoth Credit House, Saginaw, Mich.*

Spring showing of carpets and rugs. Spring is the season for discarding old and worn-out floor coverings. It is the time for injecting into the house some of the freshness and beauty of the outside world, so resplendent in brightness and color after the long winter. We are now thoroughly prepared with new carpets and rugs, as well as floor coverings of all descriptions to satisfy every taste in this direction as well as every purse. Do not fail to visit our line of carpets before buying for it is characterized by largeness of stock and lowness of price.—*Sisson Bros., Welden Co., Binghamton.*

We announce for the first three days of the week a general decline in prices in the carpet department. The decline is not in the goods (they are the same you will pay more for again), but in the prices only, and all kinds of floor coverings are affected. We quote a few specials, but ingrains and Brussels are equally as hard hit.—*McEmery, Brooklyn, N. Y.*

A new spring dress for your house. Those old carpets, rugs and draperies may have appeared all right while the outside world was clothed in winter's sombre garb. But now, when nature is arraying herself in summer's beauteous dress, those same carpets, rugs and draperies look not only dull, but extremely shabby in comparison with nature's rich colorings.—*Hibbard & Co., Colorado Springs, Colo.*

Yes, it is quite possible to sell Oriental rugs in great numbers even in midsummer—not alone the smaller sizes, but the larger pieces, that run into hundreds of dollars even when reduced nearly half. We presume that such extreme values in the finer Oriental carpets have never been offered heretofore in this city; and the rugs in smaller sizes are rapidly walking away at the midsummer sale prices. By all means see these medium-sized rugs to-morrow.—*Strawbridge & Clothier, Philadelphia, Pa.*

Spring carpets and rugs. Beautiful effects, exceptional in design and in richness of coloring. Exclusive patterns of lofty, artistic merit. Altogether the best it has ever been our pleasure to offer. All this at moderate prices.—*The Boston, Milwaukee, Wis.*

Hard-spun, reversible granite weaves, Art squares. Nothing like it will happen again. Water won't hurt the colors; they are fast. Aren't the old reds and blues and moss greens just the thing for the "Good Old Summer Time?"—*Keely's, Atlanta, Ga.*

Startling carpet selling sensation.—*Bay City Cash Dry Goods Co., Bay City.*

Flood tide of values in charming fall carpetings.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Rugs are the connecting link between rooms that are carpeted differently. Incongruities are forgotten and the rooms straightway become chums. The rugs must be chosen with care and knowledge of colors and design.—*Cowperthwait Co., Brooklyn, N. Y.*

Carpets. There's every advantage in buying here. Immense stocks and varieties from which to choose—and decidedly the lowest prices ever known on equally as good grades and kinds.—*John Mullins & Sons, Jersey City, N. J.*

Our rug and carpet department is coming to be better understood. We have sowed the seed of earnest, honest endeavor here and now are reaping a bountiful harvest.—*Duff & Repp Furniture Co., Kansas City, Mo.*

New fall floor coverings.—A larger line of new fall importations and domestic weaves than we have ever before shown are brought to your notice this week. The Oriental effects in both carpets and rugs predominate—our assortment is without a doubt the largest and finest in the city—forehanded people will do well to make their selections now—here's some Monday specials as an inducement to bring you in.—*Freimuth's, Duluth, Minn.*

Our carpet department is bristling with the newest and best weaves.—*Peter Grogan, Washington, D. C.*

New fall carpetings and everything else that is floor covering. Already we show a handsome line and soon we'll show what you'll say is the best selected and most varied carpet stock in town.—*Waite's, New Bedford, Mass.*

The pleasant hum of brisk selling pervades every nook and corner in our big

carpet department; the logical result of our successful efforts of underselling. We are making carpet history. The values we offer are matchless. If there's a room in your house that needs carpets or curtains here's the chance.—*Whitehouse D. G. Co., Spokane, Wash.*

Sale of Rugs and Carpets.—When you buy floor covering you should investigate where you can obtain the best values, as the purchase of these goods involves a considerable amount. We present the following prices with the confidence that they cannot be duplicated in Cleveland. After a visit you will better appreciate the importance of this statement.—*The Williams & Rodgers Co., Cleveland, O.*

No Time for Hesitation. Carpets and Rugs Never So Cheap.—Every one at this time of the year is thinking gravely of cleaning the house, and with it the necessity of carpeting the floor. Opportunity creates duty when up-to-date carpets can be bought right. If you are ready to make your plans now, it will pay you to do so. Fortunate is the housekeeper who is ready to carry out plans for the spring. Readiness to take advantage of such opportunities as these means much to one's pocketbook.—*The Ontario, Grand Forks, N. D.*

Buy carpets from a carpet house. You wouldn't go to a drug store for calico, or a drygoods store for shoes, neither would you come to a carpet house for dressgoods, but when you do come to a carpet house you come for floor coverings, and you expect to see a better selection and better grades and better facilities than you would expect to find in a store which carries all kinds of merchandise. Our entire business energies are expended in providing the best floor coverings, draperies and bedding. We do not bother about your parlor furniture, or your kitchen stove, but we do exert every effort in behalf of your floor coverings, your draperies and your bedrooms. You must come to us expecting better values and larger assortments than are usually found. We lead in the carpet business. We excel in the carpet business. Our prices are the standards by which all other prices are judged. Come to us for carpets. We can satisfy you.—*T. Billington Co., Los Angeles.*

Attention is directed to the Spring importations of carpetings, in the newest designs and colorings. Also domestic carpets, embodying the newest patterns, many being exclusive with this house. Special reductions in last season's patterns.—*Arnold, Constable & Co., New York.*

Yes, This Is a Carpet Store, Too.—We sell carpets as we do everything else—at the most reasonable prices in existence. The good, serviceable, beautiful kinds that never disappoint. Twice the room formerly given to them and twice the stock. Carpet size rugs also. It will pay you to come down to *Fuller's, Hartford, Conn.*

Fall Carpets.—The buying time is here. Up on the third floor, where the light is best and brightest, are vast quantities of new designs and patterns, all moderately priced, for your choosing. This is positively the nicest lot of carpets and floor coverings we've ever had the pleasure of showing, and we believe the largest assortment in this section to select from.—*Boston Store, Mansfield, O.*

We are having an unusually busy trade in carpets and rugs for this season of the year. We offer a few more made-up rugs at a great reduction in prices. If you have a room in the house that needs a new carpet, bring the measure with you. We may be able to save you several dollars on your purchase. You are also invited to inspect the new fall line of carpets and rugs. Several hundred carpet size rugs to select from. Prices ranging from \$10.00 up to \$55.00. Choice new patterns in Roxbury tapestry brussels carpets, also axminster carpets, at \$1.00 yard, made, laid and lined. Other best makes of carpets at 70c. up to \$2.75 per yard.—*Hills, McLean & Haskins, Binghamton, N. Y.*

New spring carpets and rugs. You can buy now cheaper than later on. Funny statement to make, but true. From some makers we've received their surplus stocks, along with certain lots they held back from delivery to "uncertain" customers. Bought them at a big economy.—*Adams Dry Goods Co., New York.*

A big saving for you to buy rugs and carpets now.—*R. Wilcox, Cohoes, N. Y.*

At no time have we shown a better variety of more beautiful patterns, designs and colorings. New carpetings or rugs would prove a very delightful holiday gift.—*Abraham & Straus, Brooklyn, N. Y.*

A good place to buy carpets, and now is a good time, because we are closing out several short quantities in rugs and carpets before the fall stock arrives. Any roll of carpet with less than thirty yards can be bought one-third less than the regular price. All odd rugs, only one or two of a pattern, will be sold at the same discount.—*Vab Loewer, Columbus, Ohio.*

A lot of splendid Carpet bargains join the Great Rug Sale to-day and the thrifty housewife has a chance to get values in floor coverings that are not matchable anywhere else.—*Snellenburg's, Philadelphia, Pa.*

Our aim is to make this oriental and domestic floor covering section the best of its kind. Well informed carpet buyers and oriental rug connoisseurs, alert for choice bits, delight in this beautiful, spacious, daylight section. To put the stock in keeping with surroundings we must close what is here.—*H. G. Selfridge & Co., Chicago, Ill.*

Come to this carpet sale if you never go to another. Make your selections. We'll reserve them until you're ready.—that's fair.—*Davis, Horton & Co., Tacoma, Wash.*

Carpet specials. It is almost a sacrilege to offer such new and staple floor coverings at these absurdly low prices. A glance is all that is necessary for the posted housekeeper to know that this is a buying occasion.—*Boston Store, Milwaukee, Wis.*

Will continue for the balance of the week, thereby enabling all who have immediate or prospective needs in this line to take advantage of the splendid bargains which we are now offering. And it is not only a meager few that are on sale at these reductions, but a large and choice assortment which may be had either with or without borders—in fact, in some lines the assortment consists of nearly half the entire stock—carpets so new and beautiful that no reason exists for selling them for a cent below the regular, except that they are discontinued patterns which we are closing out to make room for the new spring stock. But, remember, this is the last week of the sale, and furthermore, that by making a small deposit a carpet or rug may be ordered now and held until wanted.—*Schuneman & Evans, Saint Paul, Minn.*

There will be a special sale on Monday at Saks & Company of Oriental rugs and carpets. To say that these Kazaks are beautiful seems empty—meaningless. The barbaric splendor of their conception thrills one with the intensity of their beauty. Their harmony and contrast seem to express the emotions of the weaver. They all but live, so vivid are the colors. It seems almost a sacrilege to place a commercial value upon them. One rarely finds their equals outside of private collections, and then only in small sizes.—*Saks & Company, New York City.*

This is the time when the housewife turns her thoughts to floor coverings. This season we have the grandest stock of handsome patterns that have ever been shown in this city. Come and see the selections and our salesman will be pleased to give you an estimate of the cost to cover your rooms.—*Burns & Co., Harrisburg, Pa.*

We cannot say enough about our new spring stock of carpets and draperies. It is positively the largest and best line we have ever been able to present to the buying public of Columbus. Have you ever visited our carpet department? If not, come in and ask to go to the fourth floor and just look around. We have confidence in the goods selling themselves.—*Stewart Bros., Columbus, O.*

A little later on, if not just now, you'll probably want to select something in the carpet or rug line. We think that we can give you some pleasant surprises.—*C. C. Fuller & Co., Hartford, Conn.*

Before stock taking we always find a number of patterns in carpets that are short ends. Such of these as we can we make up into carpet rugs. This week we offer you at special prices a number of carpet rugs made from remnants in our own workroom. They are better made than the regular factory made carpet rugs—the miters are bound and made flat, avoiding the usually found heavy ridge in carpet rugs. Remnants are always sold in this store regardless of cost, and in the case of these carpet rugs the work has been taken into consideration and added to the regular remnant price, hence the big reduction offered. Come and make your selection and "make your own terms on one" this week.—*Tull & Gibbs, Spokane, Wash.*

This morning's business of this big merchandising event proved it an instant success. It could not be otherwise, for in every particular it offers unusual attractiveness, first in the wide range of both carpets and rugs included, and second in the great price concessions which prevail. These productions of the leading firm of Alex. Smith & Sons Co. from their great New York sale, are the very pick of the market and the very best goods manufactured. A glance at the items herewith will demonstrate the exceptional inducements now offered.—*Hamburger's, Los Angeles, Cal.*

No feature of this business has given its owners more satisfaction than the achievement of leadership as carpet and rug sellers—because in no other branch is every store so bound with traditions. That we do lead is evident to thou-

sands—lead in freshness and amounts of stocks; lead in beauty of patterns; lead in the carefulness of order filling; lead in the promptness and liberality of claim adjustments; lead in having the cordial good will of the country's great carpet-makers—whereby we get first chance to buy large blocks of goods that, for one or another reason, are forced to sale. We have been honored as no other store in winning contracts. We are the principal carpeters of churches, hotels, schools, sanitariums and homes. Of course, we do not get all orders—sometimes other stores take contracts at a loss to "beat" us; sometimes friendship weighs—grade for grade as to quality why shouldn't a friend think your patterns the prettiest? Sometimes we are beaten right out in the open—but not often. This is a world of averages—and our carpet successes average high.—*Chamberlin, Johnson Co., Atlanta, Ga.*

Time was when carpets and rugs were an expensive luxury, without artistic taste or quality. To-day they are made for quality and daintiness of pattern. Instead of there being one or two qualities and patterns, there are many and varied. If you are in need of a carpet or rug make a visit to this department and see the special bargains offered for this week.—*J. D. Parcell, Lexington, Ky.*

Carpets and rugs sharply reduced. Some of our very best qualities go on sale to-morrow at exceptionally low prices. China and Japanese matting, imported direct, may be bought at significant savings. All wool art squares are very low priced. Go over this list carefully; if interested it will pay you to select your floor coverings to-morrow at this store.—*Field, Schlick & Co., St. Paul, Minn.*

The prices on our carpets and rugs are floored. So will the carpets be if you once look over our stock.—*The Colorado Springs Carpet Co., Colorado Springs, Colo.*

A Lowering of Prices on Carpets, Rugs, Mattings, Etc.—It's one of the conditions of leadership that stocks be always fresh and assortments complete. To meet these conditions often necessitates the selling of goods at reduced prices.—*Kaufmann's, Pittsburg, Pa.*

Our line of spring carpetings are complete. By far the handsomest showing made by any store and the prices are positively lower in this sale than they will be for some time to come. Anticipate your wants now. We will deliver the goods whenever you are ready.—*Luellenburg, Philadelphia, Pa.*

Carpeting. Hundreds of artistic designs and beautiful color combinations in every grade. * * * We have been critical in our gathering this season—as we always are—shunning the commonplace and seeking the unique and effective. Our practical knowledge and long experience are at the service of all.—*Ingram & Bird, Sacramento, Cal.*

Among the carpets here the greatest surprise awaits you, not a few cut prices here and there on some ancient style that might prove a bad bargain at any figure, but a slashing of prices from beginning to end, from cheapest to highest grade weaves. Not a single penny of any price on any carpet in the entire stock represents profit. The profit has already been made on the season's goods that were sold in their season, and now comes the opportunity of those willing to help us clear our decks for spring stock and spring selling. Remember our last clearance sale, and profit by our warning not to stand on the order of coming but come at once.—*Brownfield-Canty Carpet Co., Butte, Mont.*

A remarkable sale of carpets. If we were offering last season's patterns at a reduction, people would say: "Yes, they do that every season so as to keep their stocks fresh and clean." But when we are offering this season's choice new designs and colorings for a third under the customary prices, the news may fairly be called remarkable. We are introducing our splendid new carpet floor to the Brooklyn people—and we have taken this way to do it. But the sale ends with the month, remember.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Every twenty-four hours you allow to pass without inspecting our stock of carpets and housefurnishings, and making your selections for spring needs puts you just that much behind in the race with shrewd, early and better satisfied buyers.—*J. Mickleborough, St. Thomas.*

If floor coverings are to be purchased within the twelve months a thoughtful noting of these extreme price concessions will convince you there is wisdom in promptly securing some of these preferred advantages. We carry only the most standard weaves and every yard and piece is guaranteed to be of the full quality represented.—*The Denver Dry Goods Co., Denver, Colo.*

A harvest of carpets here. Some of the exceptional values that prove our carpet ability as to character, beauty and money saving prices.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Headquarters for Carpets.—The fact

that we carry the finest varieties of carpets and are recognized as leaders in exclusive designs does not preclude us from offering the best values—the greatest bargains to be found in Chicago.—*Mandel Brothers, Chicago, Ill.*

It may seem a little late for us to cry about our spring carpets, but it's simply a case of "must" with us. You don't know what you miss till you see our line. New styles arriving every day. Each one prettier than the last.—*York Supply Co., York, Pa.*

"Never suspected there was such a great stock of carpets in Colorado Springs."—*The Johnson & Wilbur, Colorado Springs, Colo.*

Of the many qualities of carpets made, there is none as suitable for use in summer homes as a Brussels carpet. It always looks cool and fresh, is easy to keep clean and wears splendidly.—*W. & J. Sloane, New York.*

Carpets cost a heap of money—too much for you to afford to buy an inferior grade even at a few cents less in price. But there is one kind of carpet we believe you can afford to own. It's a first class closely woven velvet carpet, and it has but a second class price here, \$1.00 a yard.—*W. A. McNaughton Co., Marion, Ind.*

Fairness and goodness are two prominent characteristics of our carpets. "Fairness," or artistic beauty, and "goodness," or durable quality, combine to make ours the most attractive and useful in the city.—*Kelly & May, West Superior, Wis.*

New carpets, lace curtains and draperies. Are any of the above included in your fall re-furnishing plans? You're fortunate if they are, for this offering gives you an opportunity to secure carpets, curtains, etc., all handsome, durable goods, at prices much lower than elsewhere.—*Columbus Dry Goods Co., Columbus, O.*

"Something new in our carpet department, eh?" "Why, yes, something new all the time. Stranger, if I may be so bold, from what section of the country do you come? I ask because within a radius of fifty miles we are known as always having something new in stock, and this is one of the seasons when we always have 'more.' And just let me tell you, stranger, there are no Oliver Twists around here. People need only to call on us to obtain all they want, and of the best quality at the lowest prices. There is always 'more' in stock."—*Wasson's, Indianapolis.*

New Carpets.—Every worthy weave from rag to velvet.—*Myer Brothers, Passaic, N. J.*

If you have a color scheme in mind for any room in your house, we believe we can give you the best help in the carpet part of it.—*Pinkham & Willis Co., Worcester, Mass.*

In selecting a carpet you are choosing something that will stare you in the face morning, afternoon and evening, day after day, for a good many years to come.

Much depends on whether you discard the cheap imitations sold in careless stores, with their apparent present saving in price, and pay a trifle more for the best of the kind you are going to use; something that the maker is not ashamed to weave his name into.

The carpets shown you here are the best of their kind. The patterns in very many cases are exclusive, and, quality for quality, the prices are as low or lower than you will find elsewhere—thanks to the largeness of our purchases.—*Wanamaker's, Philadelphia, Pa.*

Now for carpets. Easter is passed. Time now to turn our attention to the house. Wardrobes are restocked maybe, but the carpet in the hall, or the drawing room, shows signs of wear. The spare bedroom, which has so long been waiting its turn, really must be refurnished this spring. The ever-energetic housekeeper has a thousand plans for the improvement of her house, and this store stands ready, willing and able to help her economically and well, as never before. Here are some examples of more than ordinary good values which we have arranged for to-morrow. Why not come down and take advantage of them?—*The Robert Simpson Co., Toronto, Can.*

Yes; it's an odd time to buy carpets. Maybe you're out of town and don't need the carpets for several months yet. That's why we need to make such an offer as this. We wouldn't think of making such little prices at any other time. But we can't keep these Carpets till the new goods come and demand the space. We can't afford to have them here to spoil the sale of the new goods next Fall. We couldn't afford to spend the time to sell them then.—*Wanamaker, New York.*

Carpet Excitement!—Get Friend's prices, see his remarkable stocks, then you'll know why there's exciting trading.—*Friend's, Pittsburg, Pa.*

Our announcement of this sale of new carpets brought forth a new demand.

Our mills never sent us so many excellent grades and exquisite coloring effects as represented in our vast stock, and the prices invariably less than you pay elsewhere for old styles.—*John Mullins & Sons, Jersey City, N. J.*

An honest Body Brussels carpet—the kind we handle—is the most practicable and serviceable carpet woven for dining-room, living-room, bed-room or hall and stairs. Will not show footprints or the impressions of the castors on heavy pieces of furniture.—*John Brenner Co., Sacramento, Cal.*

“Dropped patterns” means carpets that the different manufacturers have decided not to make another season. Twice a year they hold an exhibition and sale for the following season, and the week previous to this exhibition they offer their entire surplus stocks to the representative large dealers. We have secured the largest and best line of “dropped patterns” it has ever been our good fortune to present, and it is safe to say that it will be some time before such bargains will be offered again.—*R. H. White, Boston, Mass.*

Royal Wilton—the name speaks for itself. We offer a group of these famous carpets, in beautiful patterns, and in colorings specially adapted for boudoirs and sleeping rooms—blues, pinks, light greens, sage greens, yellows and tans—at a saving of almost a third.—*Wanamaker, New York, N. Y.*

Carpets! Carpets! Spring of 1903. Gardens of spring beauty. Not only the skill of weavers, but the hues and forms from many gardens have contributed to the Spring beauty of our carpet floor.—*Guy Furniture Co., Worcester, Mass.*

Bargains in carpets, room-lengths. If ever you had a carpet bargain which you couldn't afford to miss (if you want carpets at all) this is it. The carpets are not old, out-of-date patterns, but this season's styles, only they're what we call remnants. They're room-lengths, as a rule—some large enough for two rooms.—*Farrell's, Trenton.*

In making our carpets, expert workmanship and low prices go hand-in-hand. The corners match and the mitres are sewed by hand. We are sure if you once try us you will be a steady customer here.—*Giddings Bros., Colorado Springs, Colo.*

Your wife will appreciate our wondrous carpet department, filled as it is with this season's choicest productions.—*Davenport Furniture & Carpet Co., Davenport, Iowa.*

We have always bought our carpets and rugs from the best mills, and when you buy ingrains from us they will be all wool. Our choice patterns make choosing easy. We have very low prices also on Brussels.

"Reliable" Carpets—Billows of new weaves and patterns have been rolling in with their assurance of reliability in pure wool firmly woven, and their new color combinations are even now gracing hundreds of new homes.—*Cowperthwait Co., Brooklyn, N. Y.*

Spring carpets. Our sale this week will bring out the spring time spirit and the spring time crowds—in fact, will be an occasion that stands out with decided prominence.—*John Campbell & Co., Hamilton, Canada.*

Best carpets made at a full third under former cost. A most forceful offering—judge it by our saying that you can choose among three hundred and twenty-four styles in full rolls and most with borders to match.—*Gimble Bros., Milwaukee, Wis.*

Bring your carpet ideas to us. We'll tell you honestly whether certain carpets will look well or wear well in certain rooms. We'll help you select just the right thing.—*Damon, Kenton, Ohio.*

Naturally this is not the season for buying floor coverings, nevertheless a great many thrifty housekeepers have seen the wisdom of hurrying their plans a little, and by anticipating their needs a few weeks hence have saved a generous sum on their next carpet bill, besides have had the satisfaction of choosing from a fine broad selection.—*C. R. Hawley & Co., Bay City, Mich.*

Those sensational carpet bargains at Farrell's make the most welcome news which newly-married couples about to "go to housekeeping" can read of. These and others who need new carpets have now the opportunity of buying them at cost, or about cost, simply because a change of makers makes it necessary that we close out certain of our lines at once.—*Farrell's, Trenton, N. J.*

Our efforts to convince you that we have the best selected stock of carpets at lower prices than any house in the city has not been in vain, as the marked increase in our past season's business has demonstrated. This week we are offering exceptional values in carpets.—*The Martin-Benight & Shoaff Carpet Co., Denver, Colo.*

There is decided economy in buying good carpets. Nearly every housekeeper thinks that the buying of a carpet is an

expensive item, yet a good carpet is always worth the extra money it costs; it never pays to save money by buying a cheap one. We show one of the best stocks in Hamilton, but we've no room for cheap kinds here. Every yard must pass our standard quality, which means we must be able to guarantee you the wear of most every carpet we sell. This week we can show you exceptional values in fine Axminsters that you cannot duplicate anywhere else.—*A. M. Souter & Co., Hamilton, Ont.*

We're well aware that everybody does not want tapestry Brussels carpets, but right here's where that item (the 70c. value for 48c.) is of interest to you. It gives you a hint of the splendid values that await you in our carpet and rug section to-day. Values that are breaking all previous records (for September selling)—we'll about triple the business of last September.—*Simpson Crawford Co., New York, N. Y.*

Very elegant and artistic designs in these beautiful carpets and such as you'll only see at this store. A magnificent collection of splendid English makes, in elegant high class art effects of floral, Oriental, conventional and Persian patterns. Styles and colorings suitable for drawing-rooms, parlors, libraries, halls; 5-8 borders and 3-4 stairs to match.—*Thomas C. Watkins, Hamilton, Can.*

There is still a beautiful assortment. They were sent here by the firm of Pherozehab, Eduji, Shapurji, the famous Indian weavers with looms in Cashmere, Ameritzer and Typore, India—the last of a lot held by them in bond for some time in the hope of getting a reasonable amount for them. They are fresh and perfect goods, right out of bond, made of the best of wools and natural dye, beautiful designs, suitable for any part of the house. We secured them at just half the prevailing importer's cost and they go to you at half our regular prices.—*Abraham & Straus, Brooklyn, N. Y.*

The new carpets are ready, all fresh, beautiful and in almost endless variety. These are the days to get the cream of the new stock, and it is a wise time to make selections so that your carpets may be made and all ready to be delivered and laid when you are ready for them. The selection is much more satisfying if done before the hurry-time begins.—*Wanamaker, New York, N. Y.*

I never tire of talking about my carpets, and you won't wonder if you look over the elegant stocks I have for your inspection.—*J. Michaels, Brooklyn, N. Y.*

People who are expecting to buy Axminster carpets will find it to their advantage to see this beautiful line of Templeton's Empire Axminsters we are offering for Thursday morning selling, at \$1.25 per yard. Templeton's Axminster carpets are the finest wearing carpets in the world. There's no other make just as good, although, like all other things, there are many imitations; in appearance they are oftentimes just as good, but it's in the wear that the difference is.—*Hudson's Bay Stores, Vancouver, B. C.*

In the furnishing of a home nothing plays a more important part than the floor coverings. "A room well carpeted is half furnished" is an old saying, but a true one. No room, however, is well carpeted where quality is sacrificed.—*The Household Fair, Kansas City, Mo.*

Haven't you often noticed that the carpets you have just recently dismissed from service have become the most pleasing, that you have learned to look upon them with more satisfaction each season they have been in use, and if this is true can you not anticipate your wants for fall so that you can take advantage of prices we are prepared to offer you for present purchases. Carpets—unlike millinery—do not change materially in style. Our present stock contains styles which the fall showings will not improve upon.—*J. Mickleborough, St. Thomas.*

Carpet bargains for nest builders. The most of us are content to get a home together a little at a time, and it's well it should be so, for half the pleasure is in anticipation. Hence the necessity of spending carefully the carefully saved dollars for the new floor covering. What a pity if one single dollar should be lost.—*Stone, Fisher & Lane, Seattle, Wash.*

Our carpet stocks are rich with the wealth of both foreign and American looms. We have the first selections from all the famous manufacturers, and are able to show you, in addition to the staple lines, a splendid variety of original, novel, and artistic effects in various patterns, and in many color combinations, from the most delicate tones to the deepest Oriental effects.—*Wanamaker, New York, N. Y.*

Probably the buying of no other article of furniture in the home is of so much importance as choosing the carpet. Hence one should be careful to get the best to be had—something that will give the best possible service.—*Gable & Co., Altoona, Pa.*

Now is the time when old carpets are lifted and new ones made to take their places. If you're thinking of brightening up your house with new carpets, don't do any buying without first seeing the extensive and handsome display that is here.—*H. Batterman, Brooklyn, N. Y.*

If you are economically inclined choose your fall carpets now. By so doing you can save from one-fourth to one-third of later Fall prices. Many shrewd housekeepers and home furnishers, from far and near, have accepted of the sale's advantages, much to their delight and satisfaction.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Beauty in Carpets.—Carpet buying time is here, and so is our new stock of Fall patterns. We just want to call your attention to our assortment of carpets which has just arrived direct from the mills. Our stock is made up of the newest exclusive designs—with a wide range in qualities, from the cheapest Ingrains to the best grades in Wiltons and Axminster carpets.—*Ingram & Bird, Sacramento, Cal.*

Carpet buying time is here, and the very newest designs and colorings are on our carpet floor in such vast quantities as to almost bewilder you. Never was such art displayed as in this season's new goods; never were the colorings of such a high standard, nor the designs so beautiful. They are positively the nicest carpets we've ever had the pleasure of showing. We are always happy to be able to show our patrons the cream of the manufacturers' art, and in these carpets we can do it.—*Hudson's Bay Stores, Vancouver, B. C.*

Ours is a one-line-of-goods store—floor coverings exclusively. In buying here, you reap all the advantages of our intimate knowledge of carpets. From the selection of the raw materials entering our mills, to the laying on your floors, every detail undergoes the scrutiny of experts. You have the assurance not only of best wearing quality, but of perfectly done sewing and laying. In addition, we can always offer a substantial price-saving.—*John & James Dobson, New York, N. Y.*

Carpets to win a place in this stock must possess marked individuality, design and color treatment and be the best values obtainable, yet with all this exclusiveness we must be able to sell them at the lowest prices and yet provide our patrons with floor coverings not obtainable in usual stores and which have distinctive merit.—*Fritz & La Rue, Philadelphia, Pa.*

Every yard of carpet in our entire stock is substantially reduced in price for the purpose of pushing our sales far ahead of those of any previous season. Notwithstanding these reductions we shall continue to make, lay and line all carpets entirely free of extra cost, which is an additional saving to our patrons of from 20 to 25 cents on every yard. More than this—we make no charge for the two or three yards that are unavoidably wasted in matching figures.—*Peter Grogan, Washington, D. C.*

Order the new carpet now. Have it cut and made, subject to your call, and then, in a few weeks, when you want it quickly, it will be ready for you.

No mistake can be made in buying carpets early this fall. Thousands of rolls have been withdrawn from the market, owing to the great Philadelphia textile strike. The scarcity of ingrain has compelled buyers to look for other grades; and they, too, show the effect of a restricted output. There's a hint of higher prices in the air. At all events the market cannot well be lower. Timely buying has given us a splendid assortment for your choosing.—*C. F. Wing, New Bedford, Mass.*

Carpet Buying Time Is Here.—And the very newest designs and colorings are on our carpet floor in such vast quantities as to almost bewilder you. Never was such art displayed as in this season's new goods; never were the colorings of such a high standard, nor the designs so beautiful. They are positively the nicest carpets we've ever had the pleasure of showing. We are always happy to be able to show our patrons the cream of the manufacturers' art, and in these carpets we can do it.—*Damon's, Kenton, O.*

Carpet Sale!—Small need to talk overmuch about it. You know when we hold a "sale" there's something in it for you. We started the ball a-rolling by our offer of Lowell and Park mills—all wool extra super ingrain at 59c. the yard.—*C. F. Wing, New Bedford, Mass.*

Now is the time to buy carpets. We've got an early shipment of fine carpets, comprising all the coming season's designs, new colorings and closely woven weaves; just the kind of carpets that wear well, look well and never fade. These carpets were shipped to us by our agents in England, having bought them at mill prices, and as luck would have it they arrived before the advance in freight rates. It just means to you that if you buy your carpets now you will get them for a great deal less than

you will have to pay for them when the spring stock arrives and the freight rates rise.—*Hudson's Bay Stores, Vancouver, B. C.*

Our July clearance carpet sale a most extraordinary bargain event. The announcement of this event will be welcomed by the large number of home furnishers who have taken advantage in the past of the splendid saving opportunities this sale affords. This sale is made possible from the fact that this is the time when we close out all discontinued patterns now in stock, which are underpriced regardless of cost or former selling price. Here are hundreds of rolls of carpet so new and beautiful that no reason exists for selling them a cent below their regular value, except that the patterns are not to be continued this year. All come from the foremost manufacturers and are of the very best quality. The prices, though, bear no relation to the values—but it's not profit we're considering now—it's the closing out of a large assortment of short lengths, part rolls and discontinued patterns, which are marked at prices that will make this sale the greatest bargain opportunity of the season. Think of buying beautiful Wilton, Brussels, Axminster and Velvet carpets at one-third less than regular prices.—*The Palace, Spokane, Wash.*

Carpeting. Hundreds of artistic designs and beautiful color combinations in every grade. You can hardly become familiar with the season's novelties without a visit to this pioneer carpet store, because of the scores of patterns that we control exclusively in this market. In fine carpets—the Wiltons, the Axminsters and the Brussels—we have never held a more interesting exhibition of well drawn patterns and harmonious colorings. The splendid assortment in each grade gives ample opportunity for the satisfying of individual tastes and the meeting of room requirements. We have been critical in our gathering this season—as we always are—shunning the commonplace and seeking the unique and effective. Our practical knowledge and long experience are at the service of all.—*Howe & Rogers Co., Rochester, N. Y.*

Carpets. An important clean-up at sharp reductions—we've picked out for immediate riddance several lots of worthy floor coverings—the trade reasons that justify the reductions are logical but dry and trite—hence omitted here. The facts concerning goods involved and price revisions are interesting—read and see.—*Boston Store, Milwaukee, Wis.*

House-cleaning season isn't so very far off—even in these snowy times. Isn't it the part of prudence to forelay for it?—*C. F. Wing, New Bedford.*

Each year we get at the close of the season the "private patterns" which the best maker of Royal Wilton Carpets in America decides to discontinue. And each year they make the best underprice offering of the whole carpet season. These patterns are the choicest product of the mill—those which are confined to one store in a city. We get them at the season's close through favor—because of the store's wide and prompt outlet for fine carpetings.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The carpet store was as busy as the busy basement yesterday. People came in with the opening of the doors and a steady stream of shoppers poured in all day. The carpets mentioned are all new spring stock, just in, and you must remember that the prices are considerably lower than the market value—that is the market value to others. As we bought these, so we will sell them, and you will reap a harvest in good values.—*People's Store Co., Tacoma, Wash.*

But for the fact that carpet makers discontinue certain patterns at regular intervals carpet designers would find time hanging heavily and scores of thrifty carpet buyers would miss some of the best carpet bargains the trade knows. This is one of the bargain times—a chance of "dropped" patterns. It involves part pieces, as well as full rolls, of room carpets, some with borders to match; hall and stair carpets and a number of odd stair carpets and borders. In some there are a number of lengths of the same pattern. These will command the prices named for lengths over 20 yards. If these pieces could be duplicated there would be no reason for the sacrifice. The wise way is to bring actual room measurements with you, and close the deal promptly for the pattern you wish.—*Macy's, New York, N. Y.*

The most beautiful stock ever brought to Columbus. Anything you want. Ingrains from 20c a yard up. Brussels from 60c a yard up. Velvets from 75c a yard up. Axminster, Royal Wiltons and every known carpet in an endless variety, and please remember, all new, fresh, clean the choicest that money will buy, and you get them for less than other stores charge for their old stock. Won't you come and spend an hour letting us show what we can do for you?—*The Kraus, Butler & Benham Co., Columbus, O.*

Now is the time to place orders for our specially designed whole carpets, so as to insure delivery in the early autumn. These carpets are hand woven after colored designs prepared by our own artists to harmonize with the decorations of the room. Some of the most desirable weaves are: French Aubusson and Savonnerie, Scotch Chenille Axminster, Berlin, India and Turkey. Our long experience in weaving whole carpets gives positive assurance of satisfactory results.—*W. & J. Sloane, New York.*

Extraordinary May carpet sale. Discontinued patterns being closed out. We hold a sale of this kind every year. The extraordinary feature of this one is the fact that notwithstanding carpet prices everywhere will be higher in the autumn, the prices in this sale are less than the same grades of carpets cost at the mill. Every yard of the carpet is fine, perfect and the best product of the best mills in the country. But there must be new styles in carpets as in dress fabrics and some patterns have to be dropped to make way for them. It is these designs which we are now offering at such remarkably little prices. Even if you don't expect to need carpets until the fall, it will pay to buy now and hold them rather than wait and pay higher prices than even the regular prices are to-day.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Our low prices are emphatic. Your carpet dollars will do double duty here.—*Colorado Springs Furniture Company, Colorado Springs, Colo., Feb. 8, 1902.*

Among the carpets are many attractive patterns, on which you can save much in cost by buying now for spring needs.—*Wanamaker's, Philadelphia, Pa., Feb. 1, 1902.*

The season's newest designs. If you are going to buy a new carpet square, choose a "Crossley" velvet, and let us assist you in the selecting of it. We have just received our new season's stock; all the newest patterns and designs are represented, so you'll find choosing now pleasant and easy. Of all the carpet squares made a velvet is the richest. It has a short heavy pile and takes the patterns and colorings perfectly. Crossley & Sons, of London, England, make the best velvet squares, and we are their sole agents in this city. We buy from them direct, thus are able to save all middlemen's profits, and to sell the rugs to you at a lower cost than rugs of like quality and newness sell in any other store.—*Hudson's Bay Co., Vancouver, B. C.*

Too much cannot be said of our carpet department. The patterns are prettier than ever. The qualities higher. More beautiful harmony of coloring. Everything that can add to artistic appearance and yet combine superb wearing qualities is the story of this department.—*Tull & Gibbs, Spokane, Wash., Feb. 1, 1902.*

Remnant *carpet squares* at remnant selling prices. You know what these are, we've sold so many of them during our career as the leading Vancouver carpet store that they need but very little introducing. It's only natural that after a very busy season of carpet selling many short lengths of carpets and borders were on hand. These we sent to our carpet-making room to be made up into carpet squares, and to-morrow we offer them to you at remnant prices. They are exactly the same as the carpets sold which the purchasers were pleased to pay full price for—just as serviceable—just as new in design and just as pretty; the only difference is the price, and that's in your favor. Just read the sizes over, and if there's one in the list that fits your requirements be on hand early to-morrow to purchase it, for there'll be a rush for them, sure to be, there always is.—*Hudson's Bay Stores, Vancouver, B. C.*

A sale—short end *carpets*. All grades—sixty pieces—varied lengths—prices cut to cost. During our annual July sale we are going to offer you a choice of about sixty pieces of carpeting, ranging in length from five up to thirty-three yards. The grades are extra wiltons, axminsters, velvets, body brussels and tapestries, in fact, all the popular makes of floor coverings. You will find pieces large enough to cover good sized rooms or pieces that will make room size rugs. The prices asked are listed below, and a glance will prove that values have been cut deep. The early shoppers will get the cream of the stock. Don't you want to be a skimmer? Each piece must be sold entire, and pieces with border will have the border listed directly under carpet.—*The Grote-Rankin Co., Spokane, Wash.*

A notable *carpet* sale. Thousands of yards, all under price. Carpets ranging from good grades up to the most magnificent product of American mills. Patterns in such immense assortment that any possible taste or need can be satisfied. Prices so low that in a great many instances the mills would not now take our orders at wholesale for as little as you are asked to pay. It is the time to

buy carpets. It is the time to discover—if you have not already done so—how unusual in breadth and character is the stock of good carpets in this store.—*F. Loeser & Co., Brooklyn, N. Y.*

Lively doings this week in the *carpet* and rug section. Every possible need and every desire, no matter how ambitious, can be met in the floor-covering line at Barie's. Our stock of fine carpets, rugs and linoleums is simply inexhaustible this season, graded from the cheapest ingrain at a few cents a yard to the exquisite wilton velvets fit for the millionaire's home. Bring your carpet wants here, we will figure with you and make you the very best possible price. Inspection invited this week.—*The Wm. Barie Dry Goods Co., Saginaw, Mich.*

Every yard of the *carpet is fine*, perfect and the best product of the best mills in the country. But there must be new styles in carpets as in dress fabrics, and some patterns have to be dropped to make way for them. It is these designs which we are now offering at such remarkably little prices. Even if you don't expect to need carpets until the fall, it will pay to buy now and hold them rather than wait and pay higher prices than even the regular prices are to-day.—*Frederick Loeser & Co., New York.*

We have decided to have a busy—very busy—week in our carpet, rug and drapery Departments. We want you to see our showing of them—we want you to see how satisfactorily you really can buy carpets and rugs and draperies here. So, for this week, then, there are going to be price inducements for you to fill your carpet wants. Every kind of a floor covering, and portieres and lace curtains, are to be included in the special pricing—and the saving is to be mightily worth while. Terms of your own making during this great sale.—*North Star, St. Paul, Minn.*

Beautiful floor coverings, woven by the peasantry of the Far East, in those inimitable designs and color effects that have been handed down unchanged from father to son for perhaps hundreds of years. We have just opened up some bales of these magnificent rugs. They are in excellent condition, and are simply wonderful value at the low prices we ask. The makes represented are Kazack, Carabagh, Shirvan, Hamadan, Moussoul, Guendjes, Anatolian. Sizes range from a small mat to a good-sized hall rug, and the prices from \$6 to \$35.—*John Kay, Son & Co., Toronto, Ont.*

English axminster *carpets*. We are showing in our present magnificent stock of axminster carpets, the handsomest parlor effects that we have ever seen. These comprise the cream of the new weaves of leading English carpet designer-artists, as selected personally by our own buyer. These are qualities of the highest merit, and emphasize to what saving effect the great purchasing power of this store has been exerted on behalf of its patrons.—*The T. Eaton Co., Winnipeg, Can.*

New carpets. A generous assortment of new spring *carpets*—early arrivals—is now on show. Carpets certainly (barring left-overs) will be no cheaper. We think it the part of prudence to buy early. Carpets selected now will be made and held subject to your orders. See the new ingrains and tapestries. New carpet rugs also are worthy your attention. We invite your inspection.—*C. F. Wing, New Bedford, Mass.*

English axminster *carpets*. The importance of this splendid stock of new carpets, with which our carpet floors are covered, couldn't possibly be better estimated than by the beauty of coloring, the variety of pattern, the depth of pile presented in these splendid axminster carpets at \$1.50 yard. The superiority of Eaton quality and Eaton value couldn't be more convincingly demonstrated.—*T. Eaton Co., Winnipeg, Can.*

You can put it down as a positive fact, carpets are higher, all manufacturers have given fair warning to that effect long ago, so future deliveries of *carpets* will cost you more, but meantime we are holding our February carpet sale with prices as low as the lowest you've known similarly good floor coverings sold at for years.—*S. P. Dunham & Co., Trenton, N. J.*

The kinds you admire as you do rarely beautiful pictures. Just such color plays and shadings as you see in brush work. Art weaving at its best, you will say.—*S. P. Dunham & Co., Trenton.*

Extra heavy reversible wool Smyrnas, from a manufacturer who never sacrifices quality in order to meet low price. These came from the mills' semi-annual clear-up. Twice a year we get rugs from this source.—*S. P. Dunham & Co., Trenton, N. J.*

Tempting bargains in *carpets* and rugs. This is the best place to buy carpets and rugs. Strong statement? Well, we'll stand by it. Our reputation stands back of every offering; we cannot afford to sell anything but the most reliable, and the way we buy enables us to bring

the selling prices down far below the market. Unusual as it may seem, with prices for materials advancing, and when carpets are in demand, we are glad to be able to announce our money-saving prices. Everything in the grand stock is a genuine bargain that will stand the closest scrutiny—bargains that we have no hesitation in saying cannot be matched elsewhere.—*Scranton Carpet & Furniture Co., Scranton, Pa.*

A very heavy quality and one of the most serviceable *carpets* there is made; comes in a choice assortment of beautiful room patterns with borders to match; also designs suitable for hall or stair use.—*Hamburger's, Los Angeles, Cal.*

Beautiful thick pile *carpets*—some of our handsomest patterns among them. Lessened price, of course, for short lengths—save as much as sixty-eight cents a yard on some of these! No need to say much about the splendid wear they'll give.—*The T. Eaton Co., Winnipeg, Can.*

Our tremendous sale of *carpets* a record breaker. Hundreds upon hundreds of rolls have been sold and still the opportunity holds good and the chance to save on every yard is assured to all customers. Not again this year will you see such low prices on floor coverings. After this great purchase is sold the same factors that have prevented other dealers from offering carpets at these prices will prevail in our own case. First—The tremendous shortage throughout the markets. Second—The increased demand. Third—The increase in cost of production. All these factors are now operative, and only by taking time by the forelock have we been able to distance our competitors, and we are now able to offer these carpets at retail for about what dealers have to pay at wholesale at the present time. Merchants, wholesalers, dealers, hotel men, summer house owners. We can supply your needs and save you money—no limitations—the more you buy the more you save.—*The Boston Store, Troy.*

Heavy English brussels *carpets*. Have you noticed the increased beauty of both color and pattern in the new brussels squares this spring? We don't know whether to give credit to the weavers or to the extra care with which our buyer made his selection. Probably both are deserving. At any rate, we have never seen handsomer brussels—never. They are usurping floors formerly covered by wiltons and axminsters—they are that handsome.—*The T. Eaton Co., Winnipeg, Can.*

Final clearance of carpets. The last of the Dunlap stock. The remnants of one of the most wonderful carpet sales that has ever come to the notice of Milwaukeeans will go on sale Thursday to a finish. This announcement should be particularly interesting to hotel owners, steamboat furnishers as well as home furnishers.—*Gimbel's, Milwaukee, Wis.*

There should be a host of eager buyers in the *carpet* department to-morrow, for the number of persons furnishing with rugs is steadily increasing. And this is autumn furnishing time—values like these could not be more timely.—*Pomeroy & Stewart, Harrisburg, Pa.*

Special sale of carpets for this week. You cannot afford to overlook a single item in the following lists, if you've the slightest notion of having new carpets for any or every room in the house, for not only are the qualities offered superior in every respect to those ordinarily handled in rug stores, but there is an immense variety to select from. You'll not find conditions different in any way from what they're here represented to be.—*Coulkert D. G. Co., Los Angeles.*

Do you wonder that we're busy selling *carpets*? When we're putting \$3 to \$8 back in every customer's pocket that carpets a room from this grand stock of ours through our generous system of making, laying and lining all carpets free of charge. All bright new patterns. Every one this spring's design from the leading and best mills.—*Story's, Camden, N. J.*

These fine wearing English *carpets* are the best productions of such famous makers as Templeton and Crossley, and are confined to us for Hamilton. They were bought before recent price advances, and show considerable savings over to-day's real worth. They are unequaled for richness of pattern, beauty of coloring and good wearing ability. A fine assortment for your selection. Borders and stairs to match if desired. All made, laid and lined free of charge.—*Thos. C. Watkins, Hamilton, Can.*

The wonderful values offered is making this carpet and rug sale a phenomenal success, coming as it has just in time when the new floor coverings are needed. The stocks were never as large and color combinations in all floor coverings never as beautiful as this season, which makes selections very easy. We guarantee the price of everything we sell to be as low or lower than the same article or pattern can be bought anywhere else. If in a day, a week, or a month later you find the same thing low-

er elsewhere make a claim upon us and it will be allowed at once. What broader guarantee can be given; it should make shopping very safe and especially as we deal only in the very best of everything.—*Kinnane's, Springfield, O.*

Our opening display in the *carpet* department has always been followed by an excellent trade, but this year it has been much larger than usual—we have sold to more people in Montgomery and in the surrounding territory, and larger individual bills than heretofore, which we consider a very sound endorsement of the values which we offer and the completeness of our stock. Fact is, there is hardly any grade of goods usually carried in such a department that cannot be found here, and the variety in patterns, colors and sizes is so great that any one can find just what they want. As for prices, quality and style considered, not even the larger trade centers offer any better opportunities, and our patrons are thoughtful enough to commend us for our reasonable rates.—*Jno. L. Cobbs & Co., Montgomery, Ala.*

Every housekeeper knows that *carpets* are an important item in the household expenses, and for that reason particular care should be taken in their selection. We make a special feature of our carpet business, pay close attention to the tastes of our customers, and watch all qualities that enter our store with a jealous eye. Our long experience enables us to judge qualities at their true values, and we protect our customers' interest with ceaseless vigilance. We are showing a very large and well assorted stock of carpeting this year, both in piece goods and made-up rugs, and the immense business we do in this line enables us to quote better values than you can get anywhere else.—*House & Herrmann, Washington, D. C.*

As we contemplate some changes prior to our spring trade we are putting special reduced prices on our entire stock of oriental rugs and *carpets*, both antique and modern—which offers an exceptional opportunity to rug buyers. Our stock is probably the largest and choicest in the state—taking in all kinds, designs and sizes.—*E. G. Missiriam, New Haven, Conn.*

Fine buying opportunities are afforded those who are looking for rugs in the January sale. The reductions from our regular fair prices are most decided and will certainly be appreciated by economical folks.—*Hahne & Co., Newark, N. J.*

In our *carpet* department you get something that you don't get everywhere. That is, guaranteed workmanship. If it is not satisfactory, we make it so, without a word. If you want a nice rug, and can't find the colors to suit, come here, select a pattern of carpet and we will make you one that will please in every way. Besides, you can have it made allowing any desired margin on the sides or ends. The rugs we make are well-made rugs. Come and inspect them, whether you are interested or not.—*Louis Einstein & Co., Fresno.*

New lovely Axminsters. The soft pile of our new Axminsters gives the carpet the most captivating tread touch of the richest and most handsome quality one can possibly fancy. In fact, these Axminsters are as near perfection as can be imagined. The wearing quality of the superb weaves is only excelled by the marvelously beautiful designs, in such artistic blends and magnificent colorings. Each new design is a scheme of great merit. Are you interested in floor coverings of the most exclusive type, in a decided new style, absolutely correct? We can show you many of the best in the newest novelties.—*Hudson's Bay Co., Winnipeg, Can.*

Best English Tapestry *Carpets*, 90c yard. There's more in buying carpets from our point of view than selecting from a lot of samples of a traveling salesman. That would never do—for the Eaton stores. Our buyers go straight to the largest carpet mills in the world and take their pick, and when there's nothing to suit have carpets specially woven for them—you'll find our name on many carpets woven in the selvedge. In no other way can the *best* carpet be had.—*The T. Eaton Co., Winnipeg, Can.*

Axminsters—Aristocrats of Carpetdom. Spring stock arrivals brought us the finest range we've ever had in these beautiful carpets—both in richness of color, effect and artistic design. In many things one must sacrifice either beauty or long-wearing quality—but not so in these Axminsters. The soft, perfectly blended colorings, the deep, velvety pile, endow them with all the attributes of luxury and their splendid wearing quality makes them, at Eaton price, one of the most economical carpets possible to buy.—*The T. Eaton Co., Winnipeg, Can.*

That's the news our big *carpet* section has for Kansas City home furnishers this morning. The story of how we got this purchase would be a story of how a

big dealer had more carpets than he could handle. We did the unloading for him. He lost and lost heavily for our offer was a big lot less than the manufacturers' selling price. And body brussels is in high favor, too. Look for the words "Biglow-Lowell" woven in the back of each yard—that is the guarantee of high quality for you. There is every point about this carpet that could be wished for—the quality is excellent, the designs are desirable, the colorings are principally light, many in two-toned effects, such as blue, pink, rose and tan; some have borders to match; there are patterns and colors for bed rooms, sitting rooms, sewing rooms and parlors, and the price is away below what could be expected even in a special sale. Of some patterns there are only 25 to 35 yards, of others full rolls of 45 to 50 yards, in some instances upwards of 150 yards are alike. Our total purchase was 1,210 yards, and we consider this offer the best we ever made. If you shop around, you will find this grade of body brussels is regularly sold at \$1.75 a yard. These 1,210 yards will go on sale beginning this morning at 8 o'clock.—*Emery, Bird, Thayer, Kansas City, Mo.*

We have just finished stock-taking and will make big reductions in price of all odd rolls and short lengths in Axminster, velvet and tapestry *carpets*. Bring the size of your room; see them in our window; some splendid patterns from sixteen to forty-five yards in the roll. All sold on easy payments and no interest.—*Chas. M. Campbell, Sacramento.*

Experience with inferior qualities of floor cloth does more to sell good *linoleum* than any other influence. It is economy to buy inlaid linoleum, because the pattern is part of the fabric, goes clear through to the back, and remains strong and distinct until the material is worn out.—*W. & J. Sloane, New York City.*

Two thousand yards of *linoleum* that are slightly imperfect in printing, but perfect as to wear. In most pieces it's hard to even find the misprint. 60c. kind at 37c. square yard.—*Gimbel's, Milwaukee, Wis.*

Beautiful Wiltons and Axminsters. *Carpets* of wonderful durability, woven of hard twisted yarns, producing a pile that will stand any amount of hard wear without becoming pressed down. We sell the famous productions of Crossley and Templeton, the world's best carpet weavers. These are confined to us for Hamilton.—*Thos. C. Watkins, Hamilton, Can.*

Our closing-out *carpet* sale is nearing the end, and as the stock is pretty well broken we have decided to make still heavier price reductions. The patterns are the best—the qualities the highest standard. This is an opportunity to buy carpets at considerable less than they can be bought for from the manufacturer—it means a saving of from 1-3 to 1-2 the regular prices.—*L. W. Cook, Harrisburg, Pa.*

The name of *Ivins, Dietz & Magee* has been associated with the carpet business of this city for over forty years. To-day we are the only exclusive *carpet* house with a record of over a dozen years. Our progress has been steady, strong and sure, based on the foundations of strict integrity and dependable goods. We have catered to the actual needs of our customers and have never betrayed their confidence.—*Ivins, Dietz & Magee, Philadelphia, Pa.*

As we contemplate some changes prior to our spring trade we are putting special reduced prices on our entire stock of oriental *rugs* and *carpets*, both antique and modern—which offers an exceptional opportunity to rug buyers. Our stock is probably the largest and choicest in the state.—taking in all kinds, designs and sizes.—*E. G. Missirian, New Haven, Conn.*

Old shabby worn out *carpets* transformed into handsome *rugs* with rich oriental colors. Made into different sizes to suit requirements. Hardly a house but has some old *carpets* in the attic. Hardly a housewife who would not like one or two nice *rugs*. 'Phone, write or call and let us show you how you can use the old *carpets* and get new *rugs*.—*Sam'l Stein, New Haven, Conn.*

Linoleums and kindred floor coverings. Linoleum—cool in summer, warm in winter, clean all the year round and wears everlastingly. For offices and public places; for halls and kitchens of private houses it is exactly what is wanted.—*Wanamaker, Philadelphia, Pa.*

Nearly two carloads of linoleums have been placed on sale within a week. We are showing a magnificent line of the new tile patterns in the finest inlaid goods. Inlaid linoleums are the most economical and satisfactory long-wear floor coverings for office, store, kitchen or bath rooms we know; the colors go clear through the goods from face to back and never wear off.—*Los Angeles Furniture Co., Los Angeles, Cal.*

Smiling times will once again gladden your home life if you cover your floors

with Catesbys' Cork Lino, and throw to one side the oil cloth or carpet that by its shabby state has caused your rooms to lose the cheerful aspect once so evident. You cannot make your rooms look nice and bright if the floor covering is faulty, and as oilcloth and carpet become faulty very quickly, you should assure yourself of a permanently pretty and beaming home by using Catesbys' Cork Lino. The patterns wear brightly for years, and no scrubbing is required to keep them clean.—*Catesby & Sons, London.*

New inlaid *linoleums*, new patterns, new colors, and some priced as low as 75c. yard, and that's a price privilege for which you can thank this Eaton store for introducing. Our new *linoleums* show the pick of the new patterns and new color effects. Selections are at their best just now.—*The T. Eaton Co., Winnipeg, Can.*

Five hundred yards of inlaid *linoleum* remnants to go on sale to-morrow at very special price. The lengths range from three to five yards each—all two yards wide—a number of good patterns and all well-seasoned goods—the kind in which the color goes through to the back—regular \$1.25 per square yard—Friday special at 75c.—*L. Bamberger & Co., Newark, N. J.*

Inlaid *linoleums* also descend the price scale. Thirty-seven rolls from our well-assorted stock—all in perfect condition.—*Wanamaker's, Philadelphia, Pa.*

Mill ends, but what difference does that make, so long as you get quantity you want, and by exercising a little patience, with the willing help of a salesman you're quite sure of finding just what you want. A half hundred patterns to choose from. Lengths run from two to six yards. Many of the ends are of the same style, all two yards wide.—*S. P. Dunham & Co., Trenton, N. J.*

The ideal covering for kitchen and dining room floors. We show a large range of patterns in the high-class printed qualities, both in block and floral patterns. In inlaid (in this kind the pattern goes through to the back) we show the best German and American makes. We have a large line of four yards wide goods, not any more expensive than the ordinary two yards wide of a like quality. We cut and lay all *linoleums* without extra charge. We have expert workmen and guarantee a good job. Our prices are always the lowest for high-grade goods. Come in and see the line.—*The Howard Furniture Co., Lansing, Mich.*

The new, clean and cool floor coverings are Mattings. They come in plain, cheap designs for the sleeping rooms and in beautiful carpet patterns for the living rooms. When wiped with a damp cloth a matting is made fresh and clean, like new.—*Burger's Furniture Store, Schenectady, N. Y.*

Summer Floor Coverings.—We have almost infinite variety of the cool, decorative and substantial floor coverings that summer homes demand. A delightful collection from which to choose—a gratifying stock from which to buy, for there are economies to double the satisfaction of the purchase.—*Wanamaker's, New York.*

Straw Mattings.—Just the kind you are looking for. Some of the prettiest carpet effects in Japanese fine twine warps or the solid China in pretty checks and lines.—*Waite's, New Bedford, Mass.*

Old mattings are the bane of housekeepers. They won't lie flat; they wrinkle and pucker, and snap and loosen. Every roll here is fresh—new—made from the last crop of straw.—*R. H. Macy & Co., New York.*

Fiber carpets. These are becoming more popular every day—it's accountable. We are all glad to substitute gauze for flannel during summer, and what gauze is to the body, fiber carpet is in the home—restful, cool, desirable. It wears and wears, still it remains beautiful.—*Judson Hooper & Co., Trenton, N. J.*

New Mattings. We imported our mattings from Akawo Morimora & Co., at Kobe, Japan. By so doing we get them 25 per cent. cheaper than buying them from a jobber. To-day we place 200 rolls of fine 180 warp long straw mattings, either fancy or carpet patterns, every roll brand new; also beautiful in-laid patterns, only 24c. yard.—*Sullivan's, Springfield, Ohio.*

Fiber Matting. Positively the best wearing matting made. This matting is reversible; consequently it gives double wear. It is a soft, pliable, clean, odorless, sanitary matting, woven of a foreign vegetable fiber. It has no nap to collect dust or lint. Germs cannot find lodgment in it. It is exempt from injury by moths. It is very reasonable in price and the most economical floor covering obtainable.—*Grasmann's, Brooklyn, N. Y.*

They were pleased, you will be. A gentleman said to his wife, who was looking for matting: "If you can't find what you want here there is no use to look further." She found it. A lady said to her companion, who was looking for a fine carpet: "You surely ought to be

pleased out of all this stock. She was pleased. We say to you who are looking for floor coverings of any kind, we can please you. Try us. Carpet department.—*Chas. H. Jones, Denison, Tex.*

For the porch floor. A variety of attractive floor coverings are made for the porch, chief among them are these: Crex matting in plain green, plain red and green with white stripe, 1 1-2 and 2 yards wide. Crex porch rugs serve the purpose admirably. Moodj rugs are odd creations, but for outdoor use there is nothing better. They are made of cocoanut fiber and guaranteed against sun and rain. In size—4x7, 6x9 and 5x12 feet.—*Sisson Bros.-Welden Co., Binghamton.*

See our display of fine mattings. In one of the show windows this week we are showing a few sample rolls from our big stock of Jap and China mattings. We think you'll agree that every roll looks bright enough and good enough to grace most any floor. This is the ideal summer floor-covering and we are stocked completely to suit every want in the matting line. Most any color or combination of colors your fancy craves for are here.—*C. C. Chew, "Bee Hive" Store, Camden, N. J.*

When you put a "Crex" rug on your floor you have a clean and sanitary floor covering, one that is very low-priced, one that looks neat and attractive, one that wears well, and one that we never heard described as unsatisfactory. They do not crack, they can be easily swept or washed, and you can use them to as good advantage out on your veranda as you can inside the house. We also have a large stock of plain and figured Chinese and Japanese mattings.—*Chas. R. Hart Co., Hartford, Conn.*

Mattings are popular and they speak eloquently of cool cleanliness and long service, if you have care as to where you buy them. We have a representative line this season, our showing of inexpensive carpet designs being particularly good. There is a saving of \$2.00 over the cut price by taking a full roll.—*Wilmington Furniture Co., Wilmington, Del.*

Matting of every kind is becoming scarce in this country and prices are steadily advancing. We contracted for large shipments some time ago, and therefore sell our mattings 10 to 15 per cent. less than prevailing prices. As long as our present supply lasts we will give the trade advantage of this saving. There are more reasons than one why you should buy mattings here. Carpet department.—*Chas. H. Jones, Denison, Texas.*

Direct importation straw mattings, both China and Japanese, in great variety. Prices very low, quality considered. Also a full line of Crex! In mats, rug size and piece goods. Lowest prices in the city. We bought before the advance.—*The Linus T. Fenn Co., Hartford, Conn.*

The length of time that we will be able to offer you these mattings at this price will be governed entirely by the lot on hand. Can't duplicate them. These are not carry-overs, indifferent patterns, brittle, dried out kinds, that give unsatisfactory wear, but freshly imported kinds. Cotton warp, you know; both sides alike. Persian, Japanese and Americanized designs, all-over patterns.—*S. P. Dunham & Co., Trenton, N. J.*

An exceptional offering of straw mattings.—A thousand rolls of \$10 Japanese mattings at \$5 a roll! The importer stands this loss, which brings one of the best offerings of the season, in summer floor-coverings. The weave is close and fine. The selvages are strongly made and neatly finished. You can sew it together like a carpet, or fasten it down with tacks.—*Wanamaker, New York.*

A summer matting invitation from the carpet store.—They were made by G. Z. Akawo of Kobe, Japan, for the St. Louis Exhibition—but he made more than he needed and so we will have a little exhibition of our own—only one roll of a pattern—and we need hardly tell you the quality is A No. 1. The designs are the indescribably artistic geometrical carpet effects the Japs have down so fine, some decided novelties in the lot. With each roll go two samples, nicely fringed, which makes a beautiful mat.—*Abraham & Straus, Brooklyn, N. Y.*

We have just received a fresh importation of straw mattings, in the finest weaves and handsomest effects that come from China and Japan. In our unique exhibit of hand wrought willow, reed, prairie grass and mission furniture are many artistic, durable pieces that are specially intended for summer furnishings, and they are all offered at economical prices.—*B. C. Latimer & Sons Co., Brooklyn, N. Y.*

Mattings bought in Japan, rich, soft, heavy weaves. If you could read the correspondence of our buyer who crossed the Pacific some months ago, to buy mattings, you would better understand why Hale mattings are used so much. They have just been unloaded from the steamer which touched a local shipping port last week. A Japanese manufac-

turer, whose mattings are chiefly used by the better classes in his own country, sold to the Hale stores the largest single purchase ever recorded. Of course there was a handsome saving for us. But the point is—these are uncommon, beautiful ideas in mattings. They are nearly proof against wear. So soft, so fantastic—that every home could be beautified by their use. For cottages, they add a touch of quaintness—that odd yet pleasing air you admire in the artist's home.—*Hale's, Los Angeles.*

The biggest one-day matting sale ever known in Galveston. Three carloads reached us yesterday. They are all fresh and new in their original jackets.—*Garbade, Eibaud & Co., Galveston, Texas.*

Spring awakens. The matting-time has come. New nests are to be feathered and we greet the season in a brilliant opening! Four floors jammed! Thousands of new pieces! Each one a gem, each a bargain! Our stock is far the largest and our prices the lowest.—*Straus, Baltimore, Md.*

A week of mattings. 250 rolls high grade Jap weaves. A momentous event. You will have to be on hand early to secure a yard of these matting straws. Murder will out, and so will a good, ripe bargain. It is the most extraordinary happening in floor coverings in many a long day, and we are going on record with it. Every yard inter-woven and double-dyed. Bless the Japs for their artistic talent for weaving these pretty carpet patterns in straws. The striking color-designs in blue, green and red strewn over the face are as refreshing to look upon as a field of daisies. Also plain white.—*Keely's, Atlanta, Ga.*

A sister bargain in china mattings. China has surely sent us real oil for lubricating business—the oil of satisfaction. Low prices prevail only on these lots. So you'll have to decide right quick if it's your matting time. Put China down for hard wearing straws—tough and serviceable.—*Keely's, Atlanta.*

Matting.—“Straws show which way the wind blows.” These straw matting prices indicate a strong bargain breeze here to-morrow—all are fresh, new goods—they don't chip and break off like dry sticks.—*The Boston Store, Milwaukee.*

We counted it a streak of good luck to find an importer anxious to sell Japanese mattings at half price right at the beginning of the summer season. We took all he had, as a matter of course, because we know that you will be as eager for the bargain as we were.—*John Wanamaker, New York, N. Y.*

Days like these are forcible reminders of the clean, cool comfort that fresh, new straw matting can bring to city homes and summer cottages. On this important and timely matter perhaps the best thing we can say is that months ago we prepared for all the needs that now exist. We prepared to surprise Rochester housewives by the values we will give in straw matting. We captured a fine prize for our customers when, by an opportune deal, we secured a lot of 10,000 yards of imported Chinese and Japanese straw matting to sell at prices that are clearly much less than the actual value of the goods.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Emphatic matting bargains! You should know our little price way of selling mattings. To-morrow \$7 rolls of 40 yards, \$3.75. Another case where our buyer and the opportunity simultaneously met—the quantity is about 600 rolls—the variety enormous—the saving from a third to a half. The person with a slim purse and a matting need will do well to see us to-morrow.—*Newman, Brooklyn, N. Y.*

Our matting business has made almost phenomenal gains over former seasons, because, as we think, our importations have proved to be the most satisfactory, in quality and variety, in this city. Several specially attractive lots have been made up by taking from regular stock certain grades of which we had extra large quantities.—*Strawbridge & Clothier, Philadelphia, Pa.*

The matting business is immense. Gathering our own goods in the Orient and fetching them straight to the store gives us some advantage in price—and much advantage in quality and style. Gimbel mattings wear best.—*Gimbel Bros., Philadelphia, Pa.*

Mattings as floor coverings—have you considered them? Perhaps you haven't seen all the fine things that are produced in these goods. You can see them all here—all.—*The Chas. R. Hart Co., Hartford, Conn.*

We've cornered the market on mattings. We'll show you more mattings by several hundred rolls than any other Pittsburg house. We'll show you hundreds of patterns where others can produce but scores. We'll show you choicer styles—and, too, many distinctly exclusive ones. And we'll also quote you lower prices—that's logical because we are biggest buyers and sellers.—*Kaufmann's, Pittsburg, Pa.*

And this is why this week you are offered the opportunity of buying the

finest linen warp, hand-loomed Japanese mattings at slightly more than half the usual retail figures. Never before in this city was such a matting sale held—probably no such values will ever again be offered. It is the chance of a decade—an opportunity for money-saving that shrewd, well-posted buyers will be quick to take advantage of. Don't miss it. The sale price is per yard 25 cents. And the sale began this morning.—*Keely Company, Atlanta, Ga.*

Mattings.—Through an error of an importing house a large order of Japanese mattings shipped to us was duplicated, the second shipment leaving San Francisco before the mistake was discovered. Rather than have the shipment returned, paying the large freight charges both ways, the importers requested us to sell the entire lot at importer's prices for their account.

Mattings have the floor. Arguments all on one side. Fresher, airier, cooler, cleaner than carpet.—*Chamberlain-Johnson-Du Bose Co., Atlanta, Ga.*

Mattings and matting rugs.—It may seem a little early to talk about summer floor coverings, but hosts of housekeepers lay mattings at spring cleaning time; and then, too, summer homes must be made ready before the time of their occupancy. Our mattings are choice in every line, the very best values for the money.—*Hahne & Co., Newark, N. J.*

Clean, cool mattings. An ideal floor covering for all time, but especially attractive in summer time. Always in harmony with any scheme of color or furnishings, displaying rugs to good advantage.—*Fenn, The Furniture Man, Hartford, Conn.*

Summer floor coverings.—Blessings on the ancient Chinaman who invented mattings—the beautiful, serviceable, cleanly, pleasant summer floor coverings. How any one can endure heavy, dusty carpets on hot summer days when these cool, pretty mattings can be bought so cheaply is past imagining.—*Keely's, Atlanta, Ga.*

Straw mattings.—Many housewives will "take time by the forelock" and cover their bedroom floors with straw matting during the spring house cleaning, instead of waiting until the arrival of hot weather. They will find us admirably prepared to satisfy every want, in both China and Japanese mattings, with a variety that was never so large and choice and a range of prices that was never lower. Many dainty effects in small floral designs shown, besides rich carpet patterns and plain weaves.—*Howe & Rogers Co., Rochester, N. Y.*

Smyrna Rugs, Half Priced.—The best quality of all wool, reversible rugs in a considerable variety of good designs and colorings. The most popular sizes, too. It is a chance that has nowhere been equaled.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Rugs are ideal summer floor coverings. Let the house breathe, if you yourself want to breathe fresh air in your home through the summer. Replace the thick, heavy carpets with attractive summery rugs. Wonderful variety here! Skillfully woven rarities, the hues of which will blend harmoniously with almost any fine scheme of furnishing. Strikingly odd are others, with panel centers, almost like pictures, woven into them. Others bathe their colors in a peculiarly soft, elusive luster. Loom wizards have mellowed the colors and softened the fabrics into indescribable beauty. Beauty-loving eyes will delight to linger on them!—*Comstock-Avery Furniture Co., Peoria, Ill.*

Getting your share of these Smyrna rugs? The finest Smyrna rugs made in America—all wool and reversible and in unusually fine new designs. Nothing to account for the lowered prices except the fact that the maker wanted to lighten stock. Not in many months has there been such an offering. It may be that not in years will there be another to equal it. If you have rugs to buy, don't miss the chance.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Just think what this means. A great big 9x11 foot *Brussels Rug*, correct for any size room in your home, being offered at \$12.50—the lowest price ever named for a rug of this size and quality. The same identical \$20 grade that we've sold by the thousands at \$13.75. We know this offer will create a sensation. Nothing like it was ever known before. These rugs are made of genuine Tapestry Brussels, a strong, durable quality, that will give excellent wear and hold their color. The new spring patterns are delightfully pretty and equal in quality to any \$20 rug offered elsewhere.—*Geo. Kelly's, Wilmington, Del.*

Rugs as Christmas gifts. We invite all lovers of beautiful rugs to visit our store. We present this season by far the most extensive assemblage of all kinds of rugs we have ever brought together. You will find careful and expert selection. The oriental rugs come from only the most trustworthy sources of supply. All the rugs are in authenticated qualities, and the prices are the lowest for which equal grades can be found anywhere.—*The Sterling & Welch Co., Cleveland, Ohio.*

Moquets and Velvets.—Rugs from \$1 up, and a rich line of linoleums and oilcloths in 6 and 12 ft. widths. Look over your rooms and see if you can't use something from our carpet room. Our prices will be no strain on your purse.—*I. T. Martin, Los Angeles, Cal.*

Good news for June brides and those late at housecleaning. May is a month of great preparations among prospective June brides. The bride who is to be and the friends who are to make her happy with the gifts—both are busy planning, and it just so happens that right at the time when you'll want to "decide," we come with some rich news of bargains in desirable furnishings for the home. It was our fortune to join hands with another big dealer last week in buying up a great quantity of fine rugs at the big sale of Alex. Smith & Sons Co. Having the great output of three big stores, enabled us to take half of the rugs. We're going to sell them to you for as little as we would ordinarily have to pay wholesale. Think of this opportunity—such a collection of beautiful *rugs* that have never before been offered at such low prices.—*Hurley-Tobin Co., Trenton.*

Christmas sale oriental rugs. Conforming to our yearly custom, we have placed on sale for the holiday season every oriental rug in this great collection at a price much less than regular value. The assortment in all sizes and qualities of Turkish, Persian and India weaves is so large that practically every requirement can be met for home furnishing or for gift-making.—*Marshall Field & Co., Chicago, Ill.*

Oriental rugs: one-fourth reduction. Every rug in the stock, excepting only one, a remarkable double-faced Senna, and excepting all room sizes as well. There are pretty near five hundred rugs for you to choose from. One-fourth off from regular prices. The offer ends with the year—on the night of December 31st. It's a chance for you—a once-a-year chance. It's done to reduce our stock before inventory, and at the same time to push oriental rugs as Christmas gift things.—*Herz's, Terre Haute, Ind.*

A new rug, perhaps, will put your parlor or dining room in perfect order to receive the guests for the Thanksgiving dinner. At this store you will find the assortment so large that selection will be comparatively easy. Every good weave is here in a variety of colorings and designs that cannot fail to please the most careful purchaser. You'll find the right size here, too. We make a specialty of having all sizes.—*Greene's, Jersey City, N. J.*

Domestic rugs—large or special size. Very sensible presents. We were among the very first rug stores to realize the great demand for rugs over 9x12 feet. In most rug stores they will tell you that they can have them made for you, which means weeks and very often months before they come from the mills. Here you will find them in stock in a great variety of sizes, both small over-figures as well as medallions, many of which are made specially for us and which you will not find elsewhere, and as everything else in the rug store, moderately priced.—*Abraham & Straus, Brooklyn, N. Y.*

Here are *rugs* of the kind that will surely please you. Our new spring stock of rugs is certainly generous enough in size and assortment to afford most ample opportunity for the individual fancy of careful purchasers. Tapestries, body brussels, velvets, Smyrnas, axminsters and royal wiltons are all represented in the very best of their respective weaves. The larger sizes range from 6x9 to 11-6x13-6. The textures are such as come only from the leading makers, while the designs are as attractive and handsome as you'll find anywhere from which to choose. As to values—well, we'll leave that to your own good judgment when you see the rugs themselves and compare the prices to the qualities.—*Vance-Fitzgibbons Furn. Co., Joliet, Ill.*

Our matchless collection of Bigelow carpet *rugs*. An assemblage of the splendid rugs made by the Bigelow Carpet Co., that we have never before equalled in numbers or patterns. In fact nearly every design produced by this famous mill is represented on our display racks—Wellington wiltons, Bagdad wiltons, three grades of body brussels, and electra axminsters. All in the soft, harmonious colorings—the rich patterns that originate with this mill—which sets the styles for carpet and rug makers generally. To the discerning mind there is but one course open in rug buying—to get the best. That leads you straight to the Bigelow make. There is no higher appeal. Bigelow rugs are indisputably best. You will buy where the largest stocks of such rugs are shown, both for variety and because prices are most reasonable at the store that does the heaviest buying and most selling—the Mills store, in this case. Not only can we supply every desirable size in carpet rugs, but can furnish the same patterns in small sizes down to door mats and hall runners. This makes it possible to have your parlors and reception hall carpeted in harmony—an effect difficult to obtain when selecting from limited

stocks. You will be surprised to learn how little difference there is between the prices of these high-grade rugs and ordinary kinds.—*The Mills Co., Topeka.*

Little prices, big values, big business—that's an abbreviated history of our success. Another large shipment of *rugs*—in last week; selling fast; we expected it—they're sure to go when people know, and it seems as if everybody in Trenton does know. Rug stock—largest in the history of our store, hundreds to choose from, all very handsome—weaves that wear. Here is how we price them. These mostly Oriental effects: Royal Miltons 9x12, \$40 kinds \$33.50; Royal Wiltons 9x12, \$45 kinds \$37.50. All other kinds of good rugs at similar reductions.—*Judson Hooper & Co., Trenton, N. J.*

Lessening the labors of sweeping means much to the busy housekeeper. Distinct from its many merits as a durable and attractive carpet, the Brussels makes a strong appeal on the score of easy sweeping. Dust does not readily work into the fabric but rests upon the surface to be easily removed by the carpet-sweeper or broom. All that a carpet can contribute to health and to the saving of labor in the home is found in the Brussels. Our stock of Brussels carpets is the largest in Hartford.—*Chas. R. Hart Co., Hartford, Conn.*

See the new Royal Axminster *rugs*—handsome rugs, suitable for the parlor, library, living and sleeping room. Each one full 9x12 in size. Made from a superior quality of Axminster carpeting, in handsome designs and rich border effects. These are rugs that you can buy with the assurance that they will give years of solid wear. One hundred new patterns are here that are sure to meet with your admiration—nothing to equal ever under \$35.00. Special at Rowland's on easy terms of \$3.50 cash and \$1.00 a week.—*Rowland & Co.'s Big Store, Mansfield, Ohio.*

Extraordinary values in rich *rugs*. Here for your selection is the largest collection of beautiful and exquisite rugs ever shown in Hamilton. Rugs from the far East bringing much of its mysticism and inscrutable charm with them. Rugs from Europe woven in one piece by master rug-makers. Vast assortments of them revealing a wealth of beautiful new designs, ideas and soft harmonious shadings, and never, we think, have values been so good. Visit the department tomorrow and let the rugs speak for themselves. Meré words cannot convey a full realization of their beauty.—*Thos. C. Watkins, Hamilton, Can.*

Our entire stock of oriental *rugs*—the largest in the West—is included in this very unusual offer. If you want to pick *rugs* for your home from a stock that includes nothing but the gems from the Orient, selected by our own buyer, imported by us direct; and if you want to pay just half the regular prices, come to this sale. Our rug department is located on the top floor, and there is no artificial light to confuse you as to colors.—*Los Angeles Furniture Co., Los Angeles, Cal.*

We are showing the largest and best assorted line of this desirable make of *rug* on the coast. As the mill has oversold on this line of *rugs* and withdrawn some from the market for the balance of the season it will be impossible at a later date to procure this make of *rug*. In addition to above line we are showing over 250 patterns of *rugs* in all makes and sizes.—*Brewner's, Sacramento, Cal.*

We are prepared to furnish any size *rug* wanted. We will furnish special designs and colorings to match any scheme of interior decoration. We have Axminsters ranging in price from \$15.00 to \$80.00 a square yard—these are woven in one piece—any size. Our regular line of Wiltons, Axminsters, velvet and Brussels *rugs* are shown in all the regular sizes. The spring patterns are arriving daily. Make your selections early and get first choice. We will store any *rug* until wanted.—*The Howard Furniture Co., Lansing, Mich.*

It's useless to try to give you descriptions of our splendid line of *rugs*. The colors are so pretty—so beautifully blended—the designs so striking—the whole effect so handsome and rich—that we simply cannot do them justice. You must see them yourself to appreciate their beauty and goodness. Then, too, there is another reason why we want you to see them—so you can compare the prices with the *rugs* themselves. Side by side, they will speak most eloquently of rare values.—*Vance-FitzGibbons, Joliet.*

The newest carpets make a handsome show. There are scores of new patterns and new colorings which charm the lover of the beautiful. They were chosen from the mills whose goods have won a place in the front rank, and the patterns are out of the usual run. 35 cents to \$1.85 a yard. Anybody can get suited from this stock, no matter what price it is desired to pay.—*Farrell's Furniture News, Trenton, N. J.*

A mid-season clearance of *rugs*. The successful selling of Oriental and Domestic *rugs* by Chandler & Co. in their

large rug department, the best lighted in New England, during the past two months, has been for a new department most remarkable, and the management has had no time to sort out the odd ends accumulated in the rapid selling which has been going on. The condition at the present time is such that this classification must be made and with it goes the clearance of every odd *rug* in the stock, large and small. A full list cannot be given here. The following sufficiently indicates the values which may be expected by purchasers.—*Chandler & Co., Boston.*

Great interest centering in the big sale of *carpets, rugs, curtains* and home-furnishings. The power to produce exceptional values has reached a very high standard at the Right House—great connections with the sources of supply, immense orders and spot cash all work together toward the lowering of price barriers, the raising of qualities and the power to give exceptional values. Never was The Right House so splendidly equipped with all that is new in carefully selected stocks direct from the best home-furnishing producing mills of the world. In Canada's largest cities leading manufacturers sell to two or three leading retail establishments. In Hamilton they sell exclusively to this store. That explains why the best is always here in greater varieties and at lower prices than many stores are obliged to ask for inferior qualities.—*Thos. C. Watkins, Hamilton, Can.*

Sale of real \$25 *rugs* for \$18.75. This is without doubt the greatest rug opportunity ever offered you—the chance to select from a splendid assortment of desirable patterns between forty and fifty of them, in fact—at the bargain price of \$18.75. These *rugs* were made to sell for \$25.00 and they are a regular \$25.00 quality, too. They are full 9 feet by 12 feet in size, perfect in every detail and the patterns are handsome floral and oriental designs in the very best colorings. There are axminsters, brussels and velvets among them and there is a big enough assortment to make it well worth while for you to come here and see them if you are interested in a room-size *rug*. See them while there is a good assortment, though, and get your pick of the best patterns.—*Lantz, Mansfield.*

Axminster *rugs* are the most popular of all floor coverings for parlors—and no wonder, as they are woven with such a soft, deep and silky pile, which lends itself so remarkably well to color treatment as to give it a beauty that is not obtained in any other weave.—*Schuneman & Evans, St. Paul, Minn.*

Kermanshah *Rugs*. The weave is the finest and closest known, with a silkiness and luster of the pile almost equal to silk, and quite as effective. The old rose and ivory grounds are considered the finest product of the Oriental dyer. We are showing many fine specimens, both in hearth and carpet sizes. Our east window contains several choice pieces for the week's exhibition. The entire spring importation of Oriental rugs and carpets now on exhibition. Every known desirable weave will be found in the stock. The number of pieces shown is probably the largest ever brought in the middle west, and every rug priced on a strictly commercial basis. An early inspection solicited. We are sole agents for the Owen Davenport and Bed combined.—*The Sterling & Welch Co., Cleveland, Ohio.*

Having just received another large shipment of *rugs*, we wish to call your attention to the bright new patterns and the exceptionally low prices we quote. It is no trouble for us to show you our complete line of rugs, as we have just had installed one of the latest and most complete rug-showing devices. Do not hesitate to come in and look.—*Frank Sanford & Co., Springfield, Ill.*

Great Oriental rug sale. Amazing price concessions. A sale of this sort to exceed our own expectations must indeed present unlimited saving proclivities. Among the lately received lots, the following two special items are strongly representative of unparalleled savings. Actually half price. They are the contents of two more bales just received.—*Gimbel's, Milwaukee, Wis.*

Oriental *rugs* imported by Mr. Dap Hapip from Constantinople, on sale. Hundreds of magnificent oriental rugs, beautiful in coloring and design, have been marked at prices so low that no one wanting superb floor coverings can afford to miss this sale, the greatest opportunity of the year to secure one or more pieces for the parlor, hall, dining room or library. Mr. Dap Hapip, just from the Orient, has brought to Fargo many beautiful, antique and modern pieces that will delight the eye of the connoisseur as well as all lovers of artistic rugs from Turkey and Persia, whose beauty is everlasting.—*Dap Hapip, Fargo, N. D.*

The new Bromley Royal Smyrna rug is the best American rug on the market. It combines beauty and originality of design with splendid wearing qualities. The rug is to be had in a great variety of unusual sizes, making it very useful. Such

sizes as 4x7 feet 5x8 feet and 6x6 feet are to be had in addition to all the regular standard sizes, and we carry all sizes and patterns.—*Mannheimer Bros., St. Paul, Minn.*

After stock-taking rug sale. You want to save about one-third on Axminster rugs? Here's your chance. We have just been through our stock, have picked out twenty-five splendid weaves, every rug a handsome new pattern—yours for about two-thirds real value. Come in to-day. Look them over.—*Judson Hooper & Co., Trenton, N. J.*

Our *rugs* all come from the best known manufacturers. Commonplace rugs we never buy. Uncertain qualities are not allowed here. They must be artistic, correct in detail, absolutely above fault, if we are to show them at any price. When prices are less than usual, as now, you get the benefit of rugs like these.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

Each June we hold a sale of 9x12 *rugs*—a most important sale, being chiefly of our own regular high grade stock. But the present sale will differ somewhat from those held in the past. When we ordered these rugs months ago we had this event in mind. We laid large plans, we bought liberally and when rug prices began to soar—we were safe. And that is why our present sale will be on a larger scale than ever, and prices will be lower than ever. Included are carpet size rugs of great elegance and on down the line to good substantial rugs of every day character. The eight groups below will give you an idea of how we're going to distribute carpet size rugs during the next three days.—*G. Fox & Co., Hartford, Conn.*

Rug fanciers will find much to admire in our present magnificent stock of authentic examples of Oriental *rugs*. Newly arrived shipments have brought many specimens of great beauty and interest, inspection of which we welcome. Besides the fact that the Wanamaker rug collection is second to none in America, in variety and beauty of the pieces composing it, there is to be noted the important consideration that every rug, whether antique or modern, is genuine, and priced in strict relation to its value. There is no misleading juggling of values—based on similarity of names, but ignoring a wide variation in quality—to be met with here. The rug buying public is to a large degree dependent on somebody else's statements; hence rugs should be bought from a store that can be trusted.—*The Wanamaker Store, New York City.*

We have just received a large invoice of Wilton's, Axminsters, velvets, tapestry with border to match in patterns that will please the most critical, and with the latest devices for fitting and making can please the most exacting. Our line is large and complete in all patterns with stair to match of all grades. Ingrains—we are showing the most catchy patterns and with the large stock to select from you will be easily pleased.—*J. Frederick & Co., Wooster, O.*

All who see our great *Rug Department* (on third floor of new building, the finest daylighted in New York), with its attractive assortments and splendid values, express the greatest appreciation of both. Efforts to have this week's sales eclipse any we have yet known, show in the matchless offerings here submitted.—*Hearn, New York City.*

We are having a fine business because we have the *rugs* you want, at prices you can afford to pay. Don't buy before you see our stock. A look at it always convinces of the fact that the most for the money is here.—*C. F. Wing, New Bedford, Mass.*

During all this week we continue our great *rug* sale. Our stock comprises the very choicest *rugs* in the various Oriental varieties, from small and medium sized to very large. A specially fine showing in large Khivas and Cashmeres suitable for parlor and dining room, and an equally fine lot of Antique Mossules, Sennas and others of moderate size. Our sales during the past week, owing to the wet weather, have been moderate, so your opportunity for choice is practically as good as a week ago.—*Seeley-Mendenhall Furniture & Carpet Co., Kansas City, Mo.*

Bargains in Oriental *rugs*. Some people have an idea that when an Oriental rug is offered at an apparently low price it must be a "bargain," no matter what the quality, colorings and general condition of the rug may be. Long experience has taught us, however, that unless an Oriental rug is good it is not a "bargain" at any price. In our opinion the best "bargains" in Oriental *rugs* are good, reliable, and artistic *rugs* at reasonable prices, and that is the kind of "bargains" we are offering every day and which has made our store the "Mecca" of genuine "bargain" seekers in Oriental *rugs*.—*Iran Company, Los Angeles, Cal.*

One of the largest and most complete lines of *rugs* ever shown in Wooster. The line ranges in sizes from the smallest door mats to the large room sizes. They

are made in Wilton's, body Brussels, Axminsters, velvets, with prices and qualities that will make buying easy for everyone.—*J. Frederick & Co., Wooster, O.*

The other opportunity is found in our stock or Oriental *rugs*, which we are selling at 1-5 off the usual low prices. It has been quietly circulated that our oriental rug prices are absurdly low, and we have booked far more business in the past few days than we expected to handle. To start with, our marked prices are as low or lower than you find in the big city stores. In consequence, when you take 20 per cent. off, you secure a genuine bargain—the kind for which this store is noted. *Rugs* bought at this sale will be worth all you paid many years hence.—*C. F. Wing, New Bedford.*

New fall *rugs*. We invite you to look over the first arrivals of new fall *rugs*. We have had an enormous sale of *rugs* this season and placed large orders for fall delivery—first shipment on sale today. Our rug stock consists of *rugs* suitable for parlor, library, hall, sitting room, music room, dining room, sleeping room, club rooms, office, porch and summer cottage. They come in Oriental designs two-toned effects, plain colors, floral designs. If you have a room in the house where you can use a rug we have a rug suitable for the place. We carry in stock carpet-size *rugs* 4-6x 7-6, 6x9, 8-3x10-6, 9x12, 10x14, and can furnish any size wanted up to 15x18. We show complete lines of ingrain, tapestry brussels, body brussels, velvet, axminster, bundhar wilton, body wilton carpets.—*Hills, McLean & Haskins, Binghamton.*

An unusual sale of Oriental *rugs*. We feel safe in saying that a more complete variety of really good *rugs* has not been brought to Milwaukee for years. Not only the pleasing designs, but the prices are attractive to bargain hunters. We have also a few very rare *rugs* that are seldom found in any selection. An early inspection will repay you.—*Clement, Williams & Co., Milwaukee, Wis.*

Fine qualities of seamless Axminster room-size *rugs*, woven by the celebrated firm of Templeton. A very large assortment of rich Oriental, Persian, Indian and conventional designs, in effective and practical shadings and color combinations. The ten per cent. discount is off our old prices. To-day they would be worth as given below. These fine *rugs* are in small, medium and large room sizes, and are woven in one piece, with plain or fancy centers and exquisite border effects.—*Thos. C. Watkins, Hamilton, Can.*

If all the ladies of Detroit could see the real beauty of our Oriental *rugs* and fully comprehend how cheaply we are selling them it would not be necessary to call attention to them a second time. We know that no such bargains await purchasers anywhere, for no dealer could sell similar pieces—every one is guaranteed—at our prices and make one-half their expenses. We need all the cash we can scrape together by June 10th. That is why we are just now selling the finest standard weaves—Kirmishahs, Sarouks, Tabriz, Sennas, Serebends, etc., at an actual saving to the buyer of from 35 to 50 per cent. on the dollar.—*Kaleel B. Bonahoon, Detroit.*

Here are fifty *rugs*. Handsome designs, priced low. You cannot buy furniture at this store—we specialize on floor-coverings exclusively. You cannot buy our goods at prices asked by other stores—our policy is to sell at lower figures. Large sales, small profits, satisfaction or money back—that has made our business grow and—we are now closing out fifty *rugs*. They are going fast. They are bargains. They are beauties.—*Judson Hooper & Co., Trenton, N. J.*

Throughout our entire stock we have reduced the prices on hundreds of *rugs*, all sizes and grades, and this offers an opportunity of obtaining an oriental floor covering at a minimum of cost.—*J. H. Pray & Sons Co., Boston, Mass.*

Beautiful *rugs* from the land of the inscrutable Turk, gems of the Eastern *rugmaker's art*. They are exquisitely rich and effective. We show a large assortment of designs and colorings, in small prayer, hearth, small, medium and large room sizes. These were bought before the great price advance, and are now worth twenty per cent. more.—*Thos. C. Watkins, Hamilton, Can.*

"What striking *rugs*!" This and similar exclamations have been heard from passers-by during our window exhibit of Japanese *rugs* the past few days. The *rugs*, while Japanese in manufacture, are truly oriental in pattern and coloring—such as are in great vogue this season with New Yorkers, who find them a valuable aid in artistic summer furnishing. They are attractive not only in looks but in price.—*Howe & Rogers Co., Rochester, N. Y.*

The Japanese not only imitate the most beautiful designs in oriental *rugs* with absolute fidelity, but they get the exact shades of coloring. Except for the texture you can hardly tell at a short distance a \$15 imitation from a genuine \$150 Turkish *rug*. Of course, they don't

wear so well. If they did they wouldn't sell for a tenth of the cost of wool *rugs*; but they are good enough for Summer cottages.—*The Wanamaker Store, Philadelphia, Pa.*

Nobody need pay much more than half real value for the choicest of Persian *Rugs* while this special lot lasts. We secured these *rugs* in a very unusual way—through an Oriental firm of bankers who had loaned money on them and had to take the *Rugs*. Connoisseurs fully realize the importance of the event and are eagerly taking advantage of it.—*Strawbridge & Clothier, Philadelphia.*

Carpet *Rugs* are now ready for your inspection. Rich colored filling and slightly mattings are here also. Because *rugs* are easily taken up and cleaned and are quickly transferable from room to room without making over—they are gaining in favor every day. They have come to stay and we are fully abreast of the times with ample assortments and moderate prices.—*C. F. Wing, New Bedford, Mass.*

It is good news to lovers of these oddly beautiful floor wears from the Orient that we have established such a perfect system of gathering and distributing them. The wisdom of engaging a resident buyer in the Far East and bringing the *Rugs* down to a commercial basis has been evidenced by the unparalleled selling attending this Autumn trade event.—*Macy's, New York, N. Y.*

Rich *Rugs*.—The richest room covering is a *rug*. No seams—no mismatching—an elegant border all round. Fashion has spoken strongly on the subject of *rugs*, and the home that pretends to obey her dictates must have them.—*Robert Wright & Co., Brockville, Ont.*

You'll not realize to what a degree of perfection the American manufacturer has brought the art of *rug making* until you see this assembly of room *rugs*. The color schemes evidence the taste of the artist, while the ingenuity of the clever artisan is also well portrayed. A particularly desirable point about these *rugs* of domestic manufacture is that you can find sizes to fit any size space desired.—*Joseph Horne Co., Pittsburg.*

This is a chance such as we have rarely known before, and which is not likely to be matched soon again. We secured about a thousand of these popular and serviceable *Rugs* from one of our best manufacturers, at a concession that enables us to make the very liberal reductions told of below. The *Rugs* are of the first quality, in excellent designs and colorings.—*Wanamaker, New York.*

Rugs! Rugs! Rugs! Rugs are coming more and more into favor, especially for summer cottages. Cost little, look pretty, no trouble to buy, no trouble to put down, easily kept clean and can be rolled up and packed away in less than no time. We have all sorts.—*The Wanamaker Store, Philadelphia, Pa.*

Farrell's meet every rug requirement. Out of the hundreds that are on view it would certainly seem to be impossible to fail to suit any rug-buyer. Whether it's highest quality or lowness of price, whether in the modest matting rug or in the finest Wilton's, we've a rug here to match a buyer's needs.—*Farrell, Trenton.*

Special Sale Small Oriental Rugs 1-4 Off the Marked Selling Prices.—These rugs were delayed in transit, arriving too late for the trade period they were bought for. The backward season adds to the disadvantage we experience by that delay in getting them down the Mediterranean, and across the Atlantic, hence this reduction.—*Schlesinger & Mayer, Chicago.*

Two-Faced Smyrna Rugs.—“Two-faced,” in this case, doesn't imply deceit. It means that when one side is wrinkled with age the other comes up fresh and smiling. That's why lots of people like them, in addition to their other good qualities. The colorings are soft, rich and beautiful.—*Wanamaker's, Philadelphia, Pa.*

Rare Rugs from the Orient, and the Best from Domestic Makers.—Art lovers, connoisseurs and furnishers in general are invited to come and see an exhibit of rugs from sunrise lands such as is not only beautiful and complete but most artistically unique.—*Simpson Crawford Co., New York.*

New Fall Patterns in Rugs.—Choice styles, beautiful colors. We're getting the new fall patterns in rugs unusually early this season and they're as handsome as they are early.—*Los Angeles Furniture Co., Los Angeles, Cal.*

The rugs are of very choice designs that can be traced 'way back when Mohammed added the four minarets to the Agia Sofia mosque and placed the crescent on the dome. Each rug is hand-made, possessing an individuality of design distinctly its own, besides the lasting charm found only in hand-wrought fabrics. For rich, harmonious color combination they are without peer in the rug world, being personally selected from hundreds.—*The T. Eaton Co., Toronto.*

A large importation of Orientals, direct from our agent at Constantinople, came in in time to take a place in the August value-giving. It is a truly won-

derful collection of Oriental weaves, unique in design and beautifully colored, representing every district of Turkey, various districts in East India and several of the most noted rug-weaving centers of Persia.—*Macy's, New York, N. Y.*

H. R. Hatch & Company believe their line of Oriental rugs this season cannot fail to interest every family in the city and adjacent towns who have homes to furnish or homes already furnished, that need replacing with new.—*H. R. Hatch, Cleveland, Ohio.*

“The Rug House.” The new rugs are here, and more are coming every day. We are proud of our stock, for never before has there been offered in Los Angeles such an artistic collection. In fine domestic rugs we have an almost endless variety—the richest and handsomest designs and colors—every standard size both small and large, and many odd sizes not usually carried by other stores—many different weaves—and every rug in our stock is an ideal of its kind, and of strictly reliable quality. We also have a very fine line of Oriental rugs of more than ordinary merit.—*Shirley, McConney & Fries, Los Angeles.*

The fact that the makers can seldom fill more than a third of their orders is evidence enough of the popularity of these rugs. The fact that our assortment of them is much the largest and finest we ever had—very much the finest in Brooklyn—is news that will interest everybody. No other rugs are so luxurious in texture, so rich in coloring, so perfect in reproduction of the most magnificent Orientals.—*Frederick Loeser & Co., Brooklyn, N. Y.*

In order to impress upon the public that we treat our Oriental rugs as merchandise, subject to the same rules which govern prices in other departments, we make the following prices, which are guaranteed to be lower than any other St. Louis house.—*Trorlicht, Duncker & Renard, St. Louis, Mo.*

The attention of lovers of Oriental Rugs is called to the unusual beauty of the patterns in our present stock. Many of the designs and color combinations are *strikingly beautiful*. The superiority of these new rugs is apparent at a moment's notice.—*Marshall Field & Co., Chicago.*

A superb collection of Oriental rugs at prices far below their real value. Our position in the rug market gives decided advantages in buying and selling. Our selections for fall have received the most favorable notice from lovers of Eastern Rugs.—*The Chas. R. Hart Co., Hartford, Conn.*

It is the economy that justifies this Oriental Rug Sale. It is not the ordinary season for a sale of this character. But when one of the foremost importers in Manhattan gave us the opportunity to take our pick out of his half million dollar stock and pay him so much under the usual price that we could retail the rugs for just about the actual import cost, it was a chance we knew would be welcomed as it has been. Every Rug in the sale is a gem—rich and perfect and selected for beauty of design and coloring. Not in many years have we had such an offering to make. People have been coming in from out of town just to make selections.—*Fred Loeser & Co., Brooklyn.*

Kashmir Rugs.—Of domestic manufacture, in the Oriental designs and colorings, with all the beauty and finish of a body brussels rug, they are very durable, lie perfectly flat, and are in all respects the very best low-priced rug ever placed on the market. We have the finest and largest assortment that this or any other house has ever shown in Hartford.—*The Chas. R. Hart Co., Hartford.*

Some of our new autumn styles in domestic rugs are already in stock—goods we ordered early to secure important price concessions. We have decided to make an advance showing of several of these lines; and, to make the display of more practical interest, we shall offer these handsome rugs at about usual factory prices, so that mid-summer sale customers may feel warranted in anticipating their autumn needs. We mention three very attractive new lines.—*Strawbridge & Clothier, Philadelphia, Pa.*

Ingrain Art Squares.—We guarantee these as being all wool; very heaviest quality and extensive variety of colorings; just the floor covering for a Summer home.—*Siegel-Cooper Co., New York.*

Royal Wilton Rugs at Big Savings.—Wilton rugs may be termed the Orientals of the Occident, so rich in color, design and weave are they. The Royal Wilton stands first among all machine-made rugs. It's a rare thing to find them underpriced. Through a most fortunate purchase at the recent trade sale, we secured about 300 on which we can save you exactly 25 per cent—a most remarkable saving on so staple and desirable a commodity. The patterns are all this spring's—and are very rich and artistic.—*Kaufman's, Pittsburg, Pa.*

Rugs at Cut Prices.—Not a gingerly clipping of a few cents off regular, but such a deep cut that the manufacturer

might like to purchase all of them at our present prices for it would leave him a margin to again sell them at his wholesale prices. If you have a rug want, now is the time to satisfy it.—*W. V. Snyder & Co., Newark, N. J.*

Rugs for spring. We are making most thorough preparation for the new season. It is quite impossible to make this ad. forceful enough to cause you to fully realize the enlarged helpfulness of this place. It is to be a rug season. There is more rug temptation here than you'd possibly imagine even with most extravagant ideas. We've almost any make of rug you can name. Almost any size or shape you can ask for. Almost any price you will mention between twenty-five cents and fifty dollars. It's a long range of prices and kinds. The 25 cent one is a velvet door mat fringed 16 by 27 inches and worth twice 25. The \$50 ones are elegant Wiltons, 9 by 12 feet, and thick as a board. The variety is abundant at each and every between price, and not a make among them but we can recommend as good values. You'll approve of our prices.—*Waite's, New Bedford, Mass.*

Rugs are coming more and more into favor. Cost little, look pretty, no trouble to buy, no trouble to put down, easily kept clean. We have all sorts.—*The Colorado Springs Furniture Company, Colorado Springs, Col.*

We straighten rug stocks just as we do carpets—that's how each season we have entirely new, fresh showings to choose from. Last week the carpet clearance brought some of the greatest bargains and decidedly the greatest selling in our history. To-morrow the rugs will have a chance. There are thousands in the sale. They are the best product of the best makers in America. And although carpet and rug prices will be much higher in the fall—are higher now, in fact—the prices on these rugs are cut to an average third under the old low prices here. Nobody with a floor that would look better for a rug or two ought to waste this chance to save.—*Abraham & Straus, Brooklyn, N. Y.*

Beautiful Rugs.—An assortment in which good taste, artistic colorings, rich effects and practical economy are skillfully maintained. If you want a simple, durable little rug costing from one to five dollars, you may count on getting the most for your money here. If you want fine oriental rugs, costing hundreds of dollars, count on finding perfect pieces and rare designs here in abundance.—*Los Angeles Furniture Co., Los Angeles.*

Rugs are the ideal floor covering. No seams, no mismatching, an elegant border all round. Fashion has spoken decidedly on the subject of rugs and the home that obeys her dictates will have them. They are far easier handled than carpets, easier fitted and more economical in every way.—*Robt. Wright & Co., Brockville, Ont.*

Get a Steamer Rug.—The experienced traveler knows full well the infinite uses to which these woolen squares may be put; about one's shoulders on a windy day; wrapped about one's feet when the day is cool; spread on the sand or in the woods on outing days—many ways that suggest themselves at once.—*Abraham & Straus, Brooklyn, N. Y.*

It is an odd time to offer Oriental Rugs, when the heat has driven many buyers from city to country homes and city furnishing plans are hardly to be considered for a few months, at the least. Yet the visible success of this midsummer event is a tribute to the extraordinary values it offers. The low prices establish a new record for high class Rugs, and at any season of the year they would guarantee sale success. Those whose knowledge of Oriental Floorwear fits them to be good judges are invited to inspect and profit by this superb display. Those who admire Rug beauty yet know little of the intricacies of the oriental rug business, may buy just as safely and as profitably.—*Macy's, New York.*

Annual Spring Sale of Oriental Rugs. The art of the East in ascendancy. Rich treasures at poor prices. Imagination figures with so much force in art that even the reducing of a price often takes away the charm for some people. You couldn't take away the Oriental charm from the collection of rare rugs, even if it were possible to cut the prices lower than we have. We open this annual sale to-morrow morning with wider true art interest for every rug lover than ever before, and with merchandising advantages that no rug connoisseur can afford to overlook. The whole sale is almost a paradox, inasmuch as art pervades it to such an extent as almost to exclude the commercial side, and yet the commercial side is so masterfully handled as to subordinate the art. We have never builded so well for you.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Oriental rugs reduced a third to nearly half. An Oriental rug and a painting are a good deal alike in their relation to art. Indeed, with the Eastern weavers these color harmonies, no two of which

are exactly alike in all the world, take the place of paintings and of written history. So perhaps it is natural that in many stores the price represents the seller's idea of the buyer's ability to buy. Because in the Abraham & Straus store prices on Oriental rugs, as on all other merchandise, have represented a fair profit merely, this store has come to be widely known as the most economical place to buy. Choice is always wide, always fine.—*Abraham & Straus, Brooklyn, N. Y.*

Don't be hasty in the buying of Oriental rugs. It is a question not to be decided in a moment. Time for the consideration of quality, the colors and the design is absolutely essential. An Oriental rug is an article of value, because of its durability, not necessarily expensive, but the expenditure required is frequently large, and, considering the question from a purely commercial point of view, the selection should not be made hastily. Another very important point to consider is the color harmony, and whether it contains the shades most likely to make its future use valuable in your decorative schemes. Hasty selection is oftentimes responsible for repenting at leisure.—*The David C. Beggs Company, Columbus, O.*

In placing orders for fall rugs we decided to do something unusual—something that would cause a profound sensation. To this end we ordered several hundred of the handsomest styles for immediate delivery, and propose to offer them to-morrow at a price sufficiently low to create a keen demand and establish a precedent for 'tween-seasons rug selling. This sale is probably not calculated to appeal so strongly to your immediate needs as to your foresightedness and sense of economy. Savings of one-quarter and over on rugs of advanced design and unimpeachable quality are surely incentive enough for anyone to buy now. Owing to the extreme reductions rugs purchased during this sale cannot be held for future delivery.—*Bamberger's, Newark, N. J.*

Activity in the rug store. Lucky is the man or woman who can find excuse for indulging in one of the Oriental rugs embraced in the following special offerings. But excuse is needless when prices and quality join hands to form a coalition that results so greatly to your advantage. Experience in rug buying is not needed at a store such as this, where you know that each article is priced on a strictly commercial basis, and in this instance lower than the real value.—*Siegel Cooper Co., New York.*

There are two ways of selling oriental rugs. One way is to charge the customer all that he will stand and the other way is to sell the goods for what they are actually worth. We choose to handle them according to the latter plan, although we are aware that it is not popular with dealers, generally, who sell these goods. We have never been able to understand why people should be expected to pay exorbitant prices for foreign rugs any more than they should for furniture, carpets or draperies. You can buy rugs of us cheaper than of anybody else hereabouts. You will readily understand that we can afford to sell them much more cheaply than a dealer who depends entirely upon this one line for his entire business, or the one who sells rugs that belong to somebody else. Consigned rugs must always be sold at higher prices than those that have been bought outright, owing to the additional profit that they must bear. Our rugs were selected from the stock of the largest and most reliable importer in the country. We own them. We can sell them at any price that we please and it pleases us to sell them lower than anybody else in Bangor. Our stock embraces all the desirable kinds and every piece is perfect in every way. Our low prices are not for a week or for a month, neither do we make any excuses for them. You will always be able to buy oriental rugs at this store and you will always be able to buy them at right prices, for just what they are worth. When you want rugs come and see us, please.—*Chandler & Co., Bangor, Me.*

Since the middle of May we have kept the workroom busy making rugs from the remnants of carpets we had in stock. These rugs are piling into the department at rate of a half dozen or more each day. The first lot will go on sale to-morrow at most remarkable prices. We have taken as much off the prices of these made rugs as we would have had to reduce the prices to sell the remnants of carpets. The work didn't cost us much. There was no freight to pay from some far Eastern factory. The rugs are splendidly made; handsome patterns; the prices are more interesting than we have made on the same quality of rugs at any time this season.—*Jones Dry Goods Co., Kansas City, Mo.*

A large importation of Orientals, direct from our agent at Constantinople, came in in time to take a place in the August value-giving. It is a truly wonderful collection of Oriental weaves, unique in design and beautifully colored, representing every district of Turkey,

various districts in East India and several of the most noted rug-weaving centers of Persia.—*Macy's, New York.*

Nine by twelve feet in size; strictly all wool and reversible; Oriental and Persian designs; very rich colorings.—*Adams Dry Goods Co., New York, N. Y.*

This is a chance such as we have rarely known before, and which is not likely to be matched soon again. We secured about a thousand of these popular and serviceable Rugs from one of our best manufacturers, at a concession that enables us to make the very liberal reductions told of below. The Rugs are of the first quality, in excellent designs and colorings.—*Wanamaker, New York.*

The demand for rugs this spring will be enormous. Being used more and more instead of carpets. They're cleaner and they're cheaper too than carpets. Cheaper because you can take them up often. Distributes wear and tear to do that so a rug won't be dingy and worn in the spots that are walked on and as good as new in unused places. Because of a particularly lucky cash purchase made when the wholesale rug business was sluggish, we are in a position to-day to get standard rugs to you at the old prices. And in some instances lower. This notable sale of rugs starts Tuesday morning. Among the big values will be: Handsome American-Oriental rugs. We hyphenate the name of these rugs because they're made by a Philadelphia rug maker and because they are for all the world like Oriental rugs in coloring and patterns. They're rich in color effects and the colors too are beautifully blended. Indeed with certain of the patterns only a connoisseur could know at a glance that it was not a genuine Oriental rug. The fringe is very cleverly copied.—*The Gamble-Desmond Co., New Haven, Conn.*

Dog-days have gone! "Rug-days" are here. As Cleveland people grow more and more into the habit of refurbishing their homes in the fall (instead of spring)—thus following the Eastern custom—we find our business in carpets, rugs and curtains growing larger in the fall months.—*H. H. Griggs Company, Cleveland, Ohio.*

Many are profiting by our low prices on all kinds of domestic rugs. Best quality Smyrna rugs, at absolutely the very lowest prices possible; simply dropped patterns, and for that reason only are we able to offer them at less than you would pay elsewhere for a cheaper grade.—*Waite's Carpet Hall, New Bedford, Mass.*

Here you will find fine Oriental rugs. Our buyer made personal selections from the European markets. Every rug we display is here because expert and artistic judgment found something of true merit in it.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Rousing Sale of Rugs. An Opportunity Not to be Missed.—Tacoma women who are on the alert to embellish their homes at a little cost will do well to see these rugs. No such offering of rug values has ever occurred in Tacoma this season. It is an offering made in order to get you acquainted with our rug and drapery department.—*Rhodes Bros., Tacoma, Wash.*

Rare Rug Art from the Orient.—In our great rug hall on the second floor of the Wabash avenue store are gathered the richest treasures of the textile art of the far East. In a magnificent profusion one sees the rich, soft colorings and intricate yet incomparably beautiful designs characteristic of the Mussulman craftsman—a luxurious exposition, whose magnificent harmonies of color and pattern awake the connoisseur in Eastern lore to lavish tributes of praise. Here are rugs the art of producing whose soft, shimmering surface is handed down from father to son in some little Persian village—rugs wrought on rude looms, meaning years of labor—rugs from our own factory in Strinagar, Kashmir, India, and rugs whose majestic luxuriance speaks of their source in the bazaars of Constantinople and Teheran. Wonderful, indeed, is the variety of patterns woven upon the soft, mellow backgrounds, and fascinating their story; for into most of them is inwrought some mystic meaning—historical, religious or biographical. This is the most complete and magnificent showing of Oriental rugs ever brought to America. The perfection of our rug buying organization and the extent of our rug business enable us to offer these rare gems of rug art very much lower than those which come to this country through the usual channels.—*Mandel Bros., Chicago, Ill.*

Oriental Rugs Priced at Sale Figures.—Oriental Rugs take their value from their beauty—from the skill and ideas of the weaver—not from the amount of time and labor spent on them. If time and labor were to govern cost we'd find many of the most ordinary specimens far out of reach of reason. It's a study to value Oriental Rugs. We've mastered it—for our benefit and yours. We know what to buy and what to pay for it. We buy specimen rugs. We buy as merchants and take advantage of every cir-

cumstance that can tend to lower price. We claim to show more Oriental Rugs than can be seen in the combined stocks shown in Washington — and they're the gems of Oriental weaving.—*W. B. Moses & Sons, Washington, D. C.*

Fine Oriental Rugs.—A Show for Art Lovers.—Do you know that the greatest painters often get their inspiration from these rugs?—from the soft, warm colors that come straight from the heart; for the rugs are made by poor, suffering, ignorant women who can neither read nor write. Is it anything short of genius when people under such conditions conceive and work out color combinations so daring that a trained artist shrinks at the mere mention—yet applauds the finished work! The rugs now on show are perhaps the most beautiful we have had. We have taken pains to get the rare and unusual, rather than the conventional, and there are more quaint, queer, wild designs here than you will find anywhere, we think. Our stock is especially strong in carpet rugs—we are quite sure that we have the best and largest variety of these in the State. Won't you see them?—*Schipper & Block, Peoria, Ill.*

Rug selling that brings choicest rugs within the reach of every one.—*Rothschild & Co., Chicago, Ill.*

Rugs from the Orient.—Our Oriental rug stock is the largest and most complete we have shown. Several recent shipments have brought to us some especially fine specimens of the work of the rug makers of the Far East. Particularly would we call your attention to our India rugs in carpet sizes, in which we show a fine line of colorings, from the dainty French effects in ivory, blue, rose and green, and the dark reds, blues and green shades, suitable for living rooms, dining rooms and dens.—*The Crescent, Spokane, Wash.*

Our rug department. The rugs we sell display that exceptional quality and good taste which only the best of materials and workmanship can convey. Shoddy rugs made of cheap materials have no place in this establishment. We carry, moreover, the largest and most select variety of floor coverings to be found in Kansas City, and nowhere else will you be able to buy like qualities at the prices we sell them. While we carry the highest grade of rugs obtainable, our prices are not high. We ask the same prices for these better grades of rugs that are asked at other places for the more common grades.—*Duff & Repp, Kansas City, Mo.*

Every resident of this city or suburbs who can possibly do so should lay aside all other business and attend this extraordinary sale of rugs to-morrow. Here's a genuine saving of almost fifty cents on the dollar on as pretty a lot of Smyrna rugs as you've ever laid eyes on. Our buyer picked up this lot of rugs on a recent trip East at a big trade sale of rugs, and the price at which he bought same enables us to sell these rugs at about what other merchants pay for them at wholesale. The lot consists of about four hundred handsome, all-wool, reversible Smyrna rugs, in rich, bright patterns and color schemes. Many exquisite Oriental patterns and designs in the assortment.—*J. M. High Co., Atlanta, Ga.*

These rugs have just arrived from the Orient and consist of the rarest designs—well worthy a visit of the connoisseur. We imported these fabrics, and they were selected by our own representatives with the most critical care. Only a personal examination can furnish you with a full impression of these most beautiful rugs and choice designs.—*T. Kelly, New York, N. Y.*

An outpouring of American rugs at clearance prices. Perhaps you know their given names better—Axminster, Smyrna, Wilton—the bread-and-butter of the rug business, and as staple as that combination. But, for all of that, manufacturers try to bring variety into this “stapleness”—new patterns, new qualities, anything for the sake of newness. So rugs are multiplied in the land—one sort replaces another; the displaced lines must be closed out. Add to that the constant breaking up of rug “sets”—*i.e.*, size-lines, which have to be discontinued—and the fact that we have helped one of our principal manufacturers to make a clearance of his “left out” Brussels rugs, and you can easily see whence we derive a substantial mass of excellent material.—*Wanamaker, New York, N. Y.*

This great collection of rugs represents a limitless assortment, every one selected by an expert for intrinsic worth. They comprise Persian rugs from Ispahan, Suttanbad and Ferehan, Daghestans, Kazaks, Shirvans and Kabistans made by the many tribes who inhabit the Caucasus Mountains of Europe. Turcoman rugs from Bokhara and Beloochistan. Turkish rugs from Anatolia, Ghiordes and Konieh representing every rug-weaving district of the Orient. Every rug is marked in plain figures. There are no fictitious values, as art sentiment and fairy tales which may serve others as a blind for exorbitant prices have not

influenced our judgment of values.—*Barnes's, Schenectady, N. Y.*

In our large carpet display room we are now showing an unusual line of large floor rugs—probably the finest assortment ever brought to Joliet. It does not need special experience to appreciate the values. In every way these rugs are exceptional—in quality, texture, coloring, design. We'd like to have you see them. We think you will be so pleased with the patterns that you will not be satisfied until you have at least one of the rugs in your home. And the prices are not great, but rather very reasonable.—*Vance-Fitz Gibbons Furn. Co., Joliet, Ill.*

One of the housewife's anxieties that come with the spring is the question of floor covering. Old carpets or rugs must be replaced and the problem of combining utility and artistic effects is up for solution. There are an even hundred of oriental carpets. Afghans, Persians and Indias, that more than a hundred housewives are waiting to hear about. The sizes of these wonderful rugs run from 6x9 to 12x15 feet, and the designs and their colorings are of the richest and deepest tones known to the wonderful wizards of colorings—the Orientals. Time has been allowed to add his mellowing touch to these already perfect creations.—*Abraham & Straus, Brooklyn, N. Y.*

Rugs for summer use. Each season brings forward new ideas in floor-coverings for summer homes and cottages. A great deal of intelligence and artistic skill has been applied to the designing and producing of rugs that add to the attractiveness and comfort of the summer house. Our stocks present the best from all the important manufacturers. The rugs are shown in all sizes, and many varieties of novel effects and colorings.—*John Wanamaker, New York, N. Y.*

It is not too soon to prepare for summer. It is an acknowledged fact that the Orientals know how to keep cool and comfortable better than any other people. We are now displaying samples of our new importations for this season's business.—*A. A. Vantine & Co., New York.*

We don't believe there's a rug demand you can make on us that won't be fully met by the rugs in the bargain list. It was a purchase—an unusual purchase—unusual in the amount of the goods, the choiceness of the goods and the price. But be quick to accept its offers, for there are many beside yourself who'll recognize the values and advantages.—*W. B. Moses & Sons, Washington, D. C.*

Summer Rugs for Porch Parlors.—We offer floor coverings of unrivaled novelty and beauty. Rugs whose durability and fine colorings and designs will please the practical and artistic. Come in and see all the specials we're showing for summer furnishing in rugs, draperies and curtains.—*N. Rich & Bros. Co., Atlanta, Ga.*

The business we are doing in rugs is phenomenal. Already we have been compelled to re-order several new spring lines, though original purchases were very large. Customers tell us that the values we offer are not equaled—nor even approached—in other stores.

A genuine Oriental rug possesses distinct individuality, and is at the same time adaptable to an unusual degree. While it may in itself form the basis for an entire scheme of furnishing, it will also harmonize with furniture and decorations of widely different styles and periods. Furthermore, the genuine Oriental rug has a lasting value, both decorative and monetary. By importing direct from the best Eastern markets, we are enabled to assemble and offer an unequaled selection of Oriental weaves with an absolute confidence that gives enhanced value to our guarantee of genuineness.—*W. J. Sloane, New York, N. Y.*

The Moonj rug is one of the very best summer floor coverings in Oriental effects. It is especially adapted for all sorts of summer use, indoors or on the veranda, or even on the lawn under the hammock.—*John Wanamaker, New York.*

One-seam Brussels rugs, size 9 by 12 feet. These rugs, fine and serviceable, woven with one seam, are of a heavy all-

wool grade of tapestry Brussels—the most attractive and durable rugs for the price that the new season has offered. They are in large assortment of styles and colorings—good reproductions of Oriental effects, together with many handsome conventional patterns. Fine rugs for halls, dining-rooms, bedrooms and even parlors—rugs of uncommonly pleasing appearance and splendid for wear. They are in the popular room size, 9 by 12 feet, and for this occasion being offered at \$14.25, though their real value is several dollars more.—*Davidson-Paxon-Stokes Company, Atlanta, Ga.*

As the true art of house furnishing becomes more and more a question of simple good taste, we need fewer things and handsomer things, and we appreciate more and more the rich weaves and colorings of the Orient for our floor coverings. Rarely beautiful and artistic rugs are the very basis of interior decoration—the keynote—the color scheme of each room should be dominated by them.—*Wasson's, Indianapolis, Ind.*

Highland brand Brussels rugs. The proper size for almost any room. They are made of an extra quality of genuine tapestry Brussels that will wear well and give thoroughly satisfactory service. Last season we sold over 2,000 of these rugs, every one of which is giving perfect satisfaction. The patterns are richer than ever before, while the same high standard of quality is maintained. On account of the low price at which these rugs are offered do not confuse them with the so-called "Brussels Fabric" so freely offered elsewhere.—*Bing's, Cleveland, Ohio.*

FLOWERS

Thanksgiving *flowers*. Remember that an early order for flowers assures you of the choicest flowers in the market. Everything known in flowers. See our windows and get prices. Once a customer always a customer. City Store—Rotunda Birmingham Hotel, Second Avenue and Eighteenth St. Designs a specialty. Greenhouses—Elm Leaf Station, West End car line.—*Miss Matthews, Birmingham, Ala.*

Ho! for the football game. We can fill any order for Thanksgiving, especially in Chrysanthemums, as ours are late plants. Our stock of ferns is the finest in the city. We cordially invite all to visit our greenhouses at the Avondale Park at all times.—*Birmingham Floral Company, Birmingham, Ala.*

Order your flowers early for Thanksgiving. Great variety of cut flowers and potted plants for Thanksgiving. We have made preparations for a very busy day in the flower department. Get your orders in as early as possible.—*Donaldson's Glass Block, Minneapolis, Minn.*

"Only one." True, but where can you find its equal? Ask the same question about seasonable flowers that we supply. Where can you find their equals? We don't know and you don't. It's impossible to find flowers more exquisitely beautiful, fresh, and fragrant, than those bought here. For flowers get them here.—*Schmidt, "The Cut Flower Man," Harrisburg, Pa.*

Would you like a bed or border of strong, hardy *roses*, such as will yield a crop of bloom this and each succeeding season? Kneeland will furnish, guarantee and care for them for three years—you pay in installments, each year. Do you want a bed or border of summer roses, such as will begin blooming in June and continue in bloom until frost? Kneeland will furnish them, any color, put them out and care for them, if wanted. Do you want bedding plants of any kind suitable for our climate? Kneeland will be pleased to furnish you with the best.—*E. S. Kneeland, Grand Forks, N. D.*

Pansy plants, large and beautiful colors, 35c. dozen. Geraniums, splendid plants in all colors, \$1.00 and \$1.50 dozen. Hybrid perpetual roses, 10c. each. Tomato plants, 15c a dozen. Hardy June pinks, 15c. each. Call and see our stock

at the greenhouse, Union and North Willow Streets.—*Dallas, Waterbury.*

Flowers for June weddings. Weddings are one occasion on which the best of everything is demanded. Nothing else will answer. Our florists realize this, and especial attention is given to wedding orders, whether for bouquets, decorations, or cut flowers. We are cutting a remarkable stock for this season of the year, and can furnish American beauties, pink and white roses, carnations, sweet peas, lily of the valley, and orchids. The flowers themselves are unusual for their strength and beauty, and all the roses bear a good amount of fresh green foliage. Flowers shipped by express to any point in the South.—*Nunnally, Atlanta.*

Decoration Day is near at hand and it is time that you were making your arrangements for flowers for decorating. We are ready for you with the finest lot of geraniums and other bedding flowers that you will find in the city. Prices most reasonable. Better see us this week so that you will not be one of the disappointed by waiting till the last moment. We also have a very complete line of vines, ferns, etc., suitable for urns, window boxes, etc. Come out to-day, visit our greenhouse and look over our assortments. Special prices will make it additionally interesting.—*Ragan Bros., Springfield, Ohio.*

Shrubs. In spite of the uncomfortable weather to work in the garden it is an ideal time to plant hardy shrubs, bulbs and roots. A hardy bed is a constant source of pleasure, for rightly planned, there will be flowers from snow to snow. It takes time and experience with plants to finally get such a garden, but the spring is the best time to make a beginning. We have almost anything you would ordinarily want. We handle seeds, too; everything that will grow satisfactorily here, in 5c and 10c packages and in pounds or fractions or by measure. Our catalogue tells all.—*A. C. Kendel, Cleveland, Ohio.*

Saturday Hoyt's will have a special flower sale. Fresh carnations, 50c dozen; fresh roses, 50c and \$1.00 dozen. A choice and complete line of bedding plants, palms, ferns and rubber plants for your inspection. None better; none cheaper.—*Hoyt Bros. Co., Spokane, Wash.*

FURNITURE

A small boy with a box of tools can get as much enjoyment out of the parlor furniture as his mother ever did.—Puck.

Never take your eyes off this store—always something doing here. We have just received one of the most artistic assortments of reed furniture, a few samples of which we are displaying in our show window. The assortment comprises a variety of handsome patterns in parlor rockers, ladies' arm chairs, large arm rockers, tete-a-tetes and porch chairs. We have priced these goods to make them move quickly. Come in and see the display.—*The Howard Furn. Co., Lansing, Mich.*

Hall racks. An entire new line just received. Selected from the best patterns of a famous manufacturer. All made in finest quartered oak. Massive frames, with large, fancy bevel edge French glasses. Finely finished in rich golden oak. A big variety at just the price you want to pay. Sold on easy terms.—*M. J. & B. M. Buck, Lansing.*

Outdoor furniture is uppermost in our minds. We have visions of good, roomy, comfortable chair or rocker on the porch or lawn; a table, a couple of chairs or a settee to tone up the summer cottage. We have provided most liberally for your wants in this direction. Boat furniture specials. Our floating kapok or cork filled cushion made to your order in the latest fabrics and new shades of color. Canvas chairs, wicker chairs, folding chairs and stools, mattresses and pillows.—*A. A. Gray Co., Detroit, Mich.*

Remarkable sale of couches. To make room for big incoming shipments of lawn and porch furniture we have decided to close out our entire line of velour couches at a sacrifice. Pardridge & Blackwell couches are fine examples of reliable furniture. They're the kind that wear well and give lasting satisfaction. These couches are 30 inches wide, 72 inches long, with full steel construction and handsomely upholstered in dark green and red Verona velours. A few with silk velour covering will be sold at the same low price. We will not remove the original price tickets, but any couch in the lot, whether marked \$16.50, \$24.00, or any price between, will be sold for \$10.75.—*Pardridge & Blackwell, Detroit.*

Furniture. Moving and housecleaning are not unalloyed pleasures, but they have their compensations. When one moves it is inevitable they find some additions to the furniture necessary. In housecleaning the arrangement of the furniture in the home should be changed, and at least here and there a new piece added. It is a delight to select the needed pieces from a collection of furniture which has one's unquestioning confidence. When buying our furniture, people may be sure that not only are they getting the best quality, but also the lowest prices.—*W. Buschman & Co., Cleveland, Ohio.*

It is a delight to choose the needed pieces from a collection of furniture which has one's unquestioning confidence. It is doubly agreeable when one has the feeling that no excess is being paid, or asked, for the faith itself. In other words, people enjoy paying full value for superior things, but they do not like to feel that they are paying an additional sum for the privilege of exerting their own good judgment. People who buy Boutell's good furniture know that not only are they getting the best, but at prices the best values anywhere.—*Boutell Bros., Minneapolis, Minn.*

Holiday furniture at Luger's. Our store is devoting most of its space now to the display of fancy pieces that make such handsome and valued holiday gifts. And yet everything in the realm of furniture enters into holiday plans. We are ready with the largest and finest stock of holiday furniture that we have ever shown. We feel sure that our assortment in all its varied lines is the largest carried by any house in the Northwest. We show all the latest colors in the various woods. The styles range from the latest American productions to copies of the best French and Colonial periods. Every line ample.—*Luger Furniture Co., Fargo, N. D.*

Fine furniture that cannot be obtained elsewhere at any price. Buying in larger quantities than other dealers, secures to us the pick of the newest patterns at a lower cost than the smaller dealers have to pay.—*James F. McGovern, Lebanon.*

A Dutch room. One of the rooms in the furnished apartment on the third floor has been fitted up as a summer living room, using the simple lines and colors that dignify Dutch interiors. The combination of Delft blues and tulip yellows in cretonnes and pottery, in connection with the weather finished wicker furniture and woodwork will be of especial interest to those who have the beautifying of Summer homes in mind. A frieze in the dominating Dutch blue and yellow shades carries the color note upward and bits of glowing copper deepen it in the shadows. Every householder interested in artistic home furnishing at moderate expense should see the new Dutch Room.—*Frederick Loeser & Co., Brooklyn.*

Seasonable furniture for Thanksgiving. Now is the time to furnish your dining room. Now is the commencement of the season for entertaining your friends, and nothing adds to your welcome more than a cheerful, well-furnished dining-room. We have requisites to furnishing in the most approved manner, and our prices are the lowest on good goods. Some special features: We are the agents for this city on several Grand Rapids lines of Merit, and in no other store will you find the good features embodied as in these makes. Dining chairs. The chairs we show in cane and leather seats are made by The Michigan Chair Company, with their celebrated Wedge Mortise Joint. It is, without question, the very best dining chair made in this country. Prices ranging from \$2.70 to \$9.00 each.—*Quackenbush & Co., Paterson, N. J.*

Carefully selected stock, wide assortments and prices that are beyond the lowest offered in this vicinity are fast making this the store for shrewd buyers. We claim to save you money on furniture, and a rapid and steady increase of trade proves beyond a doubt that the public appreciates and recognizes good values. To those who can't pay all cash we offer the most liberal terms of payment. We invite careful inspection of our store, stock and prices. You will find it to your advantage to buy furniture "just over the line from high rents and high prices."—*Dubois & Davidson, Los Angeles, Cal.*

We are ready for the on-rush of that irresistible army—the furnishers and re-furnishers of homes. We have gathered together from the best manufacturing centers furnishings which we firmly believe will prove eminently satisfactory to the buyer and to ourselves. We know our offerings have no superiors as to

quality, beauty of design or fairness of price.—*Convery & Walker, Trenton, N. J.*

A pretty hall in your house is a most important part of the building. The hall is the first room that the caller enters, and if it is well and tastily furnished it will make the visitor feel at home. A beautiful hall tree or a hall rack is just what a good many people have left out to complete the furnishing of the room. We have them for you.—*W. O. Olsen Furniture Co., Fargo.*

Doubtless you will be interested in a chiffonier display having more good points than is usual. Ours is great in numbers and attractive designing. Oak, white enamel, mahogany, birds'eye maple and curly birch give the display much variety. They are with and without mirrors, and cost from \$8.50 to \$35.00. Every chiffonier is a bargain and worth your consideration.—*Convery & Walker, Trenton, N. J.*

Porch furniture. Chairs and rockers are essential to the enjoyment of a summer porch. Why not have them as comfortable and sightly as possible? Most all of the chairs and rockers we are showing have maple frames, natural color, double cane seats and backs; 75c for a woman's sewing rocker and from there up to a large rocker at \$3. The more expensive kind are finished in forest green or weathered oak and range from \$3 to \$9.50.—*A. Brown & Son Co., Schenectady, N. Y.*

Rocking chairs. Here is a Mission rocker of that sturdy type—roomy and comfortable; built exactly like the cut, of strong oak in either weathered or fumed finish; upholstered in Spanish leather with loose cushion; low, comfortable seat, flat arms; easy back; well constructed in every particular—the product of Stickley, manufacturer of the best Arts and Crafts furniture on the market. These rockers are regularly priced \$12.00 and well worth it. We have arranged to sell a large number of them on Thursday (one day only) at only \$7.50.—*Hahne & Co., Newark, N. J.*

An ideal Xmas present. Just the thing for father, mother, brother, sister, relative or friend—something that fits any library or any purse. The Globe-Wernicke Elastic bookcase encourages good reading and the collecting of good books. It's the corner stone of a good library and a higher education. The original and only perfect sectional bookcase made and sold at the lowest price. Call and examine our stock now while the assortment is complete.—*Orchard & Wilhelm Carpet Co., Omaha, Neb.*

The *furniture* store is "loaded to the guards" with fine, practical things to give: a Morris chair for the father, a sewing table for mother, fine odd pieces, such as music cabinets for the dearest girl. Each piece is selected by an expert who loves fine furniture—and everything in excellent taste. Reservations may be wisely made now for later delivery. Visitors will be cordially welcome.—*The Stone, Fisher Co., Tacoma, Wash.*

Comfortable chairs that holds out their arms in generous welcome is just what you are longing for. The trouble has been that you wanted something very good, solid, comfortable, handsome, and you couldn't afford to pay much. You can buy them here at the price you can afford to pay.—*A. F. Wheeler, Lexington, Ky.*

Prairie grass furniture is a perfect product. The peculiar adaptability of prairie grass furniture to any surrounding is so pronounced that no single scheme of furnishing—no single room in your home—can lay special claims to it over others on the ground of being most appropriate. On the porch or lawn it seems at once to reflect the vigor and wholesomeness of outdoor life. On our display floor we are showing nearly forty different pieces.—*Stickley-Brandt Co., Binghamton, N. Y.*

Incoming spring *furniture* in great shipments are crowding us and to make room we have tagged fifty fine parlor suits with special prices. It's just a question whether or not you need a parlor suit; if you do, you'll not be able to resist buying one with the saving we make possible during this special sale if you'll only see them. In fact, the entire spring furniture exhibit will be pleasing to you.—*Hurley Tobin Co., Trenton, N. J.*

The dining room is one of the most important rooms in the house. There is where half of your enjoyment is taken, and next to your food nothing adds more to the enjoyment than fine dining room furniture. You will find the most complete line of dining room furniture in our store and the cost will not be great to make your room look beautiful.—*W. O. Olsen, Fargo, N. D.*

What do we mean by "every day" or moderate priced furniture? We mean furniture of utility, neat design and substantial construction at prices within the means of those who want the best that medium prices can buy. While we handle the very finest grades of furniture we wish to be thoroughly understood as dealers in the moderate priced also. We,

however, keep away from the trashy or inferior grades. No low price or other inducement can tempt us to enter such goods in our well balanced, always reliable stock. Our reputation would suffer and the buyers would also suffer. We never fail, when it comes to a comparison, to prove that our values exceed any moderate priced goods. It is as easy to be misled in furniture as it is in cloth. There is quite a difference and one cannot be too careful.—*C. C. Fuller & Co., Hartford, Conn.*

A new dining table with lots of good things on it to eat goes a long ways towards making father the happiest and most contented man on earth says the "little house maid." We believe the "little house maid" is right in making above argument and desire to add that we have just unpacked and placed on our dining-room floor an entire new line of dining-room tables. Splendid dining tables with fancy fluted legs, beveled rim and top, in polished golden oak for \$6.75.—*Stickley-Brandt Furniture Co., Binghamton, N. Y.*

Porch and lawn *furniture*, as well as furniture for the home—stocks that will more than deserve attention, they will command it. This furniture store, as a whole, stands first in St. Paul—first in stocks, first in service, first in facilities for showing the goods and sending them home. Now we're heart and soul into the business of supplying your summer needs. Chairs, swings, rockers, folding chairs, settees, mission pieces. Prices positively the lowest.—*W. E. Matheis Co., St. Paul, Minn.*

Style in furniture changes as well as style in hats and gowns. There's no more reason why your house should be dressed in bygone fashions than yourself. Be proud of your furniture. See that it's right up to the minute. Come in and see what the very latest styles are, and how high styles and low prices meet.—*James F. McGovern, Lebanon, Pa.*

The almost daily arrival of new consignments of furniture and furnishings makes this store a center of interest to parties about to furnish, and we cordially invite them to keep in touch with our new offerings by frequent visits. Large shipments of new furniture are already to hand. They include some notably handsome reproductions of Colonial dining room furniture, a number of charming bed room pieces in mahogany, Circassian walnut and white enamel, and an assortment of choice designs in fancy tables, music cabinets and secretaries.—*John Kay, Son & Co., Toronto, Can.*

On our second floor we are showing a great line of 1907 parlor suits and odd pieces—davenport and couches upholstered in tapestries, silks and leather, with beautiful frames of oak and solid mahogany. Special March prices on every piece. See us before you buy any furniture.—*M. J. & B. M. Buck, Lansing.*

Our motto. The best goods for the least money. Watch for our special ads. Wednesdays and Sundays.—*W. R. Pierce Furniture Co., Los Angeles, Cal.*

Pleasure, comfort, and satisfaction come from an attractive interior. Beauty in furniture does not necessarily imply the most costly materials, but rather good judgment in selection. The showing of everything now at my store is quite at its best. Every department has a bright, fresh, attractive and enthusiastic display. There is a veritable harvest of house furnishings here and you are as welcome to visit us as we can possibly make you.—*Morris M. Wolff, Montgomery, Ala.*

The second week of our annual March furniture sale will be made notable by a large showing of first class home furnishings at very special prices. Fifteen to thirty per cent. discount means a big saving to you. We will mark and hold any selection you may make for future delivery. Remember that housecleaning time will soon be here and the saving we offer now is much greater than two or three weeks later.—*F. Sanford & Co., Springfield, Ill.*

Ours is the big furniture store of Zanesville—five floors of new spring furniture to select from at prices fully twenty per cent. less than other local dealers. Here you find the very best that is manufactured—in all the new styles and finishes.—*Wm. Wells, Zanesville, Ohio.*

Somersault davenport. A perfect davenport of elegant appearance. Need not be moved from the wall. Simple and substantial. Cannot get out of order. Back simply rolls forward. Cushion is automatically turned inside out and bedding left in place, concealed from view during day.—*Rhodes Burford Furniture and Carpet Co., Lexington, Ky.*

We have now in stock a most beautiful display of dining room furniture. Sideboards, tables, china cabinets, in fact, everything to furnish your dining room complete with the most artistic, beautiful and durable furniture to be found.—*Damon's, Kenton, Ohio.*

We mean furniture of utility, neat design and substantial construction, at

prices within the reach of those who want the best that medium prices can buy. While we handle the finest grade of furniture, we wish to be distinctly understood as dealers in the moderate priced also. We, however, keep away from the trashy or inferior grades. We also keep our stock up-to-date by quoting low prices and making many sales. We sell more furniture than all the other stores in Wayne County combined. It will pay you to call whether you are ready to buy or not.—*Schmuck & Bevington, Wooster.*

These mattresses are filled with cotton felt, have no tufts in them, but made to roll up so that a child can handle them. No reason why this mattress should not give twenty-five years of solid comfort without making over. You can freshen it up every day like new.—*The Hampson Sellow Furniture Store, Waterbury, Conn.*

Furniture of the highest grade at prices so radically reduced as to make it worth while withdrawing money from the bank or elsewhere to make purchases at this time. When the store closes next Thursday evening your last opportunity to secure this excellent furniture so much under price will have vanished.—*Hahne & Co., Newark, N. J.*

Furnishing the home for warmer days. First thing we know there'll be a plunge right into summer heat. Why not be ready for it? Every day brings the necessity for preparing the interior of the home for warm weather nearer, meanwhile—even though you may not have any thought of buying — we want to urge upon you the welcome this store extends to visitors. We want you to feel just what satisfaction it is to us for you to compare our kind of home furnishings with those of the average stores. We want you to know by examination that this is the real home for best furniture, mattings, carpets, bedding, etc., and then when the time comes to buy, you're sure of a place where everything will be to your satisfaction.—*Gately & Hurley Co., Camden, N. J.*

A bargain is only a bargain when you get good value as well as a low price. We have been a long time in the furniture business, and are not easily deceived in qualities. Furniture is often deceptive in appearance, but we look below the varnish and handle only goods that are well made, as well as good looking. You can safely rely on anything you buy from us, although our price may be a good deal lower than you can find on similar goods anywhere else.—*House & Herrmann, Washington, D. C.*

Makers of summer furniture have awakened to the finer opportunities for picturesque effect of color and designs, and have evolved many splendid new pieces, doubly desirable for their beauty and their comfort.—*Comstock-Avery Furniture Co., Peoria, Ill.*

There's a wide range between a brass bed and a gilt corner chair, and that's the beauty of this sale. There is something in it for everyone, and the savings are just as remarkable in proportion, on anything you buy. Here are parlor suits, dining chairs in sets, Morris chairs and bungalow furniture—just a few items to show the infinite variety in the event.—*Abraham & Straus, Brooklyn, N. Y.*

It is a condition, not a theory which confronts you. Furniture of the best grades and in the widest assortment of the best grades is assembled here and fills three great floors. You can buy that furniture now for prices a fifth to half less than prices at other seasons. Your neighbors and friends and other Brooklyn people are taking advantage of the opportunity—are turning opportunity into economy.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The news is but a brief summary of prices. The figures speak eloquently, though, to anyone having need of bed room furniture and who wishes to save in buying goods the equal in all respects of the furniture that we sell the year round.—*Schipper & Block, Peoria, Ill.*

At this particular time we are offering some special bargains which are deservedly popular. Such money-saving value never was offered before to the people of Mansfield and vicinity. The Rowlands & Co. not only sell complete *housekeeping outfits* or single articles of furniture at lower prices than any one else, but extend credit to everyone on the old-fashioned plan. We have a plain charge account, which has created hundreds of happy homes. We deliver anything you order upon the payment of a small amount in cash, and then allow you to pay the balance in easy weekly or monthly payments. We can fit your house from top to bottom, for we are complete housefurnishers, and you will save money here on every purchase. We can and do undersell every other furniture house in Mansfield. The reason is perfectly plain. We can buy at better prices, because we order at one time all the goods we need for six stores, which we own or control.—*Rowlands & Co., Mansfield, Ohio.*

Our furniture is all first-class and every piece guaranteed. Here is where you

will be treated courteously, honestly, justly and fairly. Our furniture is not the shoddy kind, but from the best factories in the country, and at prices much less than any other store. Young people will do well to see our line before making their purchase elsewhere. Our stock is very large and of latest designs.—*The Home Furniture Co., Springfield, O.*

Nothing is too big or too little for us to consider in the furniture-carpet-bedding or general home furnishing lines. This store is headquarters for the finest display of the best go-carts in the city. We carry every latest pattern in the best makes of refrigerators and ice chests. Summer cook stoves of only the dependable grades are one of the warm-weather features of our stock—in fact, there's nothing needed in furnishing any part of the house but what we are able to supply, and everything is backed by our broad guarantee.—*Hurley Tobin Co., Trenton, N. J.*

A strong, handsome and most desirable couch. It has the indestructible steel frame construction, is 80 inches arms down. Has 33 high tempered steel springs. The frame is of oak, has attractive plush rosette in back. The sides adjust to 6 different positions. Covered in velour, in red or green.—*The Fair Store, Binghamton, N. Y.*

Elwell kitchen cabinets. The top.—The top includes every desirable feature that years of experience have suggested and provides a place for all the materials necessary to the kitchen work. The sugar, spices, baking powder and extracts—each has its place. There are compartments for groceries, canned goods and package goods, and there are places for tins and various pots and pans—all within easy reach of the operator. The "wings," which are also subdivided, increase its capacity and place everything where it is easily accessible. As they close tightly, everything is perfectly protected from the dust. The base.—Every inch of available space in the base is utilized—no waste space. The bottom is carefully put together, making it dust and vermin proof.—*Goble, Pratt & Robins, Spokane, Wash.*

Your home is not cosy until it is well supplied with easy chairs. One of our luxurious Morris chairs or big rockers will put you on "easy street" during the long evenings that are to come. We have every good style and every design that can be imagined. Full range of prices—but so low that we can't guarantee the quality of the goods. Come and look.—*Williams & Morgan, Utica.*

A solid oak dresser, built with a full serpentine front, shaped top, carved toilet standards and a 22x28 French beveled plate oval mirror; the case is full 44 inches long. This dresser is made of selected white oak, nicely finished golden. The style is very pleasing and only 18 to be sold at this reduced price. The regular value \$25.50, and well worth the original asking price. To sell at a saving that is a true saving of \$8. Do you want one of these at this special price of \$17.50? — *The Grote-Rankin Co., Spokane, Wash.*

You will find solid comfort in our rockers. Elegance, durability and comfort combined. Constructed by the very best manufacturers. These goods will retain their fine elegant finish and last a lifetime and always prove a source of pleasure and satisfaction to every customer. They will cost no more than the inferior, trashy goods that are flooding the market. Investigate our great stock of fine wickers and be convinced. Easy payments.—*Chas. H. Jones, Denison, Tex.*

Reasons why you should buy *carpets, rugs and furniture* at High's. All our furniture, carpets, rugs, etc., are marked in plain figures—one price to all—if you are a charge customer you buy here at exactly the same price as the cash customer. We are prepared now to sell furniture, carpets, rugs and house furnishings, etc., on easy terms of payment, which will entirely do away with the so-called lease system and enable you now to furnish your home without paying the exorbitant prices demanded by installment houses. We invite prospective buyers who need furnishings of any kind to call and see our stock of furniture, carpets, rugs, etc. No trouble to show goods. Our polite salespeople will take pleasure in explaining the "terms of sale." If you know of any persons who are about to start housekeeping, newly married or about to be married, or any who have lately moved to the city, you will oblige us and confer a favor on them by bringing this notice to their attention.—*J. M. High & Co., Atlanta, Ga.*

There is not a man who does not bless the day that brought him a Morris chair. It makes a most appreciated gift for weddings, birthdays, anniversaries or any day when you'd bring wreaths of real smiles to some man's face. We are sure we have exactly the Morris chair that will please him. Get the advantage of an early selection.—*The Brushaber, Detroit.*

Those who seek something different in *furniture, carpets and home furnishings*

—newer ideas, choicer patterns, greater degree of exclusiveness in designs, will be more than pleased with the immense fall stock which is displayed on our floors. The extraordinary volume of our business gives us a wonderful prestige in the markets, and enables us to control choicest designs from nearly every mill and factory in this country. Purchasing for our ten large stores enables us to gain large concessions on original cost and in turn allows us to undersell all competitors. If ready cash is lacking remember you are welcome to our liberal credit system.—*Household Outfitting Co., Scranton, Pa.*

If you are interested in hall seats take a trip to our fifth floor, Main street side. There you will find a most satisfactory assortment which includes the most popular designs of the season.—*Barker Bros., Los Angeles, Cal.*

We've been all through stock marking down prices. We want to make our January sale a record breaker for us, a memorable month for buyers. It's up to you, if you appreciate marvelous bargains in choice selected *furniture* and house furnishings, to come in and see what January at our store offers.—*Clark, Boudich & Edgerly, New Haven.*

The division of the furniture store devoted to Mission furniture is very large, and here we have gathered a stock the equal of which can probably not be found anywhere and surely not in Newark. These "Arts and Crafts" or Mission pieces are the product of the best makers; the styles are the very best and the manufacture of a dependable sort. There are various finishes to choose from and a wide variety of prices.—*Hahne & Co., Newark, N. J.*

Our first stock-taking is over. Thanks for that. In the wake of it, for which the people will also be able to say "thanks," is a great lot of fine furniture—as fine as can be made that we propose to move quickly. Come in and see the values after you read the prices below—you'll then know more than ever of just what a progressive money-saving, helpful store there is here.—*Hurley-Tobin Co., Trenton, N. J.*

We regret that we cannot tell more of our dining-room furniture in this space, particularly sideboards, buffets side tables and serving tables. We have a splendid stock for you to select from and prices are cut very materially—particularly where suits have been broken.—*The Los Angeles Furniture Co., Los Angeles, Cal.*

A cabinet maker devised the Fireside chair (and rocker)—so comfortable and cosy that a man almost forgets to go to bed. We priced them at \$50. That was foolish. Then a brighter maker worked out the identical scheme and they sold at \$40 each. We never could sell them for less, until to-day, we offer either the chair or rocker at \$35. This furniture store is quite the leader in comfortable home adornment.—*John A. Colby & Sons, Chicago, Ill.*

Our stock of parlor furniture to a piece has been reduced for this sale. Pardon the boasting, but we want to say that in this line we certainly do excel. Our stock is larger, our designs more exclusive, our regular prices lower than you will find in any other store in the West. During this sale you can save from ten to fifty per cent., and get the best there is in parlor furniture. Furnish your parlor now and save.—*The Los Angeles Furniture Co., Los Angeles, Cal.*

This is a special. It is made of heavy solid oak and highly polished, has patent easy adjusting reclining back, new durable and most comfortable seat construction, seat set with highly tempered coil springs, seat and back upholstered in superior imported velour. Other stores are advertising Morris chairs not equal to this one at \$8.75 and \$9.75. It's a most extraordinary special for Monday at only \$3.69 cash or credit.—*The Terre Haute Furniture and Carpet Co., Terre Haute, Ind.*

Save \$1.00 and \$1.50 on a carpet sweeper. And on a Bissell! Early shoppers can choose among a limited number of these celebrated machines Tuesday morning. The workmanship is of the finest quality and beautifully finished. Have rubber furniture protector and nickel trimmings. Good value at \$2.50 and \$3.00. Eight o'clock sale special \$1.50.—*The T. Eaton Co., Winnipeg, Can.*

Mission rockers, chairs, davenports and couches. Roomy and comfortable, made of strong oak in either early English or weathered finishes; upholstered in Spanish leather with loose cushions, low comfortable seats, flat arms and easy backs; well constructed in every particular. Will offer them this week at very much below our regular price.—*W. Buschman & Co., Cleveland, Ohio.*

A low priced chiffonier. We have a limited number of low-priced chiffoniers, some with mirrors, which we bought before the recent advances in furniture. They are strong and durable and can be used in almost any room where a large packing or storage case is necessary. The

cost of these chiffoniers is about twenty per cent. less than present prices, and they can never be any lower owing to scarcity of lumber and the higher prices of labor. Would it not be well to take advantage of this opportunity to secure a good chiffonier at a very low price?—*The Vincent-Barstow Co., Cleveland.*

Comfortable chairs. Pull out the seat front of these handsome Streit Morris chairs. Immediately they are luxurious to lie back in and read. No one knows how comfortable a chair can be until he has tried a Streit Morris chair. No one knows what complete rest feels like until he has reclined in a Streit Morris chair after a tiring day. The Streit Morris chair is the business man's ideal home chair. Call and try one at *A. Dirksen & Sons, Springfield, Ill.*

Furnishing the home for warmer days. First thing we know there'll be a plunge right into summer heat. Why not be ready for it? Every day brings the necessity for preparing the interior of the home for warm weather nearer; meanwhile, even though you may not have any thought of buying, we want to urge upon you the welcome this store extends to visitors. We want you to feel just what satisfaction it is for you to compare our kind of home furnishings with those of the average stores. We want you to know by examination that this is the real home for best furniture, mattings, carpets, beddings, etc., and then when the time comes to buy you're sure of a place where everything will be to your satisfaction.—*Hurley-Tobin Co., Trenton, N. J.*

Prices you'll be glad to pay. There is no better, no surer way to cut down your household expenses than to keep right in touch with Dean's Friday bargains and to take advantage of them. Every special offered to-morrow is practical—a household need—and every price reduction is absolutely genuine. Read about to-day's savings.—*Off Drug Co., Los Angeles, Cal.*

The young married couple should come here to replete their home with furniture, because we can save you many dollars on this important purchase. The quality of our stock is such that you need never refinish or carry back to be mended, and prices are not higher than other stores ask. The holiday rush is over and we find many odd pieces which can be sold at bargain prices. Come and look over our two immense floors if in need of furniture.—*Schmuck & Bevington, Wooster, Ohio.*

Furniture prices are reduced this way. Every piece of G. & H. furniture falls into the bargain drag net in this effort to clear the floors of odd pieces before we take account of stock. While we mention but a few of the larger items the sale means that whatever sort of furniture you have need for is here at much under regular prices.—*Gately & Hurley Co., Camden, N. J.*

Considering the excellent quality—the unexcelled workmanship, stability and recognized artistic superiority of the furniture offered during this sale, together with prices that are acknowledged to be much lower than you can buy even the haphazardly constructed furniture built especially for sales—this furniture occasion furnishes without a doubt the best saving opportunity ever presented to the discriminating buying public of New York.—*Simpson Crawford Co., New York.*

A gift of gifts—a Morris chair. William Morris did not know the boon he was conferring on humanity when he invented the Morris chair for his wife. Could not choose a gift more certain of appreciation, no, not if you tried. Nor could you find a better collection were you to search all Canada, than can be found on our fifth floor. Splendid value, too. One out of the ordinary.—*The T. Eaton Co., Winnipeg, Can.*

The Lederer idea of value-giving. Lederer believes in value-giving as the best means of making friends. Specials such as Lederer's offer create a favorable opinion in the minds of economical patrons. Without thought of immediate benefit, Lederer's illustration of value, as applied to a necessity, will be found in this rocker. A full Turkish rocker, upholstered in genuine hand-buffed leather, with neat leather fringe over government steel constructed springs. Real Herrington springs are used (these springs alone costing five dollars) giving the fullest degree of comfort.—*The Lederer Furn. Co., Cleveland, Ohio.*

You should by all means consider this store in the list of stores you intend to visit this spring, in order to make a suitable and satisfactory selection of the furnishings you will need for your home. If you do, you will learn that this store sells home furnishings at least as cheap, and in all probability, cheaper than other stores. Also that it has a stock of goods that is fully up-to-date in every particular. In addition to both these desirable features you will find a credit system here at your service (if required) that will help you in a way that is

really helpful, a system that places the goods in your home at once and allows you to pay a little every payday until the goods are paid for.—*People's Furnishing Co., Harrisburg, Pa.*

Mission furniture. Have you ever thought of furnishing a room with Mission furniture? The bargains we are offering in Mission furniture should assist you in solving the problem. There is no excuse for not buying at these prices.—*Burns & Co., Harrisburg, Pa.*

We wish to call your attention to our large and well selected line of rockers, both in wicker and wood. The wicker rockers are all clean, new goods in natural finish. The wood rockers comprise a very handsome lot of large, comfort rockers finished in weathered oak, golden oak, and mahogany. Most of these goods arrived too late for the Xmas trade, therefore will be sold at a reduction of about 20 per cent. Buy now or miss a bargain.—*A. G. Rhodes & Son, Mobile.*

January clearance sale of furniture and rugs. Just a short month now to get ready for inventory taking. The more furniture and rugs you buy the less we will have to count up and enter on the books. We take January to sort of clean house and through it the public profits. Whether you buy in January or any other month of the year—where you pay our regular prices or share in the great reductions—you'll never get inferior merchandise.—*Hurley-Tobin Co., Trenton, N. J.*

Business furniture for the office. Mr. Business Man, how much time do you spend in your home during the day? Perhaps three hours. How long are you in your office? Two-thirds of your conscious life. Don't you think that it would be better to spend this two-thirds of your time amid pleasant surroundings and up-to-date office furnishings? Surely modern fixtures and labor-saving office devices cannot make you a worse business man. Appearances count for much and no one knows this better than you. Begin the new year well by furnishing your office with new, tasteful and convenient pieces of furniture. We devote more than 3,000 square feet of display to it.—*Stickley-Brandt Co., Binghamton.*

This furniture sale is planned weeks in advance. We make such radical changes in prices that a purchase of twenty dollars represents values over thirty dollars. At all times our prices are lowest, but during this February sale we've marked them a third to a half lower. Come promptly, for the choicest bargains will go first.—*Kaufmann's, Trenton, N. J.*

This sale of furniture makes no pretense at being a half-price sale. Such a radical reduction is not possible to secure on very large quantities of good and desirable furniture, and this is the only sort that we admit into this August movement. But there are ripe "plums" of this sort, and a great many of them fell to us while we were making our extensive gatherings for this sale. Sometime a manufacturer has a reason for disposing of some very fine things quickly. At other times half prices are made to us as favors, pure and simple. Yesterday, in looking over the new things that have recently arrived, the observer was struck with some of the remarkably handsome furniture that is now on our floors at exactly half of its real value. Of course, these are choice prizes for those who come early in the sale. And yet it is only fair to let you know that they are here to reward promptness.—*Wanamaker, Philadelphia, Pa.*

A sale surpassing all others in size, variety and economy. An epoch making sale of genuine bargains of vital interest to every home-furnisher. A collection of Summer furniture that goes to show the tendency to blend the artistic with the practical in goods for the porch, lawn or sitting room. Every one who has a need for this durable, practical furnishing should make it a point to inspect the many advantages in these splendid offerings.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

The verdict of the discriminating furniture buyer—he who knows good furniture—is invariably "Adams is best." That is the only possible decision after a careful comparison. The Adams Furniture Sale stands out pre-eminently in its giving of supreme values in an almost inexhaustible range of prices and styles. Every taste can be suited—every purse accommodated. This great furniture sale will continue to offer all the best things in furniture craftsmanship at prices which cannot be equalled in any other store. Just 15 days more in which to buy at these low prices.—*Adams Dry Goods Co., New York.*

Quality and variety are the strong features of this store. Nowhere else will you find as extensive a showing of really good furniture and carpets at such nominal prices as these. Each article is representative of the best of its kind, and our wonderful assortment insures our suiting every taste and every purse.—*John Mullins & Sons, Jersey City.*

Furnishing a home is not a formidable undertaking. A little "shopping"

and you will have no difficulty in selecting the right furnishing store—the store that carries everything you need—offers the best values and fairest terms.—*Ingram & Bird, Sacramento, Cal.*

Our unique position in the trade enables us to offer quite exceptional values in the higher grades of furniture. Being direct importers enables us to acquire those select lines and designs in furniture that are not to be found in the store of the small concern.—*Armstrong Furniture Co., Memphis, Tenn.*

The better parts—the choicest selections—the cream, as it were, of the handsomest furniture the world can produce. Mr. Brand is acknowledged to be an expert in furniture buying, and he is doing himself proud this season. Never did we receive such gorgeousness, such elegant taste for beauty in home furnishing—never such an opportunity to please the public in low prices. The Brand leadership for fine furniture is safe this year; there's little fear of any of our competitors outstripping us in the race for supremacy. The greater part will be sold while our first anniversary sale takes place. Little regard is paid for profits. We want to sell, and sell we will.—*David H. Brand & Co., Trenton.*

This is something comparatively new in the furniture line, and was introduced with a view to replacing the bamboo and rattan article. Great durability is claimed for it by the makers, and added to this the original and pleasing designs of the different articles has much to recommend it to furniture buyers.—*Chadbourne Furniture Co., San Diego.*

Have you a new house to furnish? You'll want the drawing room as nice as ever your means will allow. You'll do better than you thought if you utilize the advantages in price we offer on Monday. Perhaps several pieces in your parlor show traces of wear and tear which comes of entertaining. Refurnish the room where necessary from the saving list we enumerate herewith. You can afford to do it liberally, for the discounts are as liberal as your own ideas.—*Simpson, Toronto, Can.*

Here at last. Guess there ain't any doubt but summer has struck us good and plenty. The weather the last two days has been torrid enough to make the porch the only cool place in the house. And you can't be comfortable on the porch without porch furniture. That brings you here, especially if you want to get the best value for the money.—*James Fitzsimons & Co., Detroit, Mich.*

You will look around before buying your furniture to see where you can do the best. If you get tangled in the combination maze, keep your hand on your pocketbook 'till you have worked your way out—then come to 447 South Broadway and we will remunerate you for your time that you have lost.—*Broadway Drapery & Furniture Co., Los Angeles.*

After a careful selection of goods in the line of dressing tables and princess dressers, we are going to place them on our floors to-day, knowing that the critical buyer will at once appreciate them from the standpoint of beauty, workmanship and low price.—*Niles Pease Furniture Co., Los Angeles, Cal.*

Our furniture department lost most heavily in our store flooding, and to-day the adjusters are giving it exclusive attention, but the work will not be completed in time to make it possible, this evening, to print details of damaged articles or the prices at which they can be offered. To-night the working force will keep at it until the injured goods are ready for Friday's callers, and no one who has furniture on the buying list should do themselves the injustice of neglecting to make personal investigation of the very extreme and valuable price-saving offered. Quick clearance is the imperative word. So there's an advantage in prompt response.—*The Denver D. G. Co., Denver, Colo.*

It is the new designs in furniture in which most people are interested. Furniture styles change, and the curiosity to see what the latest styles are, helps to crowd this store. Beauty is linked together with utility in these goods. Antique reproductions touch "elbows" with twentieth century designs. Come in and spend an hour or two studying the furniture fashions—not necessary to buy—you are welcome.—*John Breuner Co., Sacramento, Cal.*

We would far rather lose the money we have spent for freight, store expenses, advertising, etc., and give all these goods to the public at the price they cost us wholesale, than to turn them over to the trade at the prices they are offering. If the goods were old style and shop worn, it would be different, but they are nearly all fresh from the factories, and this year's styles. Come in and let us sell you new goods for less than you have to pay for secondhand. Post yourself thoroughly on prices elsewhere, then see ours. Don't wait until the stock is all picked over. Come in to-night. Open until 9 o'clock.—*I. T. Martin, Los Angeles, Cal.*

If you are housekeeping or contemplating the blissful state, let us place you in joyful mood by refitting the wornout places in the home that is and give you an estimate on the small cost to fit up the home to be.—*P. J. Kelly & Co., New Haven, Conn.*

Item No. 1—Quality! Item No. 2—Honest values! Item No. 3—Genuinely low prices! These three points are worth remembering, for they apply exactly to the furniture we offer. This sale presents particularly a few dining room fitments that must be sold. To make a clean sweep we offer them at prices which will cause many a homemaker to mark items that may be needed in the near future and then come at once to make sure of getting them.—*J. N. Adam & Co., Buffalo, N. Y.*

Our store has been picked out by the majority of the people in this town as the best place to buy furniture.—*Longyear, Lansing, Mich.*

Mission furniture for dining rooms. Quaintness, simplicity, tone. Around it there seems to linger the memories of a century that is gone—a century wherein the old monks fashioned the pieces from which this most modern style is patterned. Purity of design—excellence of workmanship. Our mission furniture is the product of makers noted for beauty of artistic conceptions, thorough attention to the details of construction and high grade hand finishing.—*The Household Fair, Kansas City, Mo.*

Everything for summer in furniture and floor coverings. Warm weather will be here almost before you realize it. Instead of waiting until hot days come—select all you need to put your home in its summer garb right now. This big seven-story building is stocked with everything that's newest and best in furniture and floor coverings. There's no other stock like it in Baltimore—either in size or completeness. Judging quality for quality—there are no such low prices, either.—*Comprecht & Benesch, Baltimore, Md.*

Summer Furniture.—Half the battle in choosing furniture for the seaside cottage or the country house is to have it look cool and summery. The rest lies in having it as comfortable as it looks. Our collection of summer furniture is both attractive to the eye and soothing to the spirit. It comprises every sort of rush, reed, wicker and grass furniture we know of, also the "Mission" type of wooden furniture in various oak finishes.—*Wanamaker's, New York.*

The Denaux Company undertakes the complete furnishing of a modern home according to careful, artistic plans. The usual plan of furnishing a home by hit and miss selection of furniture, etc., out of various stores, various styles, various qualities and various artistic ideals is never so desirable as the ideal plan of having everything to harmonize throughout. The Denaux Company, with its system of furnishing all *furniture*, carpets, draperies, wall hangings, etc., etc., on special order direct from original sources, has enabled the home-furnisher to realize the ideal and that, too, at a lessened cost over the older plan.—*The Denaux Co., Memphis, Tenn.*

Did you know that our whole fourth floor is just running over with good furniture? Very fine pieces, good pieces—but no trash. Anything you may need for your home can be found here. The display is so good that we take pleasure in inviting you to come in. Remember that our prices are as low as we can make them.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

A porch shade of some kind is almost indispensable, and when you're getting, why not take the latest and best? "Vudor" is the name of a new and superior sort of porch shade. It is destined to replace the familiar bamboo screens, as it is a decided improvement.—*The Crescent, Spokane, Wash.*

Porch Furniture.—The next half year will be spent out of doors as much as possible. You will desert the house for the cool porch or the shady lawn. These places of rest should therefore be well fitted with substantial and comfortable furniture, upon which one can lounge with enjoyment and ease.—*Williams & McNulty, Scranton, Pa.*

Den Furniture.—Nothing fits a den but the piece of furniture made especially for it. So we have an ample stock of den furnishings—odd chairs, quaintly shaped tables, curious pedestals and stands for cigars. The favorite wood is weathered oak, and many of the designs touch on the old "Mission" style in construction. There are queer shaped seats and other pieces that fit into corners and odd places and give the finishing touch to a den. Just the furniture the den needs—that's our stock.—*Los Angeles Furniture Co., Los Angeles, Cal.*

Old Hickory Furniture for Summer Homes.—The nearer one gets to nature the truer the art. The mere rustic naturalness of the old hickory furniture makes it artistic—there is nothing just like it. Nothing that has the same char-

acter and individuality—it fills a place in its own quaint way—and what's so good about it, it's practical, most comfortable and lasts forever, almost. We have a very extensive collection worth seeing, even if you don't want to buy—all kinds of chairs and rockers, unique shapes, settees of innumerable kinds, couches, beds, cradles, table, full suits, etc., etc., and even a complete log cabin—made for use—which may be seen on our third floor. Prices are reasonable, too—have a look at this interesting exhibit before you furnish your summer cottage.—*Frederick Loeser & Co., Brooklyn, N. Y.*

"To think of furniture is to think of Carty."—*Carty's Furniture Store, Frederick, Md.*

The Economy's sale of anticipated furniture values scores a positive triumph.—*The Economy, Scranton, Pa.*

Porch furniture. Time that these pieces of summer furniture were doing their part of beautifying some summer home. So we have gone through the stock and have done some sharp re-pricing. For those who have yet to buy there is double economy in this sale at this early part of the season.—*Abraham & Straus, Brooklyn, N. Y.*

Carpets breed disease. Nearly every carpet is an abiding place for dust—no matter with what care the house is kept, and the efforts of your maid to thoroughly sweep the carpets in the old way with a broom only tends to increase the danger, because the brush thrusts dirt deeper and forces the pile out of same. A Bissell's sweeper acts just the reverse and draws dirt—disease—upwards into its capacious stomach ready for emptying into dust-bin—do you see the advantage of a good sweeper?—*Alfred Edmondson, Morecombe, Eng.*

Prairie grass furniture for porch and parlor. Its charm lies quite as much in its cool, green coloring as in its smooth surface, perfect finish and indestructibility. Fashioned in strikingly graceful forms, each separate design reveals artistic beauty impossible to produce from any other material. Surprisingly pliable. Comfortable as a hammock, and far more durable than you'd think. The ideal thing for dens, cozy corners and inexpensive green rooms, as well as for parlors and porches.—*Los Angeles Furniture Co., Los Angeles, Cal.*

Perhaps you've been merely procrastinating—drifting. Then the alarm is for you. The last week of the furniture sale has begun.

The last days in which to secure a half more furniture than usual for your money and be absolutely sure of the artistic character and worthy construction of what you buy. A great feature introduces this last week of the sale.

Last week of the furniture sale.—The economy clock rings its alarm to-day. Thousands of housekeepers to whom the wasting of dollars is a serious thing are still putting off till to-morrow what thrift would advise them to do to-day. "Manana" is the comfortable thought, particularly if you are away at a summer cottage or hotel; but waiting is costly, if you have furniture to buy this fall.

Every parlor suite on our floor is marked at exactly half price. That means some of the handsomest parlor furniture shown in New York to-day. It means solid mahogany hand-carved suites that add elegance to a home for a hundred years. And it means a refined and well constructed \$18 parlor suite at \$9; as well as all grades between. These parlor suites are notorious bargains when marked at a quarter and a third under-price; and no other store that handles goods of equal character to the most of it would cut the prices at all; but when it is marked at half price it should be swept from our floors entire in a single day's selling, if people who want parlor furniture this fall could realize the marvelous offerings that inaugurate this sale's final week.—*Wanamaker's, New York.*

Our halls take the place of the Roman atrium and, respecting their ancestry, we should treat them in a dignified manner, as the entrance to the home. He who enters should feel as though he had put a barrier between himself and all the outside annoyances—hence the demand for furniture of refinement and comfort, in addition to greater beauty in the strictly necessary pieces.—*Cowperthwait & Co., Brooklyn, N. Y.*

Tact is better than talent. Use a little tact in selecting furniture.—*Los Angeles Furniture Co., Los Angeles, Cal.*

Rustic cedar furniture at half price! This offering presents not only the most durable, but also one of the most artistic kinds of outdoor furniture, at just half its real value. And this, just at the moment when thousands of country lawns need these comfortable pieces to perfect their delightfulness. It is made up in the most rustic manner possible.—*Wanamaker, New York.*

Drift wood. Drift wood furniture combines the beauty of nature with

modern handicraft and art. It is remarkable for its simplicity, fine proportion, honest material, sound construction and harmonious colorings. Built for utility, adaptability, æsthetic effects, reliability and beautiful natural figure. Finished to bring out the beautiful natural grain in rare variegated shades of brown, green and red. These chairs, rockers and benches are constructed without the use of glue, which makes them practical for lawn and porch use. It is ideal furniture for club houses, country and suburban homes, library and den use.—*Chamberlain, Johnson & Du Bose Co., Atlanta, Ga.*

A shirt waist box is the most useful thing you ever saw to keep dainty dresses in.—*Scranton Bedding Co., Scranton, Pa.*

Soothing Summer rockers and broad arm chairs, a quarter to a third reduction—and there is a whole vacation of rest in any one of them.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

What does your Summer house lack in furniture? Our superb stock of porch and lawn furniture is offered at half price! The fancy reed furniture is a third under-price. And every piece has been carefully selected; first, for its excellent construction; second, for its artistic design. The very finest Summer furniture that is made is in this offering; yet these are the concessions made on prices already the lowest in the city.—*Wanamaker's, New York.*

Common sense isn't as common as the name implies. Otherwise everybody would select our good furniture.—*Los Angeles Furniture Co., Los Angeles, Cal.*

Bedroom furniture. You can't afford to overlook these new golden oak chamber suits if you are contemplating refurnishing a bedroom.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Prairie grass. Furniture made from the long, tough grass fiber of the western prairies; twisted by wonderful machines into the strongest Summer furniture. The possibilities in shapes are wonderful and almost endless. The color is a charming green of unique shade. Wiregrass furniture for porch parlors has won great popularity from the first day we introduced it. Not only chairs, but baskets, stands, tables, and so on through the furniture list go the possible designs in wiregrass.—*Chamberlain, Johnson & Du Bose Co., Atlanta, Ga.*

All kinds of rockers for all kinds of prices—\$1 up to \$10. Come, take your pick.—*Pickering's, Pittsburg, Pa.*

All our furniture sweepingly reduced. In fact, every piece in stock, from the simplest bedroom chair to the finest parlor or dining-room suit, bears this sweeping reduction. The Loeser furniture is well known for its artistic merit, its genuine quality and invaluable worthiness. We never had a better showing nor a more practical one. This will be positively the last general reduction of the season. Those who contemplate furnishing either a summer home or a city house can save \$25.00 or \$50.00 on every \$100.00 worth of furniture. Isn't it worth thinking about?—*Frederick Loeser & Co., Brooklyn, N. Y.*

Still in the lead. The popularity of our goods never wanes. Our line of furniture is the best you can get anywhere for the price we sell it for.—*J. B. Wibbins & Son, Rome, N. Y.*

There's a difference between trade winners and trade keepers. A trade winner is a piece of furniture for little money—a trade keeper is good money's worth of furniture.—*Carille & Kerr, Columbus, O.*

Verdict of guilty. We have been tried by an impartial jury, and the unanimous verdict is that we're guilty of selling the best furniture at the lowest cost of any concern in the country. If you have no interest in this verdict you are sleeping over the opportunity of your life.—*The A. S. Thompson Furniture Company, Atlanta, Ga.*

Chair Comfort. Don't you want a chair that is comfortable, no matter what position you take in it? One that gives rest to the body and the cost of which does not bother the mind. Plenty of easy chairs and rockers of that kind in our stock. Come in some day when you are real tired and rest in one for half an hour. You'll like it so well that it will find a place in your home.—*C. E. Pittorf, Great Falls, Mont.*

Weathered oak furniture is characterized by its simple beauty. The very soul of good taste—faultlessly designed—well built—in quiet harmony with other furnishings—good to buy—for it costs no more than lots of inferior kinds. It is furniture of quality—your kind.—*Fenn, Hartford, Conn.*

What you "auto" have is a good rocker. We have them, but we want to give them to you in exchange for cash. It is fortunate there isn't a speed law against quick selling, or we would have to interview "his honor" in the morning. These prices should make our sales increase.—*Wheeler's, Lexington, Ky.*

Reliable furniture at money saving figures. The items in this announcement will be interesting news to those whose housefurnishings need replenishing. We offer articles suitable for every room in the house at prices that mean a substantial saving. Large purchases at "dull season" figures are responsible for most of these reductions, and in each instance we give our customers full benefit of the price concessions thus secured by our buyers.—*Julius Hines & Son, Baltimore, Md.—Feb. 8, 1903.*

The parlor furniture floor presents some exceptional values; we have bought very heavily and we wish to unload rapidly, so hence the remarkable reduction; every fine parlor suite on the floor has been reduced one-half; a handsome three-piece parlor suite with mahogany finished frame and upholstered in velour.—*The Terre Haute Furniture & Carpet Co., Terre Haute, Ind.*

GET BUSY.

You catch the bird,
We'll feather the nest.
You marry the girl,
We'll do the rest.

We carry a full line of the best and most stylish furniture, carpets and stoves in the city.—*J. W. Kelley, Marion, Ind.*

"Good furniture need not be expensive furniture." That's one of the lessons taught by Gately & Fitzgerald's buying abilities for their 63 stores. Two surprises salute every visitor as she (or he) enters our store. First Surprise—The variety, beauty and amount of this furniture stock. Second Surprise—The inexpensiveness of the really good prices.—*Gately & Fitzgerald, Altoona, Pa.*

Sitting room art. The room that serves as a family rendezvous must be artistic as well as comfortable—it is there the first and lasting impressions of the children are formed. Modern "indoor" architecture demands that a third point be considered—space saving. We have obeyed the dictates of all three, and have many space saving furnishings in our new fall stock.—*Cowperthwait's, New York.*

It should not require great pretensions to interest desk buyers. Men who do desk work know hot air from facts. So we simply ask you to look over our goods and let us quote you prices. That's about all that's necessary.—*Bruce, Filley & Co., Hartford, Conn.*

To say that a piece of furniture is from "Kay's" confers a distinction upon it. Our customers have an unequalled choice.—*Kay's, Toronto, Ont.*

Furniture for beauty, as well as for duty, at prices that make it your duty to buy.—*The T. Eaton Co., Toronto, Ont.*

Our furniture wagon as it started on a delivery trip the other day showed an excellent example of the wide scope of this furniture store.

Illustrates the whole store in general, but dining room furniture in particular.

Side by side in the wagon were two tables; one, a solid mahogany finished, hand carved creation that sold at an even \$150.00; the other, a plain substantial affair, unpretentious but worthy, and the best at its price, was a \$1.50 table.

We plan this stock on just these lines—a furniture store for every need, and without exception, high or low, our prices will be found the lowest.—*Chamberlin, Johnson, Du Bose Co., Atlanta, Ga.*

A few substantial pieces of furniture well selected do more to make a room look well furnished and beautiful than many times as many pieces of a less substantial type. We prefer to sell good furniture because it gives more wear and always looks better than that which is indifferently put together and sold cheap.—*Mahaffey, Canton, O.*

Whether you live in town or out of town, it need make no difference. For the asking you may receive illustrations of all that is new and up-to-date in furniture. Designs in furniture have radically changed; it would please us to give you the benefit of our opportunities as large purchasers of up-to-date furniture.—*New England Furniture and Carpet Co., Minneapolis, Minn.*

Monday in the furniture store. A long list of economical suggestions of a longer list of possibilities waiting for you at the store. Study this list at your leisure. You know how we bring these chances about. It's the culmination of several months' planning and weeks of watchfulness. You know how hard it is to get "below the market" in furniture. No prices are notoriously stiffer in wholesale and manufacturing circles than furniture prices. And yet; and yet—see what the strength of this big store has been able to accomplish for you.—*The Robert Simpson Company, Toronto, Ont.*

Why buy furniture in November? For various reasons—because prices are lower—yet the furniture is the same that we sell at all other times of the year—because the variety is greater—you are enabled to choose from a cosmopolitan collection of designs from a hundred or more good makers. It would be a splendid thing if we could maintain these special November prices all the time,

but it can't be done. The month of November, coming as it does, between the regular fall business and the holiday trade, is seized upon by manufacturers and retailers as an opportunity to unload all surplus stocks on hand and get ready to meet the demands of the approaching holiday season.—*Kaufman's, Pittsburg, Pa.*

The Irish have a saying: "The more you know a man the less you know him." Not so with this furniture. It has nothing to conceal, no changeable moods; it is always the same, just as the honest and skilled workman fashioned it. It needs no X-ray examination. Getting acquainted with such furniture will lead to your taking a lifelong friend into your home. The way to get acquainted is not to sit down and study the prices printed here in the paper and say "I will look at that piece," or "this piece doesn't suit"—but to come to the store with an unbiased mind and look over the stock from beginning to end, keeping always in mind the color scheme of the room that you wish to furnish.—*Wanamaker's, Philadelphia, Pa.*

Style does not necessarily add to the cost of furniture. On the contrary, we have a choice assortment of more moderately priced pieces that are stylish in design and of the best construction possible.—*Keisher's, Louisville, Ky.*

Holiday furniture. A nice piece of furniture for Christmas, and, after all, what is better or more acceptable? We have the finest line of furniture specially designed and made for the holidays that we ever had, and more than we can store. We will make it very interesting for you if you will come in and let us show you our beautiful line.—*Schroer's, Mansfield, O.*

Start now. Some people put off doing things until they die—and never do them. Others start in when they're young, and keep doing a little all the time. They have lots to show for it, after a while. Did you ever think how much comfort you could add to your home in this way? A little at a time buys anything we sell and we sell everything to furnish your home.—*Tull & Gibbs, Spokane, Wash.*

Do you know your money will go twice as far here as any furniture store in town? Don't take this statement for granted. Inspect our stock and note our prices. If you have ever bought furniture before you will appreciate them. Buying here is like finding money.—*South Norwalk Furniture Company, South Norwalk, Conn.*

The coming of Christmas, gift giving and merrymaking are all close to hand, and it would be prudent to preclude any chance for mistakes in making selections for Christmas giving by adopting the practice of an early purchase. Of all practical, pleasing and lasting gifts, furniture stands most prominent. Then, again, the fascinating feature is, it costs so little and lasts so long, besides it fits the purse of every one. The enjoyable evenings that are spent around a fireside can be made doubly so.—*A. D. Gibson & Sons, Memphis, Tenn.*

Thousands already have voted this the greatest of summer furniture sales. Monday it started—some days ahead of the regular date because the furniture was ready and we saw no good reason to hold it back. Already it has proved itself not only our best, but our biggest and most successful sale. It is larger in quantity and variety than ever before. The furniture is of the same high standard we sell the year round—furniture better than ordinary sorts, not only on account of good workmanship, but because of the specially good styles. The savings are a fifth, a fourth, a third—even half. The bulk of the furniture marked with the red tags that spot the furniture floors shows a full fourth reduction from regular prices which to begin with were generally lower than furniture as good cost outside this store. This is perhaps the greatest merchandising event of the whole year. It is vast in magnitude, unrivaled in value giving. It is in full swing now and no one with a furniture need will wisely miss the opportunities it presents.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

We have reduced prices on a lot of very pretty Silver-gray maple furniture, especially suitable for summer cottages or porch use. It is at once novel, substantial, good looking, and comfortable. The reduced prices also make it very inexpensive. Come and look it over.—*Stumph & Lyford, Washington, D. C.*

Although around August is the time of year you would normally least think of buying furniture, we make it the great furniture month of the year by turning to account well-defined trade conditions. We save you money in these sales, hence you buy now to save money, and because the furniture is the kind you like and would buy at full prices—if the chance to save were not presented. We'll hold purchases till fall—free. It's more than worth your while to come to the city to make your furniture purchases during this sale if out of town

for the summer. And from Baltimore and Washington (we've had customers come from Richmond and farther off); from Trenton, from all over eastern Pennsylvania. We have gathered abundantly—spread a magnificent feast. And as added emphasis to the fact that you may save fourth—third—half, there is the further fact that the furniture is the high-grade sort we regularly carry—sent, to a large extent, by our regular suppliers. Not the thrown-together sort made by factories whose specialty is the poor stuff made for alleged "sales." There's no furniture lack that this sale can't supply in fullest measure—be the want for modest cottage, palatial home, club or hotel; though not all the furniture on the floor is reduced—you'll distinguish the specially priced by the sale tags.—*Gimbel Brothers, Philadelphia.*

Kitchen cabinets. Do you want to enjoy a vacation from the kitchen drudgery, during these hot days? One of our kitchen cabinets will give you hours and even days of rest and vacation from work by its wonderful saving of steps, perfect utility, and by its economy of space. Once our kitchen cabinets are used they will never fail to be one of the indispensable articles of kitchen furniture. You can buy any one of our fine assortment on the easy terms of 50c per week.—*C. R. Parish & Co., Columbus, Ohio.*

Sentiment—Art—Durability Combined in the Beautiful Fibre of Solid Mahogany.—Solid mahogany—like a diamond, an oriental rug or rare old wine, it always holds its position as the most dignified of furniture.

In prices each piece is invariably less than you can duplicate it for elsewhere.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

Now that summer is here, why not get something pretty for that nice parlor of yours.—*H. G. Johnston, Marion, Ind.*

For the restful nooks in and around summer homes—Cool, comfortable furniture.—*Marshall Field & Co., Chicago, Ill.*

Summer Furniture. If you're going to stay at home you will want your porch and lawn as comfortable as possible, for you will practically live out there all summer.—*Schipper & Block, Peoria, Ill.*

Sideboards and Buffets. Real worth in construction, beauty and elegance in design, attention to details in the fine points of cabinet work, finest finish—these are points of excellence which mark each and every board in our big exhibit.—*The Household Fair, Kansas City, Mo.*

And while we don't mean to slight the other woods in any way (the stock is brimful), we call attention to the great wealth of solid mahogany upon our furniture floor. Designs especially for holiday buying. A stock unapproached in numbers, or in exclusiveness of designs.

Years ago our grandmothers had chests of drawers—wide and low, made perfectly plain, and big enough to hold all the family linen.

Somebody thought they were too bulky and began making changes in them. They grew narrower and higher, a mirror was added—and chests of drawers turned into chiffoniers.

Perhaps no other piece of furniture made is so useful nowadays.—*Schipper & Block, Peoria, Ill.*

Enjoy your veranda and lawn this summer. For real comfort, ease and summer pleasure, rest and soothe yourself in one of the celebrated old Hickory Chairs. They are made entirely of hickory from original designs. Last a lifetime in sunshine or rain.—*Jas. T. Bain, Woodstock, Ont.*

Of the many styles of furniture especially adapted for summer use, none is more attractive than green cedar. It is made from Adirondack white cedar with the bark stripped off and stained to a dark, forest green. It suggests the "Mission" styles; with its heavy legs, good-sized seats and backs, with comfortable arms. It is built to last and give satisfactory use.—*The Wanamaker Store, New York.*

The last week you can buy furniture at these prices. It behooves you to hurry a bit—and it will pay you to do so. No other such saving will be yours until August. We'd like to sell furniture for as little the year 'round, but makers won't make concessions only twice a year. A small deposit will hold any piece for you until you're ready for it. Don't delay, please.—*Adams Dry Goods Co., New York.*

Here's a furniture offer for Monday that beats the world.—*The Anderson Furniture Co., Buffalo, N. Y., Feb. 14, 1893.*

The way you look at our furniture sale, just launched, is what interests us. It may not be the largest furniture sale in Europe, Asia, Africa, Australia and America, but does it meet the public demand for good furniture at the prices the public wants to pay? That is the point, and we answer "Yes," and here are a few clinchers for to-morrow.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

The liveliest furniture selling of the month. All sorts of furniture in a great half-price clean-up.—*The Wanamaker Store, New York.*

Furniture at half prices. Perhaps you need a new rocker, table or other piece of furniture to take the place of the one which some time since was pronounced too shabby for further duty, yet not replaced. Fill the vacancy and save half the regular price.—*Joseph Horne Co., Pittsburg, Pa.*

Flint's fine furniture. Spring patterns. All our new spring patterns will be on exhibition Monday next. The few old patterns which remain will be closed out at greatly reduced prices.—*George C. Flint Co., New York.*

Exposition samples. The furniture workers' best efforts were given to the making and finishing of the sample pieces to be displayed at the great furniture exposition at Grand Rapids, Mich., and Chicago, Ill., and now we have scooped in the cream of their best productions—over two thousand pieces.—*Hartman Furniture and Carpet Co., Chicago, Ill.*

Fine furniture. An incoming season never brought us so much splendid furniture as the present stock displays. We have been gradually raising our standard of quality ever since this store opened, until we can now truthfully say that the best things from the furniture world may be found here. We believe that buying trashy furniture is the most expensive investment one can make. So we try to sell honest furniture—furniture that will wear and hold together, at the lowest prices that such things can be sold for. That's your kind, and you will see as much of it in no other store as we are showing. Handsome styles, highest qualities and reasonable costs are the foundation on which this business is building. Suppose you look through our stock the next time you buy a chair, a lounge or a houseful of furniture. It will not take long, we might save you considerable money and you will surely be welcome.—*Chase & West, Des Moines.*

Big crowds attending our sales of upholstered parlor furniture. It requires no magnifying glass to recognize the genuineness of the bargains, for bargains they are of a verity.—*Stumph & Lyford, Washington, D. C.*

Furniture facts, with a few remarks regarding the policy of our concern.—*Carlile & Kerr, Columbus, Ohio.*

Furniture prices split below the line of true clearance.—*J. R. Libby Co., Portland, Me.*

This third floor furniture store, with its twenty thousand square feet of floor space, has the reputation of selling furniture at closer prices than can be obtained anywhere else in Rochester. Very well. From these low prices of every day here we are going to give you for one week the chance to save from fifteen to fifty per cent. If we took every page of this newspaper to-day to tell our story it would still be incomplete. If you'll just get here to our third floor as soon as possible wares will tell their own story. On every piece of furniture that is reduced in price there's a big yellow ticket with this week's price on it. Things look mighty yellow up here, we can assure you. Now, just make your way here as soon as possible—*Sibley, Lindsay & Curr, Rochester, N. Y.*

One of the great secrets of good house-keeping is how to make the best showing and secure the greatest comfort for the money spent — furniture of enduring goodness, at moderate cost, is found here this week. Here is such variety—each piece is worthy and every piece that bears the sale tag is a great bargain.—*J. N. Adams & Co., Buffalo, N. Y.*

No home is a home at all without a dining room of some kind, and our friends who live in "rooms" and take their meals in public or semi-public places are generally the ones most heartily ready to agree to that fact. Toronto, however, is a city of homes. Nearly every family has a dining room of its own. Our furniture sale news for to-morrow will have a very wide application, indeed. For we detail below the economical opportunities of this great furniture movement in dining room furniture exclusively to-day, and to-morrow will be the day to refurnish that most homelike of rooms.—*Simpson, Toronto, Ont.*

Easter will soon be here. With its glories of flowers and sunshine. Then the weddings will begin to boom. We are helping some of the couples to plan for the future now, and we are willing to extend our services to all who can avail themselves of our experience. Fitting up the home is our specialty. We can help you more than anybody in the world when it comes to that. Everything you need to make home happy. All the furniture, the carpets, the pictures. The lawn furniture, the piazza furniture. The cradle, the baby carriage, when the time for these indispensables comes along. Not too early to do a lot of planning now. So come.—*Bruce, Filley & Co., Hartford, Conn.*

Bed room simplicity and elegance. The

simplicity and elegance in bed room furniture which is now universally sought finds complete expression in our choicely selected stock of bed room furniture.—*Miles Pease Furniture Co., Los Angeles.*

Morris chairs are cordial helps towards the rest one wishes to enjoy in the evenings after the day's work is done. Before an open fire, or beneath the soft light of lamps, with a good book—but picture the scene yourself! The Morris chairs all have ratchet backs and broad flat arms.—*Wanamaker's, Philadelphia.*

One will find it a pleasure to roam through the various aisles of this great furniture store—the stock of which is like none other—possessing a tone, character and individuality all its own. Whether you have an entire house to fit out, or just a single piece to buy, it will pay you to come here, as nowhere else, do we believe, will be seen such excellent variety, such originality and beauty of designs and such goodness and quality at the price. Indeed, your furniture buying will be done most pleasingly and economically at the Simpson-Crawford Co. store.—*Simpson-Crawford Co., New York.*

United Crafts furniture. Rarely beautiful, possessing a character distinctly its own. A word from its originators and makers: In providing comfort or convenience, assuring utility, and securing thorough construction, harmony of line and refinement of color, in every object that leaves our workshop, we feel that we fulfill our duty as artists and craftsmen; that we are working for a definite and high purpose: that is, the improvement of the public taste; that we are putting forth our personal effects to realize the meaning of an art developed by the people, for the people, as a reciprocal joy for the maker and the user.—*C. C. Fuller & Co., Hartford, Conn.*

You must buy now to secure the better furniture, to save a large amount of money, to be satisfied with your investment, to get the best living out of your income, to have a better furnished home than you had dared hope for, to have a snug little sum laid away that you had expected it would be necessary to spend.—*Wanamaker's, New York.*

Mahogany as a character study. The rich mellow quality of this beautiful hardwood finds perfect emphasis in our productions for the dining room. Character and personality, with a certain air of gentle breeding, are the influences that tend toward the perfect treatment of so important a room.—*Grand Rapids Furniture Company, New York.*

Profit for furniture buyers. If we can direct the thought of the household dining-roomward to-day, we shall accomplish what we wish, and make you happy. Our furniture people wish to close out immediately several numbers of dining-room pieces where there remains but a single sideboard, table, buffet or set of chairs of a pattern. These take up room on salesfloors which is demanded for other purposes at once. They are not old or undesirable styles. On the contrary, the fact that there's but a piece or two of a pattern remaining, speaks for their worth. Facts and figures given below tell briefly what the saving may be by giving immediate attention to new furnishings for the dining room.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Washstand Handiness.—Some rooms used as sleeping rooms are full when the bed is up—not even allowing room for an ordinary washstand. There is where the handiness of these washstands comes in, for they take up scarcely any room—going into any out-of-the-way corner, but still answering all their requirements. Japanned in art colors, wrought iron frame, enameled basin, jug and soap dish, handily priced.—*Alfred Edmondson, Morecambe, Eng.*

Furniture—Weathered Oak.—There is distinctive tone to weathered oak furniture that makes a piece or two of it desirable in every house—and this season the patterns are finer than ever. We are telling about some exceptional values in weathered oak to-day—and some couches and bureaus that should go in a hurry. But the whole furniture store is full of the new things—Brooklyn never had such a showing of fine pieces.—*Abraham & Straus, Brooklyn, N. Y.*

Furnishing the Summer Home.—Now that the warm weather is here, the country home is the pre-eminent thought of the moment. We have everything you need for refurnishing your house—city, country or seashore — from parlor to kitchen, completely, comfortably, tastefully, reasonably.—*Woodward & Lothrop, Washington, D. C.*

Furniture for Summer Comfort.—It's a glaring shortcoming to lack an ample supply of comfortable, appropriate summer furniture—for the living-room, parlor, piazza and lawn. Inspiration is easily to be derived from this showing of the most appealing pieces for summer use—chairs, settees, rockers, the extreme of comfort, but simple; in a great variety of types, but all moderately priced.—*J. N. Adams & Co., Buffalo, N. Y.*

There is many a piece of furniture kept because of association's sake, but not used because worn out. Why not make it usable? We have the very best facilities for re-upholstering furniture—not expensive, either. Costs less to have it fixed over in the summer. Can do it while you are away—keep it for you until autumn and return it to you spick and span with only a moderate charge for the work done and no storage charges.—*Abraham & Straus, Brooklyn.*

Bachelors' Necessities.—The comfort seeking bachelor need but come here to realize his idea of correct furnishings for a den or his apartments. Our line of weathered oak novelties offers a broad field to choose from, and many things that perhaps you had not thought of. Smoking tables, bookcase and smoking companions, easy chairs, big comfortable rockers for stout men, couches, card tables, etc., all are here in an enviable variety, and at prices that are surprisingly low.—*Hudson's Bay Stores, Vancouver, B. C., Can.*

From our own workshops come what we believe to be the best reproductions of Colonial, Sheraton, Chippendale and Hepplewhite furniture. In all but age and sentiment they equal the originals. Large facilities and direct distribution enable us to make them at moderate cost.—*Schmitt Brothers, New York.*

Colonial Furniture at Large Reductions in the February Furniture Sale. There is more than faddishness in the popularity of Colonial Furniture. It is artistic in the highest sense. Pure Colonial Furniture is noble in its simplicity, in the grace of its lines, in the strength of its beauty. Colonial Furniture of the best sort is a considerable factor in this February sale. A room in the front of the fourth floor is devoted to it entirely. Other Colonial pieces are scattered through the general stock. And it is fine furniture—splendidly made as well as beautiful.—*Abraham & Straus, Brooklyn, N. Y.*

It being mid-winter the demands for personal needs are light. It's just the time to fill in the gaps that you have noted in the furnishing of your home. Every sort of furniture for every room in the home is included in this sale. To the young wife or any thrifty housekeeper who is saving to add comfort and beauty to their home this sale will enable them to buy at prices she can afford the furniture she wants which at regular prices and times, perhaps, could not be secured without extravagance.—*Stickley-Brandt Co., Binghamton, N. Y.*

A Story of Comfort.—The greatest geniuses of the furniture world have turned their attention and skill to producing high art summer furniture. No other southern house ever attempts what we do in summer stuff, and we have never shown so truly an artistic array as this. The designs suggest at once comfort and repose, combined with durability and beauty of line; pleasing to look at, luxurious to recline in.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

Tables and Stands. Don't forget the big furniture store on the third floor here, when you are searching for things to give. Something in the way of a table or stand may fill the gap—a jardiniere stand, a tabourette, a foot rest, a card or sewing table. Are we right?—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Newness Predominates. Newness permeates the very air of this big furniture store. We breathe newness and talk newness from morning till night. Yet newness and oldness are in a sense synonymous. Some of our newest styles were designed away back in the Colonial days or in the Napoleonic times. Lovers of fine furniture have approved the old-fashioned sorts that were graceful, comfortable and artistic. No modern home is complete without furniture of old Mission, Washingtonian and Mayflower periods. Thus it is that furniture designers of the present day take their ideas from the designers of many generations ago. Of course all our furniture does not reflect olden fashions. Many of the pieces are distinct 20th century creations which combine all the art in outline and dexterity of carving that can be conjured into them. A short summary of some of our latest arrivals will convey to you a hint of what our modern stock contains.—*Barker's, Los Angeles.*

Chiffoniers and dressers at sharp price reductions that will place them in homes of the thrifty in a hurry. And it's the necessity of a quick dispersal of our altogether-too-large stock that prompts this unexampled "price whitening." If you are willing to assist us in reducing its proportions we will reward you handsomely—which is abundantly proven in these few items.—*J. Scott Inglis & Co., Scranton, Penn.*

Rest! Rest! Rest!

In an easy Morris Chair.

And I would that my tongue could utter,
A tribute to rest so rare.

For rest and comfort there is nothing to compare with a good Morris chair. We carry the best in this as in other lines.—*Frank Pryor, Pueblo, Cal.*

Summer Furniture for cottage, porch and lawn. For the cottage nothing equals White Enamel Furniture; its pure whiteness and plain lines suggest freshness and coolness. For the porch, library and lawn we have the largest and most attractive line of summer furniture we have ever shown, and it comprises rockers, settees, chairs, couches, tables, etc., in reed, rattan, old hickory, Adirondack silver birch and prairie grass. We also show an extensive assortment of lawn swings.—*Washington D. C.*

Attractive Furniture for the Dining Room.—Our line of dining room furniture is exceptionally strong. We make it a point to have it so. Those late arrivals cannot fail to please you. The designs are entirely new, and for out and out values they have no equal. New buffets, new china closets, new chairs; in fact, everything new that pertains to the dining room, in both the weathered and golden finishes.—*The Grote Rankin Co., Spokane, Wash.*

Is marriage a failure? Not much! At least you wouldn't think so if you saw the number of couples that come to Spear for their furniture and carpets—Spear's room outfits are the talk of the town.—*Spear & Co., Pittsburg, Pa.*

The hardest question for you to solve is, "Where am I going to get my furniture?" There is just this about it: You will trade where you can better yourself by so doing. Our store is thrown open to you. The goods are for you to select. Not one store in Denison can make better deals with you than ours. Our terms are bound to be most satisfactory, and even if you don't buy, you can come in and talk it over. We will do our best to please you and explain our good points. We cordially invite strangers within our doors. You are welcome here and every courtesy is yours.—*L. O. A. Brown, Denison, Tex.*

Rattan for Ease.—That is one feature about rattan furniture that makes it so popular—it is comfortable. This is due to the pliable nature of the rattan—woven by hand, it has a certain amount of "give." It's decidedly artistic, too—graceful and pleasing to look at. And it lasts a long time. We have many styles to choose from—you can see a number in our window.—*Tull & Gibbs, Spokane, Wash.*

It's time for reflection! What's needed in furniture? Whether right away or next week, or next month, or month after, you're invited to come in here and look around—learn more of what's here.—*Cassaday, Alliance, O.*

The city apartment or the suburban home may be fitted with reed, rattan and other appropriate summer furniture at quite small expense. In our show rooms may now be seen pleasing examples of dainty, cool and thoroughly comfortable and restful groupings of summer furniture and decorations suitable for use in town, seashore, country or mountains.—*George C. Flint Co., New York.*

Silver gray birdseye maple furniture. The most charming of the new finishes is in this bedroom suit in selected birdseye maple, tinted a French gray, in satin finish. Fashioned on quaint Mission styles, with simple straight but effective outlines; cabinet work and detail faultless. Large fancy shaped mirrors of heavy French plate. The ideal suit for a dainty bedroom; specials for this week only.—*Ludwig, Bauman & Co., New York.*

We say that the most handsomely assorted variety ever seen in this vicinity, at any time, is here displayed, beckoning you to an inspection. It's a true tale of economy—the best returns for the money spent—and that's what the careful holder of the family purse most desires. Thorough care used in the construction of each detail, hand rubbed, polish finish, heavy double bevel plate mirrors.—*Brooklyn Furniture Company, Brooklyn, N. Y.*

Smart parlor suit chance, but it's for two days only. No one who wants a well made, pretty and up-to-date three or five piece parlor suit will stand on the order of their coming for one of these. They are made of good new materials, and their finish and workmanship are of the best character. The bargain is so apparent that we do not deem it necessary to dwell long upon the matter. The sale is limited to two days—Monday and Tuesday.—*Hahne & Co., Newark, N. J.*

Golden opportunities among golden furniture—Tables, chairs, divans, tete-a-tetes, cabinets—not a suggestion of dross about them. The airy shapes that furniture dreams are made of. Light as to legs, lovely as to outlines, dainty as to designs.—*Chamberlain-Johnson Du Bose Co., Atlanta, Ga.*

Marriage and Morris Chairs.—Two prime items. If every home had at least one Morris Chair there would be less talk of the failure of marriage. Nothing makes a man long for home more than a comfortable chair like these—and they are at very small cost.—*Abraham & Straus, Brooklyn, N. Y.*

Furniture for Porch and Lawn.—At

last a touch of weather when living out of doors is a pleasure. Comfortable porch furniture makes the balmy air doubly enjoyable. After the long, tedious winter people are delighted to sit on the porch, on the lawn and in the garden. We are ready, fifth floor, west, with all sorts of furniture for out of doors at the lowest of prices.—*Joseph Horne Co., Pittsburg, Pa.*

Something Interesting in Furniture.—There's never a dearth of great furniture values at "The Big Store." You see, we establish our own precedent for value-giving and trade-bringing; we set a lively pace—and naturally must always keep up to it. Thus, you'll always find big doings in our big furniture department which occupies almost the entire fifth floor of this great establishment. To-morrow's coterie of specials will readily be acclaimed as exceptional by all those who see them.—*Kaufman's, Pittsburg, Pa.*

Actual markdown prices on furniture that cut profit.—*Hahne & Co., Newark.*

One often wishes to pick up an odd bedroom piece—to fill a need or match a broken set. We always have pieces to meet this want—odd bureaux, chiffoniers, dressing tables, washstands, mirrors, et cetera.—*J. Crawford Green & Son, Troy, N. Y.*

The foolish men are the ones that are not wise. The men who buy a bedroom or parlor suite without first getting our prices are not wise. Watch our windows closely. They'll prove to you that now is the time to buy, even if you don't want the furniture until later. We will store it until wanted, without charge.—*The York Furniture Company, York, Pa.*

Our purchase of spring goods largest in the State. We contracted for the entire output of several manufactories. You know the benefit derived from such purchase. Buying trainloads of furniture, why shouldn't we buy cheap? Why can't we sell cheap? See the hundreds and hundreds of samples to select from. There is not a house in all this land that can show a more complete line of home furnishings.—*Tenth & Penn, Pittsburg.*

Rest your weary head upon one of these chair head cushions.—*G. L. White & Co., Columbus, Ohio.*

In the window you may see a fine display of ideal mattresses, "The Ostermoor." That they are even better than they look, may be proven by pointed questions. Please catechise us.—*The Chamberlain Furniture and Mantel Co., New Haven, Conn.*

Thrifty housekeepers who deal here have long since learned that no other store compares with Lampe's offerings in furniture and carpets. Always the newest and most reliable merchandise offered at the lowest possible prices.—*H. H. Lampe & Co., Altoona, Pa.*

Our assortment and display of furniture and home furnishings is so wide that we can hardly fail to please any taste, and we can please many tastes not otherwise pleased because of the distinctive character of our goods. We could keep on telling you forever about our stores, our facilities for serving you and our desire to merit the honor of your patronage. But after all the surest, speediest and safest way is to put us to the test by coming to the store in person.—*The Messersmith Stores, Buffalo.*

"Worth" is defined as that quality or combination of qualities that makes one deserving of esteem, trust and honor. Now, "worth" in furniture is no more to be juggled with than a man's character. Some dealers have an eye more to the profit account than to the quality of their goods. A little patching here and varnish there, and then representing the article as "just as good," is a common practice very much to be decried. Boutell Brothers' furniture has a standard. It is in every sense of the word worthy. We have only good furniture—furniture made in the good old fashioned way and our prices are no higher than are asked for inferior goods, and everything is brand new.—*Boutell Brothers, Minneapolis, Minn.*

Chairs with Colonial airs. Faithful reproductions in contour wood and finish. Bringing the very atmosphere of the Colonial home into houses of to-day. Lovers of Colonial furniture will find a rich assortment at Cowperthwait & Sons', at pleasing prices. They are of polished mahogany, intensified with crotch mahogany embellishments in the parts that form the back. The old-time rush seats contrast strikingly with the rich wood.—*Cowperthwait & Sons, New York.*

We present this season what is conceded to be the most noteworthy array of summer furniture ever collected by one organization. In variety it is equal to the best display ever made at any of the great trade expositions of furniture. In quantity a new record is established. The principal lines included are Adirondack silver birch, reed, rush, bamboo, fancy cane and oak. All the favorite staple designs are shown, and, in addition, scores of exclusive designs

made up in our own factories. Incidentally, our factory facilities enable us to execute special orders in various woods—promptly and at moderate prices. Whether you are in the market for a single piece of porch furniture or a complete outfitting for the out-of-town house, these unmatched assortments must appeal to you.—*R. H. Macy & Co., New York, N. Y.*

Furniture of the prairie. The broad wastes of the West have their uses in contributing to the comfort of man. This smart furniture of prairie grass, cool and sturdy, adds an indescribable charm to the summer home. For room or veranda it takes the place of preference.—*Cowperthwait & Sons, New York.*

Fall is nearing rapidly, and soon the great store will be throbbing with the return of pilgrims from all parts of the country, and even now the new goods are crowding our space. If anything, therefore, the opportunities in the Great Furniture Sale are greater as its end draws near. Thousands of homes have been made brighter, handsomer and more comfortable by the economies afforded, and it is the usual thing to have customers say they were drawn here by the wonderful purchases made by friends. There are plenty more bargains, but the sale will last but a few more days.—*Abraham & Straus, Brooklyn, N. Y.*

Don't you want a pretty dresser? If you do, now is the time to get it, for we have just received a lot of beauties. They are in the latest fashions, with up-to-date conveniences.—*Ingram & Bird, Sacramento, Cal.*

One of the great furniture specialists, whose art is devoted entirely to the creation of leather upholstered furniture, sold us \$50,000 worth of as fine furniture as was ever placed on sale in Chicago at a reduction from regular wholesale prices of fully one-third. Every patron needs one or more pieces of this magnificent furniture, and at the prices now asked no one need refrain from buying the best.—*Mandel Brothers, Chicago, Ill.*

Simple, chaste, dignified patterns, rather than showy "stylish" pieces. We make no attempt to give you "a whole lot for your money"—so much flashy plush or satin, or so much vulgar carving. But we take your dollars and turn them into substantial, plain, simple, yet beautiful furniture that will never grate on one's nerves or become a horrible nightmare to the unfortunate people who have to live with it.—*Wanamaker's, Philadelphia, Pa.*

We have ready what is conceded to be the most noteworthy array of summer furniture ever brought together. It embraces, unequaled varieties in Adirondack silver birch, reed, rush, bamboo and oak—many of the pieces made in our own factories. It is an exhibit of commanding importance—to the lover of artistic furniture because it is quite unlike any other furniture display on record; and to the home furnisher—the buyer—because the economies it presents are positively unmatched.—*R. H. Macy & Co., New York, N. Y.*

Typical of Our Dining Room Furniture.—Here's a dining room suit that's typical of the balance of our dining room furniture—honest furniture. This suit is highly polished quarter sawed, golden oak. The same design worked out in each piece. The massive column legs of the table, the roll columns, and pilasters on the sideboard and china cabinet. Massive in proportions, yet not of the "hatchet and glue pot" order, but a refined design carried out on ample proportions.—*Carmichael Furniture Co., Atlanta, Ga.*

It would seem entirely unnecessary to include in this sale the pretty parlor pieces displayed in our Green Room. But there are many suits and odd pieces that must be replaced. This room contains only the best of its kind. Every piece is made by factories noted for dependable, guaranteed work. A visit here will prove interesting and profitable.—*Emery, Bird, Thayer & Co., Kansas City.*

The designs are handsome, and from the aristocratic mahogany down to the popular and staple oak you will find exactly what you want in our assortment of new Hall Furniture, and all at the fairest prices.—*A. Brown & Son Co., Schenectady, N. Y.*

On Thursday we will sell at hitherto unheard of prices the magnificent collection of "Craftsman" mission furniture now in Vantine's new store on Fifth avenue. It is an event ranking in importance with the most celebrated of our great sales. The name of Vantine is synonymous with the highest excellence in art furnishings. Only a few weeks ago the Vantine firm decided to open a store on Fifth avenue to be devoted to the sale of mission furniture, and characteristically purchased only the best assortment of the newest types. Almost immediately, however, it was conceived that such a departure was not in line with the well known exclusive principle of the Vantine business, and it was

decided to abandon the adventure at once. Just as naturally they turned toward Abraham & Straus for quick distribution of the entire stock at great sacrifice. Their offer was immediately accepted. On Wednesday next we will announce in detail the sale of this great collection of Craftsman Mission furniture at prices actually less than those of the maker himself to the trade. The high artistic character of the furniture, its peculiar adaptability to summer use, the splendidly complete assortment and marvelous prices combine to make this a most extraordinary occasion.—*Abraham & Straus, Brooklyn, N. Y.*

The first shipment of our \$20,000 purchase from the manufacturers, who were overloaded with spring stock and needed cash badly. We had the outlet for this quantity and purchased the entire lot at sixty cents on the dollar. The first three cars to arrive were bedroom furniture, consisting of suites, odd dressers, chiffoniers, wash stands and toilet tables, finished in golden oak, mahogany, birdseye maple and natural birch. Never have we made such a fortunate purchase, and every dollar's worth of the entire purchase will arrive during the month of May. This week it is bedroom furniture. Next week it will be dining room furniture. Everything for the dining room can be purchased at 60c. on the dollar, and every piece offered is of the latest spring style and finish. This will be the greatest money saving sale for furniture buyers ever offered in Columbus, and coming at a time when you are just ready to buy, usually this opportunity comes at a time when you are not in the market. But now is the time. We must sell this entire purchase during the month of May. If you will watch our advertisements, every shipment will be announced and there is not an article of furniture needed for your home that you cannot find in this sale.—*V. Loewer, Columbus, Ohio.*

The backward summer time leaves quite a stock of Old Hickory with us. The best furniture ever known for piazza, lawn, golf clubs, etc., etc. To get it wet makes it all the stronger. Made from the hickory just as it comes from the woods.—*Household Furnishing Co., New Bedford, Mass.*

Office Furniture. It is always our aim to offer the best of any article produced and the office pieces are absolutely perfect. Especially designed for busy men, carefully made and put together by the most experienced craftsmen, they will last for years.—*The D. M. Read Co., Bridgeport, Conn.*

This is where some of the most amazing savings are demonstrated in the great February furniture sale—because the difference between actual value and selling price is so great. Think of saving \$38 on a handsome mahogany finish tap-stry suite that never sold for less than \$148 regularly! Think of buying a Louis XV parlor cabinet for \$49.00! And, mark you, our regular selling prices are lower than those of any other house hereabouts for like quality of ware.—*Abraham & Straus, Brooklyn, N. Y.*

Better and better are the values we are giving. Our painstaking efforts in selecting and buying have been repaid with the greatest array of genuine bargain offerings that this department has ever been able to bring to your attention. Strictly high-class furniture—furniture for every part of the house in new and beautiful designs, of most thorough workmanship and best quality—can be had now for very considerably less than you'd pay at other times. You should not miss a visit to this big furniture section.—*Lit Bros., Philadelphia, Pa.*

Considering the quality of the furniture we sell you can't get better bargains anywhere. The special prices offered now ought to appeal to you. Remember buying furniture is different from most other things. You buy seldom, but you want it to last and be serviceable as long as it lasts.—*Lion Furniture Co., Columbia, S. C.*

People who know and appreciate truly good furniture are taking advantage of our deep cut prices and supplying themselves with the special articles they have needed or for which they have been longing. Not only are we selling all ordinary lines of furniture but our imported furniture de luxe is being sold at about the cost of importation.—*M. Rich & Bro. Co., Atlanta, Ga.*

Furniture can be bought for less money now than at any other time of year, and on easiest terms of credit. We are making a clean sweep of parlor, bedroom and dining room furniture at a great discount in order to make room for spring lines.—*Peter Grogan, Washington, D. C.*

In no other store in the city can you find better assortments or better furniture. In no other store can you buy as good furniture for as little money. Hundreds proved this to their own satisfaction by shopping around Monday and yesterday before coming here to buy. Hundreds came here first, looked elsewhere and then came back here again to buy. We know you can't do as well anywhere else and you only have to make a

comparison yourself, to know it too.—*Schelenburg's, Philadelphia, Pa.*

One thing in passing about summer furniture—from the very nature of its use it's bound to get wet or damp some-times. Now the wiregrass—dampness or a flood of water can't hurt it—it's grass in its natural state. And "Old Hickory"—made of natural hickory sapplings—tough as steel, with no glue to come apart. Keep these things in mind in buying porch furniture.—*Chamberlin-Johnson-DuBois Co., Atlanta, Ga.*

An easy couch, an easy price.—*Watkins Bros., Pueblo, Col.*

Ladies' desks, perfect little beauties which any woman of culture and refinement might feel proud to possess, but a third comes off the price of each.—*Hennessy's, Anaconda, Mont.*

There's every kind and style represented, from the plain and severe Old Dutch to the graceful and artistic Louis XIV., and nearly all are decorated with "green reduced price tags," presenting a novel, yet attractive appearance, as you glance up and down long rows of furniture elegance.—*Hahne & Co., Newark, N. J.*

Adirondack silver birch. Our greatest individual line is made up of this silver birch—cut in the great North Woods and fashioned in our own Adirondack factory. The finish is the natural silvery sheen of birch sapplings. The designs are sturdy, decidedly rustic—yet extremely comfortable withal. That this birch furniture withstands exposure in any climate under almost any conditions makes it all the more desirable.—*R. H. Macy & Co., New York, N. Y.*

Under the cloak of simplicity a great deal of so-called "simple furniture" hides its crude bareness—its extremes of taste wherein character finds no expression. We urge simplicity—but in a measure that imparts individuality, character and restfulness to a degree. In furniture for the living room and bedroom these principles find beautiful development.—*Grand Rapids Furniture Co., New York, N. Y.*

A large space thickly covered with so many kinds of summer furniture that you wonder what they're all for. But each piece has its place, and each is the best of its kind. Reed furniture enameled in various colors, or stained, or in natural color with shellac finish. Grass furniture, grass matting covered furniture, silver gray maple furniture, fumed finished oak—all these for bungalow and indoor summer use. (Prices and descriptions another day.)—*Wanamaker, Philadelphia.*

The book nook must be well furnished, and nothing adds more to its appearance than a handsome and well made book-case. Book lovers are discriminating people; they are, moreover, possessed of good taste. They appreciate fine book-cases as well as fine books.—*Stickley-Brandt Furniture Co., Birminghamton.*

The store is replete with suggestions for summer home furnishings. Its equipment is complete in the fullest sense of the word. Furniture in every degree, from the pretty, inexpensive sorts for cottage and porch to the luxurious effects for the mansion, including mission and arts and Crafts furniture so picturesquely ornamental. Oriental rugs and drapes for the porch ruffled Swiss curtains, draperies, window shades, awnings, screens, china and glassware, linens, and in fact every possible requisite to make the summer house perfect, pretty and comfortable have been gathered with lavish hand. All degrees of quality, from good to very best, and all priced most moderately.—*Bloomingdale's, New York.*

Real Summer Comfort. Though the genuine summer weather is somewhat belated it is apt to "hit" us almost any day now. And we can help you to make it bearable with every kind of an easy chair, rocker, settee, etc., for the porch or lawn, refrigerators that will keep things cool for the least expense, cottage chamber furniture, gas stoves and ranges, and oil stoves that will serve you well and economically.—*C. C. Fuller & Co., Hartford, Conn.*

We show about one hundred and fifty designs of chairs, which broadly grouped under one general name, may be designated comfort chairs. There are many heights, widths and depths. Some are upholstered in leather, velour, brocade, and various art fabrics, others have artistically shaped wood seats, arms and backs, and still others are made of reed and rattan, designed in desirable and ease-affording shapes. The mahogany and oak chairs may be had in either dull or highly polished finish, to conform with the room in which they are to be used. Reed and rattan chairs are shown in both enameled and plain shellacked finish, enameled chairs will be colored to special order in accordance with the specification of patrons, without extra charge.—*Geo. C. Flint Co., New York.*

If you're an admirer of dignified Colonial and mission furniture you'll certainly see the exhibit we announce for this week. We've strengthened our already large stock in these lines until it's certainly the most extensive in Chicago.

Special introductory prices will prevail during the exhibit—we've placed the prices where they're sure to popularize the styles—to result in a great distribution of this artistic furniture. If you desire to make home beautiful you should study the list.—*Siegel, Cooper & Co., Chicago.*

This chair is like a phonograph—it speaks for itself. You have only to look at its broad, deep seat to realize that it was built for tired evenings by the fire-side corner. No chair is successful that merely rests the back and legs. The arms and shoulders complain bitterly when they are fatigued, and the right sort of an arm chair can rest them. But it needs an extra high arm, which will lift the whole weight from the shoulder. You see the idea carried out in this design. The rockers here are extra broad, with an easy curve for a long rolling motion. Fumed oak with upholstery of Spanish leather.—*Paine Furniture Co., Boston.*

Davenport, couches, lounges—what a wealth of solid comfort here! Some are richly luxurious, others substantially plain; all new styles and all at a quarter off.—*Hennessy's, Anaconda, Mont.*

You will make no mistake, but make money, if you buy furniture here. We have a splendid assortment, every piece fresh from the factory, and we are offering these at prices that we are sure are in accordance with the purse of any one contemplating purchasing furniture.—*The Rechlin Co., Bay City, Mich.*

Ideal furniture for ideal summer days. The hints that follow may be helpful. It runs the whole gamut of summer furniture, bamboo, reed and rattan, wire-grass, "Old Hickory" and the like. In selecting we have made it a point to bring furniture ideal for summer yet useful the year round.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

Some floor samples of brass bedsteads, dressers (or bureaus) and chiffoniers have been blue-penciled. Popularity has its penalty—odd lots and broken lines naturally accumulate most rapidly in the most popular furniture store in Chicago. An odd piece is as valuable to you—style and price suiting—as though picked from a hundred like it. These savings are worth while.—*John A. Colby & Sons, Chicago, Ill.*

Porch shades which exclude the sun but woo the breeze.—*B. Lowenstein & Brothers, Memphis, Tenn.*

Worth thinking of and thinking in—

A cozy, green, "openwork" armchair that the breeze can blow through.—*J. Crawford Green & Son, Troy, N. Y.*

First impressions are generally the most lasting. A nice, comfortable, inviting hall makes a guest feel doubly welcome. Surely this part of the home should not be overlooked. We can be of material assistance in helping you fix up your hall.—*Burpee Furniture Co., Rockland, Me.*

Hot summer days may seem an inopportune time to sell upholstered furniture. But we have done it every day this week. Sold lots of it. Just because we have cut the prices down from one-third to one-half of regular prices. Prudent buyers are anticipating next Winter's wants and buying right along.—*Tull & Gibbs, Spokane, Wash.*

"Good furniture need not be expensive furniture." That's one of the lessons taught by this mid-summer furniture clearance sale of ours. Two surprises salute every visitor as she (or he) steps off the elevator on to the furniture floor.

First Surprise—The variety, beauty and amount of this furniture stock.

Second Surprise—The inexpensiveness of the really good pieces.—*J. R. Libby Co., Bangor, Me.*

The trouble with most special summer sales of furniture of recent years is that, instead of affording an opportunity to purchase really meritorious furniture for less than its value, they too often merely provide a means of paying everyday prices for qualities that a good store would hardly care to carry in regular stock; and that, doubtless, is the reason why such sales have lost so much of their old-time popularity.

While it is true that even the usual summer sales of furniture present some opportunities for real economy, the best time to buy furniture at a saving is when a high-class regular stock is to be cleared of its own odds and ends; and a clearance and reduction sale of that sort will begin here next Monday morning.—*Strawbridge & Clothier, Philadelphia, Pa.*

Charge your memory with the fact that it will pay you handsomely to buy your furniture here this spring.—*Stickley-Brandt Co., Binghamton, N. Y.*

If one could go back to the seventeenth century Flanders and visit the homes of the wealthy burgesses, he would find sombre oaken pieces, richly and boldly carved, picturesque and sturdy of form—just such furniture as you would expect the hardy old Flemings to make—just such furniture we make here to-day—ideal for country house hall, dining room or den.—*Geo. C. Flint Co., New York.*

Make the front porch comfortable.

Sunshine is good. Also quite hot. You've noticed it particularly in connection with the front porch. But one must have the sun. Only necessary to screen the direct ray. This is possible with the Vudor Porch Shade. Made of the best Linden wood, weatherproof dyes and strongest twine. Soft colors make them restful to the eye.—*Giddings Bros., Colorado Springs, Col.*

All former bargains out-bargained. The ideal summer furnishing—Charming White Enamel. An immense gathering from manufacturers anxious to clear their factories, and who have made immense reductions to do so—all of which we pass to you. It's our purpose to keep the interest in these great value-giving occasions at fever heat by offering the newest and most seasonable merchandise at 'way below the lowest prices elsewhere.—*The Brooklyn Furniture Co., Brooklyn, N. Y.*

Fine and artistic furniture for elegantly appointed homes. Never was there an August sale that contained so much furniture of the very highest character and elegance—never before, in any store anywhere, were the appointments for artistic homes offered in such broad array at such positive concessions on prices already fair.

A chair or a sofa or table made of fibrous material does not mean that it is usable only on the porch or lawn. Many people use this class of goods in different rooms of their homes throughout the year. Many prefer them to any other kind.—*Jos. Horne Co., Pittsburg, Pa.*

"Historic Old Hickory." Quaintly picturesque furniture, modeled after the favorite chairs of Andrew Jackson—and are sturdy and reliable as that famous statesman! To-day Old Hickory, the finest rustic furniture constructed, leads in popularity with those who appreciate its cosy comfort and its excellent workmanship and finish. Hickory, the strongest of our native woods, enters solely into its manufacture. Frameworks are all of the young hickory saplings, with the bark intact. Seats and backs are hand woven of the undergrowth of the hickory bark, and are consequently of superior strength. Odd, graceful shapes, delightfully original and truly rural, result from this combination, and the products admirably withstand wear and weather. Our assortment is the largest ever displayed, and includes all the best designs. Very attractive, low prices, and an endless variety of charming novelties. Send for illustrated catalogue of Old Hickory.—*Ludwig Baumann & Company, New York.*

Wire grass is really not grass at all, it is a clean, straight, tough, solid stem, without joints, some four feet long, growing in the great bog marshes of the northwest, with a mineral composition such that it is very pliable and retains this pliability indefinitely. It retains in the finished furniture the unique color of a beautiful green. The strength and durability of furniture made from this indestructible fiber in its natural state goes without saying, even when put to the hardest usage possible.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

A ramble over the third floor will reveal some fine examples of nearly every style of civilized furniture.—*Wanamaker's, Philadelphia, Pa.*

Every piece or suite is representative of the highest artistic effort of one or another of the master furniture-makers of America. The woods used are carefully selected specimens, beautifully matched and exquisitely finished. The hand-carving and the trimming are done with the most finished skill known to the craft. The collection would make an artistic exhibition anywhere; and to find such superb furniture under-price will be as gratifying to fine furnishers as it is extraordinary in the trade.—*Wanamaker's, New York.*

The call of the summer brings the thought of furniture for the country house or cottage. In the development of simple, well-made furniture, we have gathered some beautiful schemes for bedroom uses.—*Adams Dry Goods Co., New York.*

In addition to the popular shapes offered last year, we have designed many absolutely novel pieces for our spring showing of hand-wrought willow furniture. This graceful and artistic ware lends itself admirably to the appropriate furnishing of the country home. In our collection may be found *tete-a-tetes*, chairs of new shapes, porch and library tables, and suggestions for bedroom and dining room sets—all made after our own special designs.—*W. & J. Sloane, New York.*

The hall is the index of the home. There's an old saying: "Always put the best foot forward." If one follows this rule—and most of us do—the hall should be furnished as well as one's means will allow. The visitor's first impression of the home is gained in the hallway. It's furnishment tells a story of penury or thrift; of good taste or carelessness. This brings us to another familiar saying which runs: "A place for everything and everything in its place." A hall rack is

the only proper place on which to hang coats, hats and wraps.—*W. H. Keech & Co., Pittsburg, Pa.*

Still another mighty furniture sale.—*A. M. Rothschild & Company, Chicago.*

At a Glance.—The rare attractiveness of our furniture is seen at a glance! It has an air of substantial elegance that appeals to the eye at once. But closer inspection shows that splendid material—the excellent workmanship—the superior finish, all the good points that make us leaders in the trade!—*Laffler's Furniture House, Norfolk, Va.*

Adorn Your Dining Room.—The dining room should be the most attractive room in the house. It is here you entertain your guests the most. The social features of the dining room should be improved by furnishing this room in the most artistic fashion; this can only be done by purchasing good furniture and at the right price. That our red tag prices are the right prices needs no comment. Our patrons have found this out for themselves, and have patronized us even more liberally this August than ever before.—*Stickley-Brandt Furniture Co., Binghamton, N. Y.*

The dining room should be the best appointed room in the house. Everything that tends to brighten the mind aids both appetite and digestion. And in the dining room family and friends get together in more congenial spirit than anywhere else. Little wonder that all good housekeepers take such a pride in having the dining room furniture, as well as the chinaware and linens, of the most cheerful and appetizing character. Today dining room furniture is probably the strongest line in our August sale. The showing is superb. In fact, right now we have the best assorted stock of furniture for the dining room we have ever shown, although prices average a third below the real values. In addition to the goods purchased specially for this month, we have included many thousands of dollars' worth of our own regular stock. The goods are from the leading makers of the country, and every piece is correct in detail of style, construction and finish. Some very perfect examples of Colonial reproductions and Louis XV. styles are shown in mahogany. The best ideas of American designers are shown in both oak and mahogany. The line is particularly well assorted in weathered and Flemish oak finish. Here are lists of price facts—the furniture demands and deserves a look in order to properly express to you its beauty and general excellence.—*Wanamaker's, New York.*

More of Those Couch Bargains.—Almost every housewife can find room for another couch. Quite stylish to have one in a bedroom; decidedly convenient and furnishes beautifully. Here are chances to get them under priced—chances which come our way and your way but seldom, and which wouldn't be here now only that we find ourselves with entirely too many for this season of the year. Never had so many as we have now—nearly a hundred styles on view—and never before have we offered such money savers.—*Farell's, Trenton, N. J.*

Mission Furniture's Vogue.—It is assured! Not merely a mode of the moment, but a permanently pleasing and popular style. These strikingly effective models are simple in design, yet withal elegant because of their superior construction and faultless finish. Our assortment comprises all worthy novelties for both town and country house. Every charm that belongs to this sturdy, serviceable and very artistic furniture is exemplified in our enormous exhibit.—*Ludwig Bauman & Co., Brooklyn, N. Y.*

Forehandedness Doubles the Money-earning Power.—Every home has some plans for fall furnishing. Perhaps it is only the purchase of a chair, a table, a pair or two of lace curtains, a rug; yet it may be that it is an entire new home that is to be outfitted with furniture, carpets, draperies and the like. The money-earner has been enthusiastic in bringing in the dollars, and the house-keeper has been gratified to see the savings accumulate, which shall make the fall purchases possible. There have been many wishes that the sum saved might be greater, of course.—*Wanamaker's, Philadelphia, Pa.*

To-morrow inaugurates our great January clearance sale of furniture. Many of last year's designs will be discounted and closed out at cost. Hundreds of these pieces are as good in every respect as the new productions, and when placed in your room no one could tell whether they were of this or last year's patterns, and it would be but a small matter, anyway, as a good, well made piece of furniture is always in style. You can pick up bargains for every room in the home in this sale. Every article has artistic merit and value, and will last a lifetime, proving an excellent investment. A little money will secure for you bargains not obtainable elsewhere.—*Revell & Co., Chicago, Ill.*

Furniture that touches every home. A never equaled August sale. Many real 50 per cent. investments. There's hardly

a woman in Brooklyn who doesn't know of the very large, economic advantages of say our annual muslin underwear sale, the reasons for it and the reasons why we do and can give the great price concessions. Think of those sales when you think of furniture—in many ways the same conditions govern our August sales—the price reductions are just as enormous—the range of variety to meet every need is just as extensive—the preparations have taken just as much time. The price concessions are so extensive that there is not an article you may need in furniture, from the simplest chair up to the most elaborate parlor suit, that you can't buy now at very much lower prices than during the regular season—in fact, in many cases, half price. Choose whatever you may fancy, every piece here has our guarantee—it is Loeser furniture. And every day will add something new, so that it matters not if you come here a dozen times, a change of scene will meet you.—*Loeser's, Brooklyn, N. Y.*

Attractive values in bedroom furniture. An incomparable display of fine bedroom requisites, of superior style, excellent construction and flawless finish.—*Ludwig Bauman & Co., New York.*

It is during the dog days that the golfer, tennis player and wheelman most fully appreciate the welcome rest afforded by our delightful rustic and rattan chairs. Some have backs that can be made to take any angle desired; these provide royally for the creature comfort of man, and make him feel at peace with the whole world.—*Cowperthwait Co., Brooklyn, N. Y.*

There are half a hundred things about the house, and about the persons of the family that—after the summer outing, and before renewing housekeeping and family life—need to be "done up." A lounge or couch or bed with a couple of springs broken, worn-off corners of upholstery, ranges and furnaces to be adjusted.—*J. R. Libby Co., Portland, Me.*

An opportunity that is offered but once or twice a year. There are some sample suits here that have been cut in price to make room for the regular goods. There is only one suit of a kind and the early shopper will have the largest choice.—*Greene's, Jersey City.*

In addition to the popular shades offered last year, we have designed many absolutely novel pieces for our spring showing of hand-wrought willow furniture. This graceful and artistic ware lends itself admirably to the appropriate furnishing of the country home.—*W. & J. Sloane, New York.*

The scope of this furniture sale runs from the cheapest good things to the solid mahogany sorts that respond only to the call of the long purse. The furniture stocks correspond with the stocks of the Gimbel store as a whole. Good, reliable furniture, desirable in style as well as in intrinsic worth for those who have to consider expenditure—and most of us do; most for the money and hence the money is best spent here. The intermediate grades, growing finer, each with a good reason for the increased price, until the finest sorts of furniture are shown, lacking nothing in conception in line or “period”—with the added advantage that these pieces are considerably less in price than if specially designed.—*Gimbel Bros., Philadelphia, Pa.*

Of all descriptions and for every purpose. Our prices are greatly reduced on many pieces, which we desire to clean out in order to make room for our incoming stock. Our new stock of furniture is worthy of your attention. Great values and low prices are the attractions this season. Our carpets and rugs are sure to please, not only in value and style, but in prices. You do injustice to yourself if you fail to see what we have to offer, before buying elsewhere and remember, your credit is good at—*Byrne & Palmer, Dayton, Ohio.*

A lot of pretty little “mission style” tabourettes, built of selected oak, in the popular “weathered” finish. They are eighteen inches high, with thirteen-inch square tops. They’ll wear for years and stand lots of knocking about. Every one is put together with bolts and heavy screws. You can’t pull them apart.—*Tull & Gibbs, Portland, Ore.*

The assortment of furniture floors should appeal to practically everyone. We understand perfectly well that a furniture store must be pretty broad gauge to bear out this statement, but we think you will find this one does. Inexpensive furniture is not here to the exclusion of the costly; rich pieces do not bar out what the modest purse must accept.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Everybody knows Crawford Co. sell so many brass beds that they can buy them as cheaply or cheaper than any other store, and when we tell you positively that we are going to sell this desirable line of 200 samples and regular stock beds at regular cost price* or less, it goes further, we think, than if it came from any other house. We pay more for many of these beds than we ask you to pay. We pay as much for

others. And they’re not old styles. On the other hand, there’s a diversity of new designs that insures a satisfactory selection to every purchaser. They’ve been used for show room samples, and now we sell them at less than cost.—*Simpson Crawford Co., New York, N. Y.*

The question of summer furniture. And summer furniture means nothing more than your own notion of wicker goods for porch or lawn. Under the specific name of wicker we have every kind of furniture manufactured—reed, rattan and willow. Then again we have that very excellent furniture with a remarkable rustic cast, silver birch. Everything that is made of these woods—even to swinging davenport and settees.—*Joseph Horne Co., Pittsburg, Pa.*

Don’t you want a pretty new dresser? If you do now is the time to get it, for we have just received a lot of beauties. They are in the very latest fashions with up to date conveniences. They come in birdseye maple, mahogany, golden oak and quartered oak. Do you know that we can sell you a pretty, well made and serviceable dresser as low as \$10!—*Tull & Gibbs, Spokane, Wash.*

“You know the story is a myth, don’t you? Had it been true I would have offered you cherry furniture at axe-hewn prices. But why bother with the past? The present concerns you and me, especially since I am telling you a true story. This golden oak dresser is built in the style of the period of Louis XV., and my price is \$22.50—the value is \$35.00. The large mirror is of genuine French bevel plate, and equal in size to the cheval glass; hand-carved ornaments throughout, serpentine front and two ample drawers with heavy brass trimmings. Come up to-morrow—I have several other bargains I want you to see.”—*Harry H. Hurtz, Philadelphia.*

Some habits are easily acquired and the habit of saving your pocketbook is a very fascinating one. The habit of going to this store will save you many a dollar. (Some people find it easier to earn money than to spend it judiciously.) The quality and style of our furniture are far beyond the degree indicated by our prices.—*C. E. Rosenbury & Sons, Bay City, Mich.*

Our splendid stock of furniture, covering four immense floors, ninety per cent. of which is included in this sale, is drawing to our store daily large numbers of appreciative cash buyers. Are you interested?—*Keith's, Kansas City.*

When the wedding bells are ringing, all the furniture clerks are singing. That's because there's a big demand for their services. We appeal to the newly married couples and to those who soon expect to be newly married couples, for the reason that they can come to us, and we will supply everything in the world they want to use in their new home. And we just wish to remind you all to-day that we are better prepared than we ever were before to fit you out. We have the largest and most superior stock of furniture, stoves, ranges, pictures, carpets, mattings, linoleums, etc., we ever owned and our terms are just as liberal as they ever were in the world. Come to-day and talk over what you want. We will give you an estimate that will delight and surprise you.—*Bruce, Filley & Co., Hartford, Conn.*

Buy the furniture now and, if you so desire, we will hold your selections and deliver later to suit your convenience. Money will not buy so much in the next five months as the present half-yearly opportunity offers. This sale takes in the luxurious as well as the essential pieces in dependable furniture. Ignore this "red tag" sale and you will pay from 20 to 50 per cent. more for your furniture after this sale is over.—*Stickley-Brandt Co., Binghamton, N. Y.*

The dining-room should be the best-appointed room in the house. Everything that tends to brighten the mind aids both appetite and digestion. And in the dining-room family and friends get together in more congenial spirit than anywhere else. Little wonder that all good housekeepers take such pride in having the dining-room furniture, as well as the china and linens, of the most cheerful and appetizing character. Just now dining-room furniture is probably the strongest line in our sale. The showing, just brought to completeness by important shipments, is superb. In fact, right now we have the best assorted stock of furniture for the dining-room we have ever shown, although prices average a third below the real values. The pieces are from the leading makers of the country, and are correct in style, construction and finish. Some very perfect examples of Colonial reproductions are shown in dark oak or mahogany.—*Schipper & Block Furniture & Carpet Co., Peoria, Ill.*

We wish to impress you with the fact that our furniture is not only handsome, but well put together, being made by skilled workmen and made to last. Our parlor, dining-room and bedroom suites

are in the latest and most unique designs. Our prices are beyond competition.—*J. G. Seeger & Sons, Buffalo.*

Here you will find divans that are dainty in design, artistic in appearance and exceptionally comfortable. Totes that are large, roomy and yet beautiful in pattern.—*Stickley-Brandt Furniture Co., Binghamton, N. Y.*

Christmas is near and very likely you will need to brush up a little; a side-board, a china closet, a table, or perhaps new chairs, a carpet or a rug, will lend added dignity to the dining-room. We have them in a multiplicity of designs, woods and finishes, and at prices you like to pay.—*H. V. Monahan, New York.*

It is advancing rapidly toward the tropical season now when some of your earnings will go for outdoor pastime and vacation's delights. But your need of furniture does not decrease. All the more reason, then, for a system of credit which will not in any wise interfere with your summer pleasures and will add to the comforts of home. You are beginning to realize that the effect of our credit plan is far reaching. It is a friend at all seasons of the year. Nothing can weaken its advantages or make them less desirable. If ever there was a sterling co-operative plan, ours is the one. You understand, do you not, that we have no arbitrary or fixed terms, and that they are arranged according to your income? You want our merchandise, we want your patronage, and this exchange is made to satisfy both, though we make it to satisfy you.—*May & Co., Columbus.*

Just because midsummer has come and you may need outdoor furniture, we have decided to give you a chance to buy it cheap. So cheap, indeed, that we doubt if we will have any really desirable pieces left at the end of the first two days. Usually we wait another month or so and have a clearing out sale on things like this. This year we are ahead of things a bit. As usual our customers benefit by our go-ahead-ness. Lots of you are going camping this summer—indeed, the season has just about begun. Better come and see these bargains before you go. A few dollars will do wonders towards adding a deal of comfort to your camp. And as for porch and lawn furniture, we have some great bargains to offer you. We have decided not to keep one piece over until next season. We'll cut prices liberally and you can do the rest.—*Tull & Gibbs, Spokane, Wash.*

You need something that lets the air through to sit on in summer time and we are showing a splendid assortment of rattan, reed and prairie grass rockers, chairs and porch tables, as well as all kinds of lawn swings and benches. We can offer you some exceptionally big values in these goods; we should like you to see.—*House & Herrmann, Washington, D. C.*

This sale a year ago eclipsed any similar event ever held in the store. We have far better furniture to offer you this July—and the prices are decidedly lower. This is the whole story, so far as we are concerned, except to follow with the details. If you have any furniture needs whatsoever, this sale will offer inducements to you impossible at any other time.—*Adams Dry Goods Co., New York.*

Our great August sale of furniture begins to-morrow! Our prime object in holding this sale is to make more friends for our already widely known furniture department. In addition to an army of old patrons—who fully appreciate the importance of this occasion—there will be hundreds of new customers in attendance whose trade is worth making strenuous efforts to secure, for we realize the value of the adage that "Once a customer always a customer." Last year we held an August sale of furniture which proved a revelation to hundreds of furniture buyers. It placed furniture of the highest standards into many homes at prices so low that they who bought were not only gratified but very much astonished. In this August sale we wish to exceed the sales of a year ago. Now the values are better. Now the varieties are greater. Now the furniture department is better known, and, if anything, is in better shape to cater to the needs of buyers. Every condition favors this occasion, which will prove the greatest sale of all.—*Adams Dry Goods Co., New York.*

"Not How Cheap, but How Good" is the Back Log of this August Furniture Sale.

The quoted phrase at the top of the page to-day is from the pen of William Morris, whose picture we reproduce.

Morris was the leader of that band of lusty young Englishmen—Burne-Jones, Rossetti, Arthur Hughes, Madox Brown—who forty years ago began making war on the tawdry and cheap in household decorations. He succeeded better than he realized at the time of his death, for it is not putting it too broadly to say that half of the homes in England and

America have been influenced by his work.

Along with his artistic sense, Morris had enough business wit to have ready a substitute for the gaudy furnishings he tore down.

In place of a cold marble-top table he offered a heavy, noble-looking oak, with simply a doily or two on the top. Instead of covering the floors completely he laid his carpets in strips, showing the beautiful hard wood at the sides. Taking down dozens of flashily framed pictures and chromos, he put up a few good pictures in dark wood frames. Throwing aside the marble-top mantelpieces, he replaced them with solid oak mantels and wide fireplaces.

Of course, everything was well made, substantial and useful, as well as beautiful. "Have nothing in your homes," he said, "that is not useful or that you do not believe to be ornamental."—*Wanamaker's, Philadelphia, Pa.*

Straight to Schmelzer for your furniture, carpets and stoves is a step in the right direction, a step that assures you the choicest assortment, the lowest prices and easiest terms. During the past week hundreds of young folks have turned their steps towards Schmelzer's and hundreds more will be here this coming week to select their outfits and lay the foundation for a comfortable and happy home. Cash or credit. Just tell the man to charge it.—*John Schmelzer, Saginaw, Mich.*

Every piece of furniture in our house is new, as this is a new department this year. When you see the dainty designs in sewing tables, shaving stands, music racks, ladies' desks, Morris chairs, fancy rockers, easy chairs, luxurious chairs, davenport, dressing tables, mission chairs, desks and tables—you will understand why this department is so busy.—*The H. H. Griggs Company, Cleveland.*

Our unique position in the trade enables us to offer quite exceptional values in the higher grades of furniture. Take the Sideboard illustrated as a single instance. It was built at our factory here in Toronto, and is in every respect equal to the original from which it was copied. The wood is choice Tabasco Mahogany, and is highly polished, so as to bring out its beautiful color and exquisite grain to the best advantage.—*The Rogers Furniture Co., Toronto, Can.*

Substantial and solid, simple in construction, popular designs, superior workmanship and excellent finish are the characteristics of our line.—*Hills, McLean & Haskins, Binghamton, N. Y.*

This mid-season furniture sale breaks all past records, both for magnitude and genuine bargains. Ample reasons, too: The store was never as large as now. It's mid-summer. We're getting ready for fall. It's the time we go carefully over the stock and reduce in price, for quick selling, patterns that will not be duplicated—not odd pieces only but entire suites, and furnishings in general. Pieces that positively cannot be found in any other furniture store. The columns below show only a few of the many bargains in fine, exclusive furniture. We're glad of this, another chance to enrich your homes; to reward you for building this wonderful furniture store; to reward you for waiting for this, the greatest of Mid-Summer Furniture Sales.

Every piece bears the imprint of Simpson Crawford furniture merit. No maker will deny that it is hard to sell us furniture. No inferiority is tolerated. We demand perfection—and get it. No furniture is too good for us to sell, if rightly and honestly made. Our outlet is perennial and exhaustive.

But this August sale marks a new epoch.

It is not a sale such as is common to the trade at this season. It is not a combination of wood and veneer and glue fashioned into form—to impress the public with the cheapness of things and inflate the August business.

Instead, it is our regular sorts of furniture, at prices which are only possible in February and August, when we buy immense quantities at about the cost of material and making and save you the ordinary profits of business.—*Simpson Crawford Co., New York.*

An opportunity to get real mahogany furniture of the very best sort at prices usually paid for oak comes but seldom, and to be able to select from a very big assortment at such prices is rarer still.—*Stumph & Lyford, Washington, D. C.*

An impressive display of furniture novelties for the country house. Models which are the acme of art in designing and notable because of their striking individuality and effectiveness! With our usual progressiveness, we are first to introduce the Silver Glace Villa Furniture—made of Hungarian ash, in a lustrous gray finish. These exquisite models, while constructed in the simple outlines now so much favored, are enriched by inlay work in platinum, copper and ebony, deftly introduced. The upholstery is of fine suede leather in a rich shade of green. The general effect of this combination is singularly elegant and

artistic.—*Ludwig Bauman & Co., New York.*

Goods that are new in every sense of the word—and alluring to an irresistible degree. If you have put off buying your white enamel pieces until now, consider yourself as fortunate, for when we tell you that the real value of these goods is one-third more than the advertised prices, you will be ready to come here this week and make a selection, as this is without question the last time this season you'll be able to choose these particularly attractive goods at such low prices.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Furniture of the uncommon sort forms the basis upon which we have created our productions of hand-made pieces. For the dining room this feature is worked to beautiful advantage in the long, low sideboards—the cabinets for china or glass with quaint latticed doors—with extension tables, chairs and buffets—all in keeping with the simple motif in mind. Mahogany in the solid wood is used only in this conception.—*Grand Rapids Furniture Co., New York.*

In selecting the new things for your home, there is a distinct advantage in having so large assortment to choose from. It affords you the opportunity of seeing all that is newest and best in the furniture world. We welcome visitors at all times, and take great pride in showing them through our store.—*Red Star Supply Co., Memphis, Tenn.*

Mr. Banker, Mr. Laborer, Miss Finance, Mrs. Housewife: Our invitation is cordially extended to you. Come to the beautiful store—look over our carefully selected stock of high grade household necessities. We always take pleasure in showing people through our Home Beautiful. It is here you will find exactly the article you need to replace this piece of furniture, that parlor rug or the entire refurnishing of that new home you have just built or purchased.—*The American, St. Paul, Minn.*

This is a bold statement, but the furniture and prices back it. Your eyes, your experience and judgment you can depend upon. Go through the two floors of sample pieces here and then decide. We permit no one to undersell us. No matter how cleverly others may talk; no matter what others may claim—we undersell them all.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Here's a furniture offer for Monday that beats the world.—*The Anderson Co., Buffalo, N. Y.*

Judging by the great amount of business we are already doing, it would be very unwise for you to wait until the final rush before buying whatever you need for entertaining inauguration visitors. We have made big preparations for the event, and have anticipated all your wants. In order to induce you to buy early and give us a chance to wait on you properly, we are making special price cuts on all such things as you are most liable to want. Don't take unnecessary chances or pay more than you need—do your buying next week.—*Jackson Bros., Washington, D. C.*

During stock taking we found an almost endless number of odd chairs and rockers, and this week we intend to clear them out at about half the regular price, in some instances below. There is almost every kind of a chair or rocker represented—chairs for the office, chairs for the dining room, kitchen or hall, bedroom chairs and rockers, rockers with arms and without, rockers with shaped saddle seats, upholstered seats or cobler seats. The patterns are those that have been our best sellers during the past year. If there is any part of your house for which you need a chair or rocker, and you want to save half the purchase price of one, or get two chairs or rockers for the price of one, better come down and make your selection this week. Always remember that you can make your own terms on everything you buy from us, even if it is sold to you at sale prices.—*Tull & Gibbs, Spokane.*

"An appearance of prosperity begets confidence." Are your office fittings a credit to your business? Money spent for high-class furnishings is a gilt-edged investment, not an extravagance. Office fittings of the most sumptuous character are here in lavish variety, and the plainer sorts as well. But no trash.—*Davis, Smith & Nettleton, Tacoma, Wash.*

There's always somebody wondering where they can get the best furniture values. These are just the people whom we like to have come "here." For "here" they will always find the very best furniture that the manufacturers in Grand Rapids can offer. From now on through the spring season we mean to demonstrate more forcibly than ever before that Fuller's is the place to see the largest assortment of good furniture and the fairest prices. We will surprise you.—*C. C. Fuller & Co., Hartford, Conn.*

Have you seen the pretty display of dainty parlor chairs, rockers and tables at this store? If you haven't you have

missed something worth coming a long way to see. Most of them are in mahogany and the colonial styles prevail. We cordially invite you to come and see how beautiful you can make your parlor for a very modest sum.—*C. W. Daniels, Pueblo, Col.*

All the new good things of the country's leading and best furniture factories are here. Every piece of furniture in this great emporium is properly made and properly finished. Every piece of furniture comes up to the highest standard of excellence. Every piece is guaranteed to be from 10 per cent. to 25 per cent. lower than similar quality can be bought at elsewhere.—*The Fair Store, Binghamton, N. Y.*

Keep your buying eye on this store when considering your wants in furniture, carpets, wall paper, window blinds, picture frames, oil cloth.—*Sorgen's, Fall River, Mass.*

A picture of home comfort follows the busy man through his day's work, cheering and encouraging. A happy home is man's dearest possession. Did you ever think how much good furniture adds to the joys of home life? It needn't be luxurious or expensive to be artistic and beautiful if one buys right. This is the right place to buy.—*Rhodes-Haverty Furniture Co., Atlanta, Ga.*

Is there a home so completely furnished and decorated as to need nothing? Is there a home maker indifferent to economy and elegance? Of course not! Then it follows that our reduction sale of furniture, carpets, china, and all kinds of housekeeping goods should command the attention of all home makers. You will have to supply your needs some day. Buy now at the reduction sale prices and pay a little at a time as the money comes to you.—*The Weeks Furniture Co., Woonsocket, R. I.*

When you come our way don't fail to look into our East window, if you are interested in pretty unique mission dining room furniture, and in our West window if you want something cheaper.—*York Furniture Co., York, Pa.*

Something almost for nothing in hassocks.—*Keely's, Atlanta, Ga.*

Good furniture at greatly reduced prices. Such opportunities are absolutely unmatched. No necessity for the housewife who takes pride in the adornment of her home to be without the best and to satisfy her wishes to her heart's desire.—*Jordan, Moriarty & Co., New York.*

When you move, equip your office with modern furniture, and the best facilities for conducting your business. Our prices must interest you.—*Chas. E. Matthews, New York.*

This furniture sale has something for you. If you aren't acquainted with Reynolds' furniture and carpet store, it's high time you became so—for your pocket's sake! And this applies with extra force during the coming week, when extraordinary price inducements are offered.—*Reynolds', Troy, N. Y.*

Satisfaction, from the home furnisher's standpoint, is not to be found in buying cheaply made, showy furniture, or by dealing with people who represent poorly made goods as the "best in the market." Three generations of Brooklynites have patronized the old house of Mason's, and know that "satisfaction that satisfies" has always been found in their goods.—*Mason's, Brooklyn, N. Y.*

Mere cheapness has never been the standard of this furniture store. Cheap it must be, however—meaning by that the best possible values at the various prices; the cheapness that spells economy—not the cheapness that means wastefulness. We know of no collection of furniture anywhere that is as broadly satisfying to people of good taste and good judgment as the great stocks we are showing.—*John A. Colby & Sons, Chicago, Ill.*

Furniture of elegance. Elegance, usefulness and durability have been most admirably combined in our furniture. There is a gracefulness in shape, a smoothness and brilliancy in polish, an artisticness in carving and a brightness in trimming that make every article exceptionally attractive. Every article of furniture you can possibly need you can find here in its most attractive form and priced at the same figures you have quoted elsewhere for it in its most ordinary form.—*Duff & Repp Furniture Co., Kansas City, Kans.*

Every day is an opening day here—opening new goods daily—opening the eyes of furniture and carpet buyers as to values. We have said it before—we say it again: Visit all the other house-furnishing establishments in town, but as you value money don't buy until you see our stock and get our prices.—*Black & Barker, Pittsburg, Pa.*

"To think of furniture is to think of Carty."—*Carty's Furniture Store, Frederick, Md.*

You are buying furniture nimbly—promptly. That's natural. No thrifty person can afford to be poky or dawdly

while such values as we show are in sight. It's a sprightly, bustling sale that we've worked hard to round out. You've yielded appreciation bountifully. That's the crowd-winning combination.—*Macy's, New York.*

A good deacon went out West visiting, and while he was there another man of the same name died in the town where the deacon was stopping. On the deacon's return home he was much surprised to find his own obituary in the local papers. The obituary notices were very complimentary, but this seemed only to annoy the deacon, who said to his wife, "Consarn it! Only jest see that pesky reputation that I've got to live up to." Our furniture department has a high reputation to live up to, but it does not annoy us as the deacon was annoyed, and we shall maintain this reputation "in season and out of season." Watch out for our furniture bargains.—*Houghton & Dutton, Boston, Mass.*

'Tis the season to have and save. Pleasure and profit go hand in hand. Hundreds of bright, new, durable reed and rattan pieces, in the soft popular green, the attractive red or the handsome natural finish, are now offered at less than actual cost of production. It's the wind-up sale of the season and profit will not be considered in our effort to send these seasonable, comfortable pieces into usefulness. "He who hesitates"—will not hesitate to make a selection from this splendid assortment at such profitless prices.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

All the standard styles and new ideas, combined with our own exclusive designs. The most comprehensive display of fine furniture to be seen in any one establishment.—*Horner's, New York.*

Summer furniture from China. Long before Heywood and Wakefield, John Chinaman made furniture from reed and rattan. He taught us the art, but he couldn't find any of us bright enough to learn how to make a gong. And still we use Chinese reed furniture. If you read and act upon the following you'll more than ever be in debt to John Chinaman. Some hundreds of pieces of Chinese reed furniture, our own importation, go on sale to-day one-third off price. It was selling fast enough at our regular low prices. It would have cost you one-half more last week. Prices are only one-third the cost of American. Fools? No, only crowded; room needed. Interesting? Yes, to you.—*Wanamaker, New York.*

It is fully worth putting yourself out to come and make a selection of a dresser, chiffonier or commode to-morrow—the last day of our big sale. Never before have we made so deep a cut on such excellent styles of bedroom furniture—golden oak, birdseye maple and mahogany pieces—no matter what wood you admire, if price is the inducement, you will be able to make your selection to-morrow easily. Remember that your credit is good. Come and see the dressers and talk it over with us.—*Tull & Gibbs, Spokane, Wash.*

No factory can make just enough furniture. There will be surplus lots of some things. We naturally get first choice. No factory can get just enough regular business to keep its force busy. Now, good men must be kept on solid time—so it saves some waste to take from us “stop-gap” orders for fifty or a hundred of this, that and the other, “at a price,” but to be made up when there’s nothing else to do: We give these orders. Our suppliers are the accepted leaders in the trade—west, north, south and at home. We’ve gone back to grandfather furniture in many cases—old fashioned solid mahogany. To buy such pieces is to put old wine into your cellar—it gets better and better. With hurriedly made furniture, painted and glossed by tub immersions, we’ve no patience. Its selling discredits us; its buying injures you. Go into many a house furnished a dozen years ago and you’ll be shocked at the furniture. Its cheap lustre is gone in spots; its legs wobble; its lines offend. The furniture was caught in a sort of a greased-pig race for cheapness. If expenditure is to be limited, all well. Buy plain pieces—they’ll look well twenty years hence; buy smooth surfaces—look athwart the piece. If its slick surface shows up-and-down tendency, it is mere cheap varnish work on unsmoothed wood—and that can’t last long or look well even at its best. It’s the gospel of good taste that should govern in furniture buying. No more to pay at first—and less frequent renewals.—*Gimbel Bros., Philadelphia.*

The very best furniture makers in the United States have sent carloads of furniture of every style and for every purpose for this sale. All the new furniture will be offered at wonderfully attractive prices, in many instances practically at cost. All the regular stocks on hand will be offered at strikingly reduced prices. Thus it will be seen we have adopted the most decisive method to induce numerous and quick sales. We

are going to prove even more aggressively than ever before what a great and helpful furniture store we operate. We are showing everything new, furniture for every purpose, whether it be for parlor, dining-room, library, bedroom, sitting-room, hall, music room, den, kitchen, or any other purpose. Also specially selected varieties of furniture suitable for clubs, cafes, public institutions, vessels, theaters, restaurants and other requirements.—*Siegel, Cooper Co., New York, N. Y.*

The great reputation “Karpen Upholstered Furniture” has obtained throughout the world is a sufficient guarantee of its high character of construction and design. Through a special arrangement with the “Karpen” factory we are enabled to offer this month a surprising number of bargains in guaranteed Sterling genuine leather furniture. The Sterling trade-mark protects you from a large amount of deception and fraud practiced in the manufacture and sale of upholstered furniture covered with inferior leather and imitations of leather.—*Stickley-Brandt Co., Binghamton, N. Y.*

A pretty sideboard will add greatly to the appearance of your dining room will make a rather plain dining room look very attractive. If you are thinking of buying, you will find our line very complete. What we have said before regarding our furniture we say again, it is perfectly reliable and just as we represent it. Our prices are as low as possible consistent with the high grade of goods.—*Williams & Morgan, Utica.*

Mission furniture imparts an air of simplicity to the library that the student and reader enjoy. It blends pleasantly with the many colored bindings of the books, and thus seems to be a part of the volumes themselves. This handsome weathered oak book-case has two doors, two separate compartments, adjustable shelves and broad top for bronzes or marbles. Other styles equally as handsome reduced in the same proportion.—*Cowperthwait & Sons, New York, N. Y.*

We place on sale this week our entire line of willow rockers, chairs, settees, etc., at reductions averaging 25 per cent. from the regular prices. For general use throughout the entire home, for the summer cottage, or for the porch, willow furniture has no equals. It is sensible, serviceable, and provides the maximum of comfort for the minimum of expense. Buy this week and save one-fourth.—*McAllister, Mohler & Co., Columbus, Ohio.*

When we advertise furniture we mean it. It is furniture in the true sense of the word. It is furniture that is well made, durable and lasting. It is not the kind that is thrown together or put together with inexperienced hands. Our furniture is made by skilled mechanics, and is the best that money can buy. The price to you is made easy by the small expenses and location of our store. Every piece of furniture we sell is guaranteed.—*The Home Furnishing Co., Columbus, Ohio.*

“Ye Olden Day Furniture”—Colonial furniture. On the main floor is a handsome display of Colonial furniture. We are first to show this kind of furniture on the Pacific Coast. The pieces are exact reproductions of those made over 100 years ago. Made of oak, Colonial wax finish.—*John Breuner Co., Sacramento, Cal.*

There's no place like home. The song that has thrilled the souls of so many millions was written years ago, but is nevertheless true to-day. All that goes to make home life comfortable can be found in our buildings. We take special pride in furnishing you with furniture, carpets and stoves that will make happiness assured, at prices that can be reached by all. Call and see the home makers' prices for to-morrow.—*The Colonial Furniture Co., Cleveland, O.*

The hall is the first glimpse of home to greet one's eye when one has been away, as it is the last on one's departure. The hall is a room which serves a transient use; yet it gives the first and last impression of the house. The hall should be emblematical of simplicity, dignity and good cheer. Experience has shown us the way to produce the effects of woodwork and draperies. We have in stock hall clocks, hall seats, coat trees and other pieces to do the rest.—*J. Crawford Greene & Son, Troy, N. Y.*

Furniture that touches every home. An incomparable display of the popular Mission Furniture, superior in style, flawless in construction, excellent in finish.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Whether you merely want an office chair, or wish to have estimates on furnishing the most elaborate suite in New York City, you'll find it to your advantage to consult our Office Furniture Store.—*Wanamaker's, New York, N. Y.*

Furniture for lawns and cottages. Artistic yet comfortable designs, equally serviceable at summer homes or for porch and lawn use in the city—made

by the very best makers of summer furniture.—*Mandel Brothers, Chicago.*

In buying our dining-room chairs every effort has been made to select only those of the utmost strength, durability and beauty—patterns to harmonize with each and every table or other dining-room piece in our stock. Choice is an absolute assurance.—*The Household Fair, Kansas City, Mo.*

Faith in furniture. If you have faith in the firm, you can have firm faith in its furniture. If you have no faith in the firm, how can you have faith in its bargains? This store has furnished hundreds—nay thousands—of homes in Bay City on the equitable credit plan. Have you ever heard aught against its methods or its furniture?—*The People's Furnishing Co., Bay City, Mich.*

Great Scott will give you (while they last) large, massive sideboards worth \$30 for \$12.50. They are beautifully carved, by hand, large French plate glass and highly polished; more sideboards than any four houses ever handled in four years. These sideboards must be closed out, therefore you can now get at Great Scott's a sideboard at almost your own price.—*Great Scott, Baltimore, Md.*

The rest is easy if you have one of our couches.—*Greenberg's, Houston, Tex.*

Swell furniture, little prices. A combination that ought to bring every woman in the city to our store this week.—*Longyears Furniture and Carpet Store, Lansing, Mich.*

Porch rockers. You'll soon be using that porch more than the sitting-room. With the thermometer as it was last week, you'll be driven out. Why not make it comfortable?—*Wilson, Trenton.*

The quaint and beautiful arts and crafts, mission and old Dutch pieces are a perpetual delight to the lover of the artistic; furthermore, they are luxuriously comfortable.—*Woodward & Lothrop, Washington, D. C.*

Everybody is sufficiently settled in their new home now or far enough along with the spring renovation to size up their furniture needs. So this column will make interesting reading for many a family.—*Campbell, Pittsburg, Pa.*

Twentieth Century brides realize that however little furniture they may want with which to start housekeeping, they “want that little long.” Our furniture has the old Colonial knack of lasting for generations, and, being so artistic, never goes out of fashion.—*Cowperthwait Co., Brooklyn, N. Y.*

Do you want a rocker? If so, we'll surely make a sale. There is hardly a thing made in rockers that we don't have. Just unpacked the newest designs in rattan, reed and cane chairs. This store is teeming with fact and suggestion for home furniture.—*Cohn Bros., Spokane.*

Office Furniture. A man sees as quick as a wink the economy in selling hundreds of things together under one roof, of having merchandise experts look after one line of goods, and financial experts manage the purely financial end of the business. This applies to office furniture as well as to everything else, and in the large stock at the north end of the fourth floor you will see the advantage and economy of it all—in the desks, the chairs, and the office fittings.—*The Wanamaker Store, Philadelphia, Pa.*

They are made with or without marble tops as desired, the wood is perfectly seasoned and the joints are tight.

We have also a complete assortment of the best factory made tables, chairs and kitchen cabinets, so that the widest possible range for selection is to be found here.—*The Tobey Furniture Co., Chicago, Ill.*

This Rocker is large size. Shaped wood seat. Fancy banister back. Fancy turned front and back posts. Easy arms, shaped top slat. Made in Quartered Oak, Piano polish finish.—*Sticklebrandt Co., Binghamton, N. Y.*

Sideboards that suggest cheer. The sideboard when laden with silver, sparkling with cutglass and inviting dainties, is the crowning touch to the dining room. The third floor furniture store prides itself on its showing of buffets and sideboards. There are designs with elaborate carving and plain, refined designs, and all economically priced for you—that's the point.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Buying furniture. There's often an element of uncertainty in the undertaking of buying furniture. This is the purchasing of something expected to last a lifetime. The designs should be such as endear themselves to you more and more year after year and the service of course should be lasting. That's one kind of furniture. You know the "other" kind. The only experience we have with this "other" kind is to have it brought to our repair shop occasionally. We don't sell it, though. Of good furniture—good in every way—we have a great storeful.—*C. C. Fuller & Co., Hartford, Conn.*

A step in the right direction is a

good start, and while buying your furniture and carpets this spring don't fail to call on Buchanan's cash or credit.—*Buchanan's, Kansas City, Mo.*

Porch and cottage furniture. Bamboo is the chief building material in many countries, including our own Philippine Islands. Besides being very strong, bamboo wood is readily worked into artistic designs and it is a material that withstands all kinds of weather wondrously well. What's more it is inexpensive. These are the very qualities wanted in porch and summer cottage furniture. Depend upon us, then, to meet your requirements in this line.—*Burke, Rochester, N. Y.*

We are ready for all comers and in better shape than ever for catering to the wants of the buyers of this community in the matter of dining room furniture. Take it in the line of dining room chairs, of which we show many distinct styles, all of the latest styles.—*Watkins Bros., Pueblo, Colo.*

So much to say that we can say but little. In furniture, carpets, rugs, matings, linoleums, etc., we are prepared to fit up homes, cottages, boarding-houses, hotels. No order too small, none to large.—*R. J. Kelly & Co., New York, N. Y.*

Our one greatest ambition is to make our furniture department indispensable to the needs of all thrifty-minded people, who want to save money, but not at the sacrifice of quality.—*The Boston Store, Winchester, Ind.*

We made and maintain low prices. Whatever preference we enjoy with the public is because we stand firmly to our convictions; we claim the right to our own opinion as to the best way for us to keep store. We claim the right to buy as low as possible and sell at as low a margin as good sound business principles will admit of. Twenty years of successful business has proven we are correct in our principles and that our business foundation is sound. Another week of strenuous furniture selling.—*Lach, Kansas City, Mo.*

We have just unpacked a large shipment of fine odd pieces which in addition to the stock we previously had makes our present assortment the largest we ever possessed. You can pay as much or as little as you desire—\$3.98 buys a fancy odd chair with velour seat, and \$50.00 is the price of an exquisitely beautiful cabinet—but all are pretty and you'll have no trouble to be suited.—*Brown Bros., Cleveland, O.*

Horner's furniture, whether wanted for town or country homes, our stock affords best selection and best values.—*R. J. Horner & Co., New York.*

We specialize in fine office furniture and furnishings. We show the finest desks, chairs and cabinets and other office fittings including floor and wall coverings, partitions and decorations. We also have the cheapest that are dependable in workmanship and materials. "Flint Quality" in office fitting assures the same standard of excellence, and absence of excessive charge, as the sixty-four years of our business existence have demonstrated to be characteristic of our furniture for the home.—*Geo. C. Flint Co., New York, N. Y.*

Santa Claus will soon be making his rounds. In many cases house furnishings will prove most acceptable and useful as gifts. In preparation for a large demand the workmen in our upholstery department have been working night and day producing new and artistic designs for the holiday trade. We boast of a most beautiful stock of parlor furniture—new three and five piece suits upholstered in muslin all ready for your selection of coverings. The coverings are exquisite—among them a large number of imported fabrics.—*A. V. Manning's Sons, Trenton, N. J.*

Bed rooms are made beautiful only by beautiful furniture. There's a charm and luxury about a room furnished with our furniture. Decide now what you want before the holidays. Our prices are low—your credit is good.—*Williams & Lawler, Trenton, N. J.*

We have faithfully considered the furniture needs and offer a choice line of seasonable furniture that will bring brightness and comfort to the home. Everything here to fit the season. Never here before in larger, more attractive or better variety than now. For summer time comfort, at home or away, you'll find here much that will interest you and priced in the right and always satisfactory way. Come and be shown.—*Helfrich, Bohner & Co., Allentown.*

So many hours are spent at your desk that a well made, comfortable chair means a whole lot. As the right kind of a chair should last the best part of a lifetime, the first cost doesn't figure as it does on some articles. By that we mean, don't pay too much, but pay enough to get good workmanship and wood. Revolving, adjustable office chairs in golden oak finish from \$4.75.—*Robbins, Pratt & Robbins, Spokane.*

There are exhibits at St. Louis no more vast and comprehensive than this show of dining-room furniture. Hundreds are traveling as many miles to see them. The Colonial furniture alone among the new dining-room pieces on the Gimbel furniture floor are worth coming a long distance to see. The simple, almost austere beauty of colonial art worked out in the dull mahogany-finish—and that finish defies imitation. Dozens of pieces of this sort. Absolute copies of precious old chairs in the possession of connoisseurs.—*Gimbel Bros., Philadelphia, Pa.*

Our dining-room furniture department alone is as large as an ordinary store, and it contains just now the most elegant stock we have ever shown. The numerous grades and designs in golden oak, weathered oak and mahogany make it easy to get just what is wanted, and our prices, by comparison, will be found absolutely the lowest on any given grade.—*McAllister, Mohler & Co., Columbus.*

We can show you the newest ideas, the best reproductions of the old pieces, and the most popular furniture for the home that can be found in this city. This is a "furniture" store—all the name implies—and more. It is a place you will enjoy visiting because of the interesting and beautiful things that are displayed here.—*John Mullins & Sons, Jersey City.*

Farrell's quality has long been accepted by knowing furniture-buyers as the standard of merit. If an article is here, it's good. It wouldn't be here, were it otherwise. We can't make this point too clear. It's one of the foundation stones of this business. Sticking to honest furniture, and never running after the cheap goods so numerous now-a-days, has made this house one of known reliability, and that means much to any buyer.—*Farrell's, Trenton, N. J.*

The wheel of fashion has made one more complete revolution, and the furniture of the Colonies is now pre-eminently correct for the dining room.—*George C. Flint Co., New York, N. Y.*

A veritable exposition of everything of merit in the Furniture world, in all the fashionable designs and finishes, with unequalled choice in all lines, aptly describes our Fall display.—*R. J. Horner & Co., New York, N. Y.*

Furniture cast on "Mission" lines, and finished in weathered oak, is in great demand this season. The pieces are sightly, comfortable, and very attractive additions to the furnishing of the home.—*Wanamaker, New York, N. Y.*

By this we mean it is the first time in the history of our establishment that we have inaugurated a regular "Summer Furniture Sale," and we intend making it a hummer. Below are only a few of the many bargains we are offering. This sale embraces every article in our store, from the smallest butter chip to a folding bed, and it is decidedly to your interest to call and inform yourself as to the remarkable purchases you are able to make by paying part down and the remainder weekly or monthly.—*Cohn Bros., Spokane, Wash.*

Here are three leaders of the famous Lentz extension table values. The Lentz extension tables are to-day becoming more extensively known and in use than any other table on the market. Simple facts have taught the best furniture buyers to recognize the Lentz tables, and buy and sell them wholly upon their merits—namely, quality, construction, finish and price—these are the important factors which you should look into before buying; all of which the Lentz comprises. These values will surely interest every person who wants a moderate priced table, and are good values at regular prices. We have better ones if desired and can please you both in styles and prices. Come in and look them over and see the advantages over others.—*Standard Furniture House, Spokane.*

When you buy of us it is made in our own factory, designed to your taste, material, finish and upholstery as per your instructions. We quote you a manufacturer's price, and deliver to your home or pack and ship free of charge to your out-of-town residence; and you may rest assured that you are getting the best at the lowest market price. Just at present we have a handsome assortment of davenport and suites, which will interest you, and an excellent showing of upholstery goods.—*Chas. F. Doll, Buffalo, N. Y.*

You know the sort when we say "Mission Style"—massive oak construction—Spanish leather cushioned—large—easy—lazy—luxuriously plain—that's the size of it. We are not supposed to have such swell doings "Over Here"—but we do—in fact—our "Mission" furniture—is equal to all you ever see "Over There" except in price—"Over Here" price is a whole lot less and this week's special sale makes it even less, than that. Suppose we do sell under cost—for a week—we can stand for it.—*T. H. Wearne & Co., Denver, Colo.*

For this summer sale, we have built some exceptionally interesting bedroom

furniture in birch, maple, light oak and white enamel. The designs are early English, French, Colonial and modern, including several floral decorated pieces, and in combination with our showing of light drapery fabrics, afford unusual opportunity for selection, suggesting numerous possibilities for the expression of individuality in dainty and effective decorative schemes.—*Geo. C. Flint Furniture Co., New York.*

Summer furnishings. Just now you must provide for the hot weather which will soon be here. We have furniture, draperies and floor coverings suitable for just that kind of weather. You would not think of wearing the same clothing in summer as in winter. Well, the same thing applies to your house. You need not expect to be comfortable this summer unless you take up that heavy carpet and put down one of our nice, clean, cool mattings in its place. Get a few light, comfortable chairs and rockers and you can bid defiance to the heat. For your veranda we have many very low-priced rockers that are well made and comfortable, and we recommend that you order early to secure what you need.—*Greene's, Newark.*

The Chinese reclining arm-chair is a necessary adjunct to the Summer veranda. It has a frame of bamboo—the rest is an openwork cane. There are enclosed arms for storing away a book, magazine or fancy work, and a place for the tumbler of cool drink. The light weight of the pretty Chinese reed and cane furniture, done in colored enamels, and made in France, commends it very highly for piazza use. There is nothing which appeals so much to the Summer lounge as the tete-a-tete or double chair. It is in reed, and combines the pleasure of having one's companion near, while both read, rest or carry on a conversation. The dividing arm is broad enough for books, or holding the afternoon tea.—*Wanamaker, New York.*

Porch Furniture—Attractive—Good—Inexpensive.—We have an unusually fine showing of comfortable and durable rockers and chairs for porch use. Some are elaborate and handsome; some are quite simple, but right. It is of the latter kinds that we tell this word today. Frames are mostly of maple, in natural finish; but we show them in oak, finished in pale green and polished, or weathered oak in dull finish; seats and backs are mostly of closely-woven reed or of closely-woven cane. All the goods are of highest grade and finish.—*Wanamaker, New York.*

Hints About Furniture.—There are in almost every home several pieces of furniture that are so comfortable that in spite of their shabbiness you do not like to lose them. Perhaps they are heirlooms in the family, made of heavy mahogany, or with such prim sturdiness that they appear to defy newness or graceful lines. When you go away for the summer instead of sending your furniture to a storage warehouse, send it here—tell us what you wish done to it and we will reupholster it so that it will keep its old-fashioned lines, but take upon itself a new air of elegance. Then we'll keep it for you until you return in the fall. And all this will be done very much cheaper than at any other time, because in summer we have more time to devote to it.—*Abraham & Straus, Brooklyn.*

Furniture that's honestly made, strongly constructed, the kind that lasts longest. In short, Furniture that is the best possible return for the money—and there's a goodly saving on every piece listed here. True, they are odd pieces, no more like them, but they are just as desirable.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

Suggestions for Summer.—If your bamboo furniture gets begrimed or dull looking, rub it with a brush dipped in warm water and salt. The salt prevents that yellow color. Wicker chairs and matting can be cleaned in the same way. Fruit stains begin to appear on knife blades these days—rub with a damp flannel dipped in salt and they'll disappear quickly. A house should be as pretty and comfortable looking in Summer as Winter—if not more attractive. Do not make it barren and cheerless looking by having no curtain at all. Replace the heavy lace curtains and portieres with the lightest and most transparent hangings you can find. In these days of large porches the well-fitted Summer home has the artistic modern Japanese mats strewn here and there. We have them in beautiful designs and very moderate. If your silver tarnishes quickly, wash it every week in warm suds with a tablespoonful of ammonia—it preserves the polish.—*Abraham & Straus, Brooklyn.*

We have the pleasure to announce some special opportunities in cool, restful, attractive reed and rattan furniture, each piece hand-made, either from designs of our own artists or those seen in the famous English watering places. Finished in any color to order without extra charge.—*Geo. C. Flint Co., New York.*

In the rich golden quartered oak, dainty bird's-eye maple, elegant genuine mahogany, and the beautiful curly birch. One of these dressers combines the convenience of a dressing-table and utility of a bureau. The fine and large mirrors are always a welcome feature. At the present writing you will see on our display floors more than twenty different designs in above woods and finishes, and every one of them are designed to give the greatest amount of convenience and beauty.—*Stickley-Brandt Furniture Co., Binghamton, N. Y.*

Select what you will from any one of our seven great floors and you can safely feel that it is strictly reliable—that you have not been deceived in the matter of quality. This is very important, too, when there is on the market so much Furniture of a questionable character—Furniture made to look all right, but which will prove cheap and shoddy when put to the test of wear.—*McAllister, Mohler & Co., Columbus, Ohio.*

Our stock is a revelation to every one who looks through it. Every line for every room in the house is displayed in magnificent assortment—good, well-made, artistic furniture to suit every taste and purse.—*M. Rich & Bros. Co., Atlanta.*

Summer furniture that's cool, comfortable and durable—and yet low priced. Come in and select from the largest and best stock in this part of the country.—*McAllister, Mohler & Co., Columbus.*

Forced out—that is what one of the largest jobbers of iron and brass beds, springs, mattresses and pillows was forced to do—vacate his mammoth warehouse, because the railroad company wanted the ground for trackage purposes. It left him in bad shape, as this is the best time of the year for his business. He did not know what to do or which way to turn, owing to having an immense stock on hand. Finally appealing to us, we made a deal with him whereby we take the whole stock. While there are not many patterns of beds, there are any number of colors and combinations.—*Smith & Farwell Co., St. Paul, Minn.*

Furniture of the old fashioned hand-made kind finds beautiful expression in our showing of reproductions from the Colonial and early English. The dining room with its long, low sideboard—the china cabinet with quaint mullioned windows—slender-legged Chipendale chairs—all having that sense of atmosphere and refinement above the commonplace.—*Grand Rapids Furniture Co., New York.*

When we sell a brass bedstead costing as much as \$150, we are met by the question of what furniture should accompany it. For a brass bedstead needs a special class of woodwork, designed to carry out the idea of tubular framing. You catch the idea when you look at the three-piece set here offered, which has been planned expressly for use with a brass bed. The upper part of each piece has the suggestion of tubular construction. We make this set in either white oak or Tabasco mahogany. It represents the best grade of cabinet work.—*Paine Furniture Co., Boston.*

That's a strong statement, but a selling argument is only as strong as its weakest phrase, and we want to make this bargain news so convincing that you, for your own welfare, will come here to-day and select the pieces that you've been putting off buying from time to time, waiting for the best values of the season. These are the best. Prices tell you that, and then here's the furniture to prove it. Furniture that combines the two requirements—stability and artistic designing—furniture that will in truth last a lifetime—a quality that will live up to every claim made for it.—*Simpson, Crawford Co., New York.*

Famed for its excellence—for its artistic beauty—for its exclusiveness—for its absolute completeness in all lines—for its moderate cost. Advantages which cannot fail to interest all intending furniture buyers who desire the best in style and the best in value, whatever their requirements, whether suites or single pieces.—*R. J. Horner & Co., New York, N. Y.*

Our preparations for the holidays exceed anything we've ever attempted, and to secure the show room needed for this great display, we have reduced prices an average one-third on many lines, especially on larger pieces. This week's offerings present absolutely unmatchable values. Delivered at once or stored free for future delivery, upon payment of a small deposit.—*Walker & Linde, Philadelphia, Pa.*

The sturdy qualities and handsome appearance of our parlor furniture is well known as far away as shoppers come to Wilmington to buy. The advantages of buying here are many. You buy of the maker, pay but one profit, can choose your preferred style of frame, and can have them covered with goods of your own selection.—*M. Megary & Son, Wilmington, Del.*

Something to brighten the home—a Christmas thought easy to fulfil if you

strike this furniture store. Attractions are boundless. Furniture in endless variety—from the simple little pieces to the most ornate. And no matter what price you pay, you'll get greatest value for your money.—*Adams Dry Goods Co., New York, N. Y.*

A good gift lives a long life. Give furniture—good furniture, whose every line proves its inheritance of the art, spirit and painstaking excellence of other centuries. We have an unusual collection of single pieces for gifts—small, inexpensive, but never trivial nor ordinary.—*Hunt, Wilkinson & Co., Philadelphia, Pa.*

We are proud of our new stock of Furniture—the elegant, elaborate array of polished beauty that is filling our floors. It is the finest we ever have had. It is Furniture that will wear, furniture that will be a source of comfort, pride and joy to those who use it. It is built to be handed down from generation to generation through future years.—*J. N. Adams, Buffalo, N. Y.*

See us before buying anything for your home. We have the largest stock of furniture and furnishings in this section and our prices the lowest. So be fair with yourselves, make a business rule to see if you can't get a better piece of furniture here in style, quality and finish and at a better price than elsewhere.—*A. J. Collins & Co., South Norwalk, Conn.*

Buy furniture now and save a day's wages. This can be done if you will come prepared to buy one or two pieces of furniture. And what money is easier earned than that which you save in this way? You get furniture that lasts a lifetime and will be a joy for years. Ponder over such economy as this.—*The 14th Street Store, New York, N. Y.*

There is an end to everything and so must there be to this particularly good thing in full-sweep price reductions on every article in our Two Acre Furniture Department. Another six months must pass before every piece is reduced at the same time. Who ever will need furniture months hence will save money by buying this week.—*Hahne & Co., Newark, N. J.*

Just twenty-one pieces of Willow Furniture left from our large summer stock. We want every inch of room for the great Furniture Sale that will shortly begin and have marked this little lot of Willow Furniture at just half regular prices.—*Strawbridge & Clothier, Philadelphia, Pa.*

We've added another great shipment of the very best grade artistic, up-to-date furniture to be sold at the same extremely low prices that have been the ruling power of our sixth semi-annual sale. Wouldn't be one bit surprised if the third week would be greater than the first. Furniture we've already sold is commanding so much admiration that home furnishers who hadn't intended buying their furniture now are taking advantage of this sale. That's what you'll do if you come and see the furniture. Don't see how anybody can resist this remarkable saving.—*Simpson Crawford Co., New York, N. Y.*

Showers of new and up-to-date furnishings for the home.—*The C. W. Daniels Co., Pueblo, Colo.*

A furniture salesman went to his employer—a famous dealer in Boston—and said: "I have tried fifty different stories in an effort to sell that old sideboard, but it's no use, it won't go."

"Suppose you try the truth," suggested the governor, laconically.

Many people wear out shoe leather, time and patience, in chasing irregular, illegitimate, will-o'-the-wisp "bargains," which are rarely found where they are advertised.

To such we say, try regular goods at regular prices at the best of the regular stores.—*Colby's.—John A. Colby & Sons, Chicago, Ill.*

Specials in Furniture for Summer Homes.—Both in number of pieces and in the lowness of prices our displays appeal to those making purchases for city homes, porches and lawns, as well as for country houses. The arrivals just added make the present lines much the largest we have ever presented.—*Marshall Field & Co., Chicago, Ill.*

Furniture that Furnishes!—Our stock is composed of the most artistic and latest designs on the market. We make a specialty of fitting out rooms for newly married people.—*Schmuck & Bevington, Wooster, Ohio.*

Fine Maple Bedroom Furniture—Odd Pieces at Reduced Prices.—Every piece that you will want to furnish the guest-chamber of your summer cottage. But the principal point is that these are mostly odd pieces, though it will be very easy to match up a whole suit. Greatly reduced because they are odd pieces.—*Strawbridge & Clothier, Philadelphia.*

Furniture Department.—Have you seen the beautiful mahogany Colonial bedroom suit in our art room on the fourth floor? Never mind about buying

it, but if you enjoy seeing a pure revival of noted Colonial pieces take the elevator and get acquainted with these handsome specimens. They are exact reproductions of the most fashionable type of bedroom furniture in old Colonial days. Three pieces; the highpost bedstead, a great and richly handsome dresser and full dressing size cheval mirror, elegantly mounted in mahogany. Sale price reduced to \$200.00.—*Crews-Beggs, Pueblo, Col.*

Tobey hand-made Kitchen Tables are made with the same care that is put upon our elegant dining, library or parlor pieces.

Summer Furniture for Cottage, Porch and Lawn.—The features of this year's furniture for summer cottages are simplicity, ease and comfort. To meet the demand we have assembled the most attractive line of Summer Furniture we have ever shown, covering everything needed for the veranda, the living room, to the guest room, in Reed, Rattan, "Old Hickory," Adirondack Silver Birch, Prairie Grass, etc.—*Woodward & Lothrop, Washington, D. C.*

To All Who Live in Houses.—When I say elegant furniture in most modern designs at the price of the ordinary sort I speak advisedly and sincerely. I have marked down a wide variety of the nicer grades in such pieces as rockers and arm chairs of oak, in all shades and finishes; also of solid mahogany and birch mahogany; some all wood, some with leather seats and backs, some of them Morris chairs—a tempting lot and you can pay part at a time.—*Crews-Beggs, Pueblo, Col.*

Porch furniture that is "right." To be "right" it must be comfortable, strong and easily kept clean, and last, but not least, as beautiful to look upon as its nature will permit. Ornamental furniture is out of place on the porch. Exceedingly inexpensive are the maple frame chairs and rockers, with seats and backs of woven reed. The little rockers and chairs without arms may be had for 75 cents, and all sizes are in stock up to the large rockers with broad arms at \$3.00.—*The Bowditch Furniture Co., New Haven, Conn.*

A Sensational Sale of Fancy Furniture at a Third Off Price.—There are only three factories in the United States which turn out gold-leaf, Vernis-Martin and Rookwood furniture, and as they never over-produce it is really a-once-in-a-lifetime happening when such furniture as this is sold underprice.—*Bloomingtondale's, New York.*

Little Priced Furniture for the Dining and Bedrooms.—A fine chance for those who wish to add a chair or a dozen chairs to the furnishing of the Summer home—or complete the furnishing of the bedrooms.—*Abraham & Straus, Brooklyn, N. Y.*

Remember your home Christmas with a piece of good furniture—the kind of a gift that does not need renewing every year. If you do not know just what you want, come here—inspiration and suggestion spring from every corner, and of any article you may think of in furniture we will show you the largest and most varied line ever shown in this city. Early Christmas buying is the best, particularly in furniture when the assortment in every line is complete.—*Stickley-Brandt Co., Binghamton, N. Y.*

This morning we are ready to let go of all our summer furniture. There are hundreds of people who will be coming for a month yet to add summer pieces to their country homes. And there are hundreds more who will want from one to a half-dozen pieces of exactly this furniture to use even in their winter homes. But we have immediate demand for floor space, and the summer furniture must be evicted this month, even at the radical losses that are necessary to do the work in a hurry. For this reason this furniture will be sold only for immediate delivery.—*Wanamaker, New York.*

Where such an immense furniture business is transacted, we cannot allow our stock to be cluttered up with odds and ends—by which we mean furniture of which only one, two or three pieces of a kind remain. So, down go the prices to quickly close out these goods.—*Kaufmann's, Pittsburg, Pa.*

These attractive pieces of furniture make pleasing presents for all women who do fancy work or sewing. They bring order out of chaos, and keep the "sewing things" where they can be quickly found. A work table is a piece of furniture that many women would not think of buying, for their own use; hence it makes the most desirable sort of a present. They are made in various fine designs with drawers of different size, some having compartments for the household mending, some have drop leaf at the end to give sewing space, and some are prettily inlaid with fancy marqueterie.—*Wanamaker, New York.*

A home is, after all, only a box of regular or irregular shape—a shell within which one lives and gathers his most valued possessions. The longer he lives

in that home the more he becomes identified with it, and the greater influence does his environment exert upon his character. For these and many other reasons we should use care in selections for the home. At the same time complete your shopping list—and the Christmas work can be done in a week.—*Gimbel Bros., Philadelphia, Pa.*

Nearly every home where this paper goes can use a couch. We are selling them at reduced prices. Clearing out our samples to make room for new spring goods.—*C. R. Parish & Co., Columbus.*

For uniqueness of design, artistic shaping and generous build they stand without a peer. The construction of each model is a work of art. They come in prettiest green, highly polished quartered oak and Antwerp oak or genuine mahogany.—*Simpson Crawford Co., New York.*

If you buy it at Aaron's you get it good. Odd pieces and suits for the parlor. Have you ever noticed the beauty of a parlor furnished with odd pieces? Very striking, don't you think? And you only need to buy one piece at a time. Add to it as circumstances warrant.—*W. S. Aaron, Altoona, Pa.*

Prairie Grass furniture is a perfect product. The peculiar adaptability of Prairie Grass furniture to any surrounding is so pronounced that no single scheme of furnishing—no single room in your home—can lay special claim to it over others on the ground of being most appropriate. On the porch or lawn it seems at once to reflect the vigor and wholesomeness of outdoor life. On our display floor we are showing nearly forty different pieces.—*Stickley-Brandt Co., Binghamton, N. Y.*

Make your hot porch cool. The Vudor porch shade makes a perfectly delightful room of your porch. It completely excludes the sun but permits the enjoyment of refreshing breezes. Very simple in construction and mechanism, yet durable in the extreme. These goods are stained in soft oil colors, harmonizing with any style of architecture. Sizes four feet, six feet, eight feet, ten feet wide, with the prices \$2.25, \$3.00, \$3.75, \$5.50 respectively.—*Jones' Carpet Store, Columbia, S. C.*

Five dollars buys a handsome Morris chair. This chair frame is made of oak and has beautiful velour cushions. It's such a chair as should be in every working man's home. The best chair in which a tired person can take a real rest—and remember the price.—*Scranton Carpet & Furniture Co., Scranton, Pa.*

Let's get together. We've got about everything necessary to furnish a house from cellar to garret, and to be perfectly frank with you, we've got too much for this season of the year. Furniture takes up a lot of room. Every square foot of space costs money. To make room for fall goods, which will be tumbled in on us by the manufacturers in a few weeks, we have got to reduce our present stock. Naturally we can't give these goods away, but we do intend to reduce every article of furniture in our store from 20 to 30 per cent. during July. This is a bona-fide, honest proposition. Come and see for yourself. You can't afford to overlook this sale if later you intend to buy furniture, carpets, stoves, refrigerators, oilcloth, etc.—*Landé Bros., Montreal, Can.*

Here's the biggest bargain in a side-board that's been offered this season. It's a good one, well built of selected elm; the top is shaped and measures 46 by 18 inches; case has two top drawers with swell shaped fronts, one long linen drawer with carved front and two cupboards with carved doors; the back is handsomely carved, has a shaped over-shelf full length, and two side shelves and large bevel plate mirror, size 14 by 26. It's a great bargain.—*Hudson's Bay Stores, Vancouver, B. C.*

Home furnishers will find a visit through our big store a rarely interesting treat. We have here the most delightful of necessities for a modern home—furniture of every description, draperies, lace curtains, carpets, rugs, matings, etc., etc. We take pleasure in giving full information regarding the decoration of homes, parquetry floors, etc. Our corps of salesmen is always at your service whether or not you wish to purchase.—*Comstock-Avery Furniture Co., Peoria.*

Not so long ago a busy bachelor found himself with an absolutely empty apartment to furnish. By chance he met a friend who sent him here. He took luncheon in the restaurant on the second floor and then in the company of one of the skilled store people, who are here for just that purpose, he went from one branch of the store to another, choosing carpets, furniture, rugs, curtains, draperies, china, glassware—everything he needed. He spent the afternoon here, and a part of the next morning. In that time he bought, under this one roof, the furnishings of his apartment complete to the smallest detail. "I never realized before," he said, when his expedition was over, "what a modern store like this really means. But for my friend, who

sent me here, I should probably have spent a month at odd times wandering through all sorts of stores and picking up something here and there, perhaps getting it in harmony with what I had already bought, perhaps not. Now, in less than a day's time, I have, with your help, been able to choose here the complete furnishings for my rooms. I know they are artistic. I know they are absolutely harmonious. I know I have the guarantee of a substantial house back of every single article. I should even be satisfied to pay a little more just for the comfort and convenience of it all." To most of us, perhaps, the great stores are too much an every day convenience to seem wonderful. Yet it is little short of wonderful that here, under a single roof, not only all the furnishings of a home, but all the clothing for every member of the family, may be bought. More than that, the whole world has been laid under tribute that not only should everything be here, but that everything should be of the best quality in every sense. Our bachelor friend might have discovered, too, what is known to all Brooklyn women, and, perhaps, to most Brooklyn men—that the merchandise here is not only the best that may be had anywhere, but the prices are always as low and very generally lower than the cost of merchandise as good outside this store. To convenience, to satisfaction, to good service, are added low prices to make the round of excellence complete. The world's broadest guarantee is your insurance policy in buying at Loeser's.—*Fred. Loeser & Co., Brooklyn, N. Y.*

To reach out for the best and want the best at the lowest prices that the best can be purchased for is not a bad trait. The possessor of that trait may be called a "bargain hunter," but that's only another name for "economical." There's "good hunting" in this store. Everything in this stock of furniture is a bargain when quality and prices is considered, but unlike the usual "bargain" it is not something old or out-of-date.—*Martin Furniture & Carpet Co., Ottumwa, Ia.*

An Innovation.—Five hundred sets of Slip Covers for five pieces of furniture, ready made and can be delivered at once; no measuring your furniture and charging you for estimating. All those charges saved and Slip Covers sold to you at 50 per cent. less than other stores. The Slip Covers are made of best French linen stripes, all colors, and consist of lounge cover, 2 armchairs and 2 small chairs, finished with best binding and workmanship guaranteed.—*A. I. Namm, New York.*

FURS

Mrs. Homer—John, if Mrs. Neighbors gets a new seal-skin sack this winter, I must have one also.

Homer—Well, don't worry about it, dear. Neighbors and I formed a protective union to-day, and neither of you is to have one.—Chicago News.

New shipments of coats, waists, skirts and furs add zest to our great sale of fashionable outer garments.—*The Crescent, Spokane, Wash.*

If you have furs to get by all means buy them now!—*Culp's, Alliance, O.*

If you want something exclusive in style and absolutely perfect in fit, we invite you to come to-morrow and see our special values. We have pleased others—we can please you, too. Our suits for women have all those finishing touches that go so much toward making glad the heart of woman.—*The Blakely Dry Goods Co., Spokane, Wash.*

An unusually fine showing of all the most wanted furs!—Don't make the mistake of buying furs that will cause you regrets later on. Here are furs that have passed expert judgment and will stand comparison with the very best furs in the market. On furs, as well as on other merchandise here, our prices stand out boldly in their littleness.—*H. Batterman, Brooklyn, N. Y.*

Furs for the ladies are one of the winter season's attractive lines. Always useful, always attractive and appreciated. We've never sold as many pieces as we have so far this season. The sable fox and Isabella fox are most admired, and the fact that we have had to twice duplicate our original order shows the popularity of our qualities and prices.—*Benson & Miller, Bangor, Me.*

Those famous furs.—The low prices have even set some people doubting.

Well, the fact that the furs are here at all is proof enough of their good character. But the fact that they come to us from the greatest fur house in the world is still behind that—the house that never sends out the tiniest bit of neck fur unless it is perfect.

We are selling them as we bought them—far below the regular prices.—*John Wanamaker, Philadelphia, Pa.*

Are we selling all the fur coats in town? Has fur coat selling stopped in other stores? We never sold so many

jackets in our life as this season—an order for forty more has just gone in.

Everybody in town must know about them—everybody's coming for them just as though there were no end to them.

That's right. If anybody knows any way out of the fur maze it's the bell sheep.

We jump the fence of convention and buy in the summer.

We buy for the greatest store in Illinois—and so buy cheaper.

We are careful and studious furriers, but we are satisfied with a "dry goods" profit—but not with "dry goods" furs.

We pay rent just as long as the fur season lasts, and no longer.

We have salespeople who know furs, and what's what.

When the fur season ends they sell dresses and coats—do you suppose we'd let them go? Not much.

On the whole we've learned how to sell furs regularly for 25 per cent. or so less than others.

Where do you think you'll buy?

If you want the prettiest fur coat in town, now's the time to get one.—*Schipper & Block, Peoria, Ill.*

Since it has been our specialty from the very advent of the motor car, you may depend upon every garment which we fashion to embody those principles and knacks which promise a full measure of convenience and protection. The skirt of a Saks fur coat is almost a fourth greater in width than the average fur garment. The pockets are placed to be of service whether one assume a standing or a sitting position. The edge of every coat at the flaps has a button or two which prevents a gap when one is seated. Our collection of models and furs is most comprehensive.—*Saks & Co., New York, N. Y.*

Lowenthal's reliable furs are useful, stylish, comfortable. As a present, they are highly appreciated, last longer, give more general satisfaction than anything else for that purpose.—*M. Lowenthal, Lexington, Ky.*

It is a pleasure to sell furs this season. Our stock is unequaled in variety, and superb in style and quality; while the prices are so distinctly below the market that it is, as we have said, a real pleasure to serve our hosts of customers.—*Strawbridge & Clothier, Philadelphia, Pa.*

Jack Frost has been busy already giving us a taste of the wintry days and nights to come. So, there is more than ordinary interest in to-day's news from the fur store—news of a particularly distinguished gathering of the best and most stylish furs, and in every case a saving.—*Abraham & Straus, Brooklyn.*

Fine furs.—The day that dawns clear, cold and crisp is the day to put on furs, not the day to have to go downtown and buy them. You will find our fur department on third floor prepared with such a gathering of high quality furs as has never been exhibited in any other store in the Northwest.—*The Plymouth Clothing House, Minneapolis, Minn.*

From now on till Christmas there'll be "something doing" at this store, and it will be greatly to your interest to make frequent visits here. The new holiday goods are coming in, and such a lot of interesting things. Something worthy for every one. Our whole force are working like beavers getting ready for our great annual display. But we'll have and we want everybody to know it.—*Gately-Brennan, Cincinnati, O.*

Good furs were never before priced like this.—An opportunity that deserves immediate attention. Prices asked during this sale are less than the actual cost of the raw skins. To miss these values is to miss great bargains.—*Siegel-Cooper Co., New York, N. Y.*

Clearance of all our furs and fur garments in this great sale.—We will not attempt to quote prices, because it would take half a page of newspaper, but suffice it to say that all the furs must go now, so be here early. The entire stock has been gone over thoroughly, and is now rearranged and remarked to the lowest possible prices. It is the largest and most complete stock in the Twin Cities to select from, indeed, too large for this time of the year, and for that reason they are marked at great money saving prices.—*W. H. Elsinger & Co., St. Paul, Minn.*

Furs will soon be in demand, and although we will not hold our formal opening until later, we can now show many of the latest creations in fur neck pieces. You will not need to go to the city to find what will be worn. Just

call in and let us show you. *The American Furrier* is always on our stand showing all the newest styles, both in neckwear, jackets, etc. See our elegant blouse coats, fur-lined coats, trimmed near seal, Russian pony, long driving coats, etc. Does it seem a little early? You will soon need them.—*Baraboo Fur Store, Baraboo, Wis.*

The time has come for us to clear away our winter stock to make room for the spring goods which are already arriving, and our stock of furs must be sold. We make it a rule never to carry stock from one season to another, and buyers who buy now can obtain rare bargains. Never mind about the cash. We trust you, and will allow you to pay for your purchase in small weekly or monthly payments if you desire, without any extra charge.—*Raphael & Co., Hamilton, Can.*

Handsome sets of fine ermine are included in the general reductions. Almost any lady can use these to advantage in addition to whatever furs she may have now.—*Dineen's, Toronto, Can.*

No need for anyone to be without beautiful furs when such fine ones are to be had for as little as the Loeser prices. They are fine—just as fine as can be bought anywhere. And yet there is no more than half price to pay.—*Fred-erick Loeser & Co., Brooklyn, N. Y.*

We bought an odd lot of skins from a New York fur importer and got them very cheap, and have made them up in very pretty shapes in scarfs and muffs. Every kind of fur is among this lot. Now is the time to buy your wants in furs at remarkable prices. These goods are not over a month old. Just finished from our shop here. Call and look 'em over and note prices. We must get rid of this lot, as our raw furs are taking up our time now.—*Simon S. Marx, Springfield, Ohio.*

It is now generally accepted that Eaton furs represent the highest standard of fur craftsmanship, and that Eaton prices have established a higher standard of value in this western country. But these jackets are not being sold at regular Eaton prices—good values as they then represented—but at clearing prices, think of that!—*The T. Eaton Co., Winnipeg.*

We hate to shout price, for most men seek quality first, but we have both quality and price to offer you on this handsome line of fur-lined overcoats that we propose to close out for the season. Try us once and we will convince you that both prices and quality are right.—*Girardeau & Marshall, Columbia, S. C.*

Lovely mink-trimmed Persian lamb jackets reduced. Third day's selling in the week of special fur values. No, the blue pencil has not been held back from these lovely mink-trimmed Persian lamb coats—the most popular fur garment of the season. The saving amounts to \$30 and \$40 a coat and, considering the high standard of excellence raised by the Eaton furriers, this offering is a most important one to prospective holiday purchasers.—*The T. Eaton Co., Winnipeg.*

Fur jackets and fur neck-pieces. Extra special prices for Wednesday. Do not delay. If you contemplate the purchase of a fur garment of any description, nothing will be gained by waiting. The prices quoted herewith are very low. All our fur garments are made from good, healthy skins, and the workmanship and trimmings are strictly first-class in every particular. You are thus assured of getting the very best at the prices.—*Donaldson's Glass Block, Minneapolis, Minn.*

Persian Lamb coats: a splendid collection of exclusive designs. With a thoroughly organized corps of skilled furriers in our great fur workroom busily engaged in originating and reproducing styles of the highest order of excellence we are most satisfactorily meeting the demands of women who have ideas of their own they desire incorporated in designs or who seek this section as the authentic source of the latest styles of merit from every quarter. We mention but a few of the recent productions of our own furriers.—*Marshall Field & Co., Chicago, Ill.*

Those of you who are after fine furs and are waiting for some reason or other until after the holidays, can have their wish gratified by buying them now at our store. In view of the fact that the holidays are near at hand, and also on account of our immense stock, we have arranged for a gigantic sale this week by making sweeping reductions on every article. Remember now you have a chance to make your selection while the stock is big.—*New England Furriers, Hartford, Conn.*

A fur jacket makes an ideal Christmas gift. Fathers, husbands and brothers will welcome suggestions for Christmas giving to their daughters, wives and sisters. Fur jackets are rich and beautiful presents. Those who can afford such should make assurance doubly sure by dealing with the most reliable furrier, and also should be willing to spend enough to be certain of getting the very

best and a jacket that will give years of perfect satisfaction.—*W. T. Fairweather & Co., Toronto, Can.*

The queen of fur garments—sealskin coats. Beautiful sealskin! Queen of furs! The fur that always holds fashion's allegiance steadfast. What other fur is so beautiful, so soft and luxurious, so rich in color? This store possesses unsurpassed facilities for making these superb garments—each a gem. Our own buyer personally selects the skin. There are few factories, in this or any other country better equipped for the making of fashionable furs. Each garment is perfection, both in workmanship, style and finish—and of matchless value. Look over our stock before buying.—*Petkovits Fur Co., Tacoma, Wash.*

Our fur department has been greatly enlarged this season. We employ more furriers, devote more space for salesroom, show a larger variety of skins and, withal, are prepared to execute orders in an entirely satisfactory way. We would suggest the desirability of having you give us your special orders for work as early as possible. Then you'll be ready when cold weather comes. We do fur repairing work of all kinds.—*The Crescent, Spokane, Wash.*

We point with more than ordinary satisfaction to our fur exhibit. We have enlarged the department in order to give more prominence to the showing. All the approved ideas are represented in fur lined auto and touring coats.—*Dayton's, Minneapolis, Minn.*

An unrivaled display of the season's richest creations. Literally filled to overflowing are our showrooms—furs are fairly toppling over each other, and almost priceless possessions in rare and carefully selected furs and garments are here to please every patron and meet their requirements—from all the fur-bearing animals of the earth, we show the best furs—which are made in our own establishment and finished in the most fashionable and painstaking manner, under our personal supervision, from the best selected skins only. We are recognized throughout the Empire state as not only the largest dealers in furs, but from our four stores we distribute a greater quantity, at lower prices, than any half dozen fur houses combined. We have manufactured, especially for Christmas, some charming novelties in small furs very much out of the ordinary and will be pleased to have you come and see them as it is hard to describe their beauty.—*Meng & Shafer, Rochester, N. Y.*

In buying furs it is the poorest of poor economy to purchase an article because it is cheap. Some of our furs are low priced but we don't sell cheap furs—all are well made and reliable. Your seal, Persian lamb or otter garment will give you much greater satisfaction and comfort if you know the Albrecht label is on the lining.—*E. Albrecht & Son, Minneapolis, Minn.*

Ladies who are particular about the quality of material they want in furs are invited to visit our store and manufactory. We have had a quarter century experience in fur garment making and guarantee the material, workmanship and fit of our goods.—*Schlampp & Reinecke, Minneapolis, Minn.*

Last days of great fur sale. The greatest fur sale in our history will end Friday night. Hundreds of shrewd buyers have taken advantage of the great reductions, have you? And as each one told their friends of the remarkable money-saving opportunities here, the sale has grown by leaps and bounds. Still ample assortments to finish out the sale, however. Remember that every piece of fur in the store is sharply reduced during this sale (excepting Persian Lamb coats, already specially priced). Don't delay, delays mean money to you now. These instances that we cite are representative of many more as fine.—*Thos. C. Watkins, Hamilton, Can.*

Fur repairs at summer rates. To keep our operators employed during the dull summer months we will make alterations and repairs on fur garments at unusually low prices. Careful estimates cheerfully furnished and satisfactory results guaranteed. Where extensive repairs or alterations are made, we will store the garments until needed in our model, cold, dry-air storage plant, including renovating by vacuum cleaning system, without further charge. Free delivery from and to any address in Greater New York.—*Balch-Price & Co., Brooklyn.*

Brilliant and authoritative display of the new furs. Visit the fur store tomorrow and you will find the new furs out on parade—the most complete and splendid showing of women's furs yet made in Brooklyn. There is style-beauty worth studying. The most successful ideas of the world's most famous furriers are a part of the display. The richness and beauty of the furs themselves—aside from the styles of the garment in which they are used—are sufficient to attract wide interest. And the prices are splendidly fair—as low as or lower than usual prices in other

places for furs much less carefully selected. The Loeser pre-eminence in furs has never been more positively demonstrated than it is this season. Note the beauty of the workmanship with which these garments are fashioned. If you have leisure, make comparisons with the fine furs to be found in the most exclusive shops. This is a collection of which we feel that Brooklyn has cause to be proud—and back of every piece is the Loeser guarantee.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Back in the forties this store began selling furs. And it has kept bravely apace of the times in fur selling up to this hour. During this long period it has learned much that benefits you—our public—in fur buying, selling. And how we have prepared for this season's fur business. Prepared more liberally than ever, for two very good reasons—the rapidly growing general business of the store, and a half-doubled-up territory over the store space of a year ago.—*S. P. Dunham & Co., Trenton, N. J.*

Monday's clearance prices in women's beautiful furs. The Eaton fur factory has made its mark in the fashioning of stylish furs for both men's and women's wear—and it's a high one. Furs could not be better made. Styles couldn't be more authoritative, and a greater variety of exclusive style-creations would be hard to find even in Paris and London. Now that these women's beautiful furs are subjected to clearance prices in the first half of winter, it's an occasion that should interest every woman in the city.—*The T. Eaton Co., Winnipeg, Can.*

It never rains but it pours.—We believed the climax had been reached in fur value giving in the last few weeks by the phenomenal sales that have taken place here, wherein more furs were sold by us than ever before in our history—which means of course, another record business for Brooklyn. One of the leading furriers of Manhattan, however, attracted by the success of our recent sale, made us an offer of his stock at a starting price, for quick clearance and immediate cash. The offer was accepted. Every fashionable fur is represented in the sale—natural Russian sables, Hudson Bay sables, ermine, chinchilla, natural mink, blue and black lynx, Baum marten, Persian lamb, white fox, squirrel, etc., etc. The stock has been carefully selected and every piece is high grade—no fur is sold here at any price that has not passed a rigid test. The furs in this sale cannot be returned for credit, but may be exchanged for other furs.—*Abraham & Straus, Brooklyn, N. Y.*

Hundreds of Brooklyn people are buying furs at half price. No finer stock of furs than these could be shown at full prices anywhere. In few other places are these stocks as fine in style, in quality of fur and in beauty of workmanship. The maker is famous all over the country for his superb products. But he is off for Europe now—to the skin markets of the world to make next season's purchases. And he was glad to close out the balance of his stock—even for half price—to take along the cash to pay for what he buys.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Do you know that the Abraham & Straus fur store is famous throughout the country as one of the safest, best and most notable on this continent? Do you know that people come from many miles around to see our first showing, to note styles and to buy with the sense of security born of experience? Do you know that we are the first to adopt the very latest scientific methods for caring for furs, regardless of cost? If you do not know these things you do not know the Abraham & Straus fur store. More care is necessary in the selection of furs than in Oriental rugs—and Oriental rugs and horses are said to be the hardest things in the world to buy—unless you have implicit confidence in the seller (not mere confidence in his honesty, for no merchant of any sense is so foolish as to be dishonest these days), but in his knowledge of the fur business. That is the confidence we have worked to deserve—and we have it as no other store hereabouts has. We are proud of the furs that leave this store as we are proud of our reputation. Every piece is an evidence of our experience as well as liberality in selling methods.—*Abraham & Straus, Brooklyn, N. Y.*

Moths in furs. You can allow beautiful furs to be ruined in a very short time by neglecting to store them carefully. Send them to us—we'll beat and clean and store them with a guarantee against moths, damp or fire. Now is the right time to have repairs done at summer rates. Special rates on lots valued at \$1,000 or over. Telephone 1096.—*The Blue Store, Winnipeg, Can.*

Highest grade of fine furs made into the latest and most fashionable shapes are here now at prices which make purchasing an investment that will prove very profitable, for remember it is quality as well as price that makes the true bargain.—*Wise, Smith & Co., Hartford.*

The closer to inventory the richer the offerings. For example, our generous

reductions on furs. Reflect that it means more to buy Mills' valuable furs under price than if they were less notable in quality and style. Each department proffers something more enticing in the way of savings than you found here yesterday—the general trend of reductions being indicated by the few we note here, to stimulate your interest. As “deeds are better things than words are”—we are coining energy into action, making a store full of such special prices on needed merchandise, as are rarely known at this season. Prove this by investigation Wednesday.—*The Mills Dry Goods Co., Topeka, Kan.*

Storage of furs should be attended to now, otherwise valuable furs may be seriously injured by moths before you are aware of their presence. We have every facility in our new building for the proper care and storage of furs, which we insure against all loss or injury. Upon request furs will be called for. Parties living out of town can safely send their furs to us by express. We suggest that customers having in mind the repairing or alteration of their furs have the work done during the spring and summer months, so that they may be ready when needed in the autumn.—*C. C. Shayne & Co., New York City.*

A mammoth fur sale, unique in its origin and sequel. The origin of this remarkable distribution of fine furs is bound up in a combination of circumstances that is as beneficial to our customers as to ourselves. We told you how Sol Ehrlich, the Persian Lamb King, of 56 East Thirteenth St., New York, and Shulang, Wiener & Co., 113 University Place, New York, sold us the greater part of their stocks, at prices that enable us to turn them over to you at about half their real value. The sequel to the narrative is the new highwater mark we shall establish in the selling of furs, and the countless number of new friends we are bound to make with such mighty values as we offer in this sale.—*Blum Bros., Philadelphia, Pa.*

Give furs—of reliable quality. Furs are delightfully opportune gifts—seasonable, fashionable, beautiful. Every woman loves furs. Don't you know one whose bright eyes would sparkle with pleasure at sight of a neckpiece, muff or set of rich sable, mink, ermine, chinchilla? The less expensive furs are beautiful, too. But go to the right store. Our splendid stocks afford opportunity for most discriminating selection—a variety probably not approached and values not equaled elsewhere.—*Strawbridge & Clothier, Philadelphia, Pa.*

Furs stored. We make a specialty of storing and insuring furs for the season, placing them in a fire-, moth- and burglar-proof vault. Special prices made on alterations and repairs.—*Van Dyke Fur Company, Kansas City, Mo.*

Fur jackets and blouses in styles that fashion-wise women like best. Contrary to reports of the scarcity of furs, we are showing the most complete stock of fur jackets and blouses ever assembled here. Ours is a stock that fashion-wise women may depend upon with full confidence. The garments are made from carefully selected skins—designed and cut on the latest lines—and lined throughout with guaranteed satins. The assortment is rich in its variety of both plain fur garments and those with collar, revers and cuffs of contrasting fur.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Rich furs for gifts. A magnificent holiday display of ties, muffs, scarfs, coats, and fur-lined garments. Never was a woman who didn't appreciate a gift of furs at Christmas. And here is a splendid assortment from which to make your selection. Furs that are of the highest quality—the most approved styles—furs that were selected by an expert. We go direct to the great fur centers of the world. Do away with all middlemen's charges—as a result, we are enabled to offer prices like these.—*Lit Bros., Philadelphia, Pa.*

Furs, deep-toned, luxuriously rich and soft, will add to the charm of the happy faces of hundreds of fortunate folk after Santa Claus has come and gone. And, best of all, the comfort and becomingness of a scarf or coat or muff does not depend solely on the price that has been paid. There's no more greatly appreciated gift—few that are half as practical—and you'll find much of pleasure in choosing from this wonderful showing—or in just looking at them.—*The Stone, Fisher Co., Tacoma, Wash.*

Grand values in Christmas gift furs. Furs for gifts and this cold weather. Exceptional values that well merit your investigation. These combined with the dependable qualities of all Right House furs are the magnets that are drawing throngs to our fur section daily. Tomorrow and following days we make a special showing of many specially priced small fur pieces for Christmas presents. The savings are considerable.—*Thos. C. Watkins, Hamilton, Can.*

Christmas furs—some rare values. There are striking price inducements for your immediate investigation of our

splendidly large and complete assortment of reliable furs. Furs make very acceptable Christmas gifts—providing you buy them at a dependable store where quality and style can be relied on. The right house is famed for the excellence of its furs. These present timely savings.—*Thos. C. Watkins, Hamilton, Can.*

Real furs for Christmas. We show a collection of real furs that we are proud of. There are lots of fur displays all about, but few collections of selected real furs. Here you will see a grand assortment of mink, fox, 'possum, sable and other higher class furs. The handsomest present you can give. Prices exceptionally low. The best fur values you can find South. Single pieces—neck pieces or muffs—or complete sets.—*The James L. Tapp Co., Columbia.*

Beautiful novelties, boas, stoles and scarfs for Christmas gifts. We have made unusual preparations for the Christmas season, providing in abundance the most desirable styles and colorings originated in Paris, Japan and England. These with the great number of styles of American manufacturers combine in by far the widest range of exclusive and desirable styles ever shown in Chicago.—*Marshall Field & Co., Chicago.*

Fine furs renovated and restored. Furs stored with us are cleaned and renovated without extra charge, kept in a natural, arctic temperature and returned in better condition than when received. Our modern, cold, dry air storage plant is the only one in Greater New York equipped with vacuum cleaning system. Proper summer treatment of furs is very necessary to preserve their life and luster, and vacuum cleaning is one method that entirely frees the furs from every particle of dirt, dust, insects and moth eggs. Write or phone, and wagon will call for your furs to any address in greater New York.—*Balch-Price & Co., Brooklyn, N. Y.*

We want to repair or remodel your furs or make you one to order or sell you a fine spring neckpiece at a great bargain. Try us for any kind of a glove—we have just what you want. Ladies' and gents' fine dress and street gloves, railroad gloves, work gloves—a specialty in auto gloves. Bring your fur coat and have it repaired now.—*Baraboo Fur Store, Baraboo, Wis.*

Fox is one of the most beautiful of fluffy furs, and we present several extraordinary values that will be impossible to duplicate later in the season.—*Bedell, Brooklyn, N. Y.*

Novelty fur pieces greatly reduced. Unusual price-inducements are presented in women's novelty furs to-morrow. The superb quality of Eaton furs, the rich skins, beautiful workmanship and lovely finish, add an even greater significance to the liberal price-reductions quoted. Money was never brought to a better market. Novelty styles distinctive and exclusive are largely represented.—*The T. Eaton Co., Winnipeg, Can.*

Advance sale of furs.—It is with great enthusiasm we announce our advance sale of furs. A year ago it was but an experiment with us, having nothing but an extreme confidence in the goods we offered, and backing up our faith by the most liberal proposition ever made by a retailer. We reserved any fur piece or garment on payment of a small deposit, the balance to be paid when the fur was wanted or in small amounts, with the understanding that any money paid, as well as the deposit, would be refunded without question, if, for any reason whatever, it was preferred. Not one in a hundred took advantage of our offer—they were glad to have their furs when the wearing time came around, many having paid for them in small amounts, which they hardly missed. Dependability plays an important part in fur buying, as in many instances only the expert can tell the real from the imitation. We sell furs for what they are, and you are absolutely guarded against mistakes by a repetition of our very liberal policy of a year ago, of refunding not only money which has been paid on a fur, but the deposit as well.—*The David Straus Co., Newark, N. J.*

Although we disposed of an enormous quantity of furs during our January clearing sale, a number of very desirable sets and separate pieces still remain. With stock-taking time upon us it is imperative that these furs be converted into cash with the least possible delay, and we have consequently marked them at reductions that will insure speedy clearance. Everything in stock is included, and remember every piece carries the "Stinemetz" guarantee of absolutely reliable quality.—*B. H. Stinemetz & Son Co., Washington, D. C.*

Nothing is so warm and comfortable as fur when the weather is stinging cold. This last week people with fur coats have enjoyed and appreciated their snug warmth. Not always are they expensive, and we have a line of near seal coats at present within reach of the most modest pocketbook. The quality is very fine, the linings, fancy brocades or Skinner satin guaranteed to wear satisfactorily

for two seasons. All sizes, two prices.—*The D. M. Read Co., South Norwalk.*

Every muff mentioned is in the new flat shape and as thoroughly made as a muff can be. In most kinds we've plenty, but in others we've only one or two—don't blame us if you come too late.—*Bancroft, Springfield, Ohio.*

Furs advancing in price. Fur bearing animals live in the wilderness of the world. As civilization moves its outposts these animals are exterminated. Natural conditions govern the fur market and every season sees an advance in price. No fur dealer can approximate the future price of furs. Every dealer knows that the price tendency is upward. Gordon furs for the season of 1905-6 are now ready. The prices are as low as is consistent with the prices at which the skins were bought months ago. By the time the fur wearing season has come around skins will have advanced materially in price and the manufactured article will advance in price accordingly. If you want the best fur or fur-lined coats, muffs or neckwear that money can buy anywhere, buy Gordon furs now. They will be kept subject to your orders for future delivery and you will have the advantage of making your selection from a complete stock at a great saving.—*Gordon & Ferguson, St. Paul.*

Do not forget that our assortment of furs is always complete, and that you cannot find elsewhere the choice of fine furs that we offer you. The quality of our furs is from 30 per cent. to 40 per cent. superior value to all the furs that they offer you in any other house. We go to the largest markets in the world and choose the cream of the furs at prices extremely low. It is all to your advantage to come and visit us.—*Chas. Desjardins & Co., Montreal, Can.*

Profit no longer the object, the paramount thought being to clear the shelves absolutely in anticipation of an entirely new stock next season. Everything marked way below cost, and marked in plain figures. Even if you know nothing of fur you will appreciate these extraordinary values.—*Roberts, Springfield.*

The reductions throughout our fur stock, exemplified in the following quotations, would be regarded as inducement enough at the very end of winter to buy for the following season—in mid-winter their importance is still more pronounced. The unimpeachable quality of the furs and the range of selection are other considerations enhancing the worth of these great reduction offerings.—*Mandel Bros., Chicago, Ill.*

There is always a comforting sense of satisfaction and security in buying furs at Eaton's. Where so much has to be taken for granted—as is the case when you buy furs—it naturally suggests the advisability of making your purchase at a firm like this—for, far above profit, we value our reputation for making none but the highest class of fur garments.—*T. Eaton Co., Toronto, Can.*

A fur purchase comes once in a lifetime to most folks, and that very fact makes quality the chief factor in buying—cheapness as you understand it can have no part or companionship with quality as we understand it—or as you demand it—therefore we emphasize quality—we guarantee it, whether you buy a jacket, a fur-lined garment, a scarf or a muff—and our styles are exclusive styles.—*J. W. T. Fairweather & Co., Toronto, Can.*

Have you any intention of getting a Persian Lamb Jacket? We offer you a unique choice. We can say that we have the cream of Persian lamb skins; we have no second-grade quality. You may select your own skins from the largest assortment of high-grade quality Persian lamb skins. Our Persian lamb skins are selected one year ahead, specially for us, at the largest markets in Russia by our own experienced buyer. We are the only house in America that has this advantage, and you may benefit by it if you come and buy your Persian lamb from us.—*Chas. Dejardins & Cie, Montreal, Can.*

Our entire stock of furs is offered at this reduction, and in this stock you will find all the latest effects representing every part of the world. We can buy furs cheaper than any other store because we buy them through our Paris office. We don't pay the importer his profit. You look at an article—you decide to take it—the price you pay will be but two-thirds of that which is on the ticket. Furs bought in this sale will be held until you are ready for them.—*Gimbel Bros, Milwaukee, Wis.*

We didn't wait for the whisper of the winter fashion world to develop into a lusty shout. 'Way back in May we informed one of our foreign houses to look out for a good lot of ermines, and when they sent word that they had found what we wanted we cabled the word "buy" just as soon as ever we could. Then we went to the best Parisian fur designers for the styles and had these ermines made up in the coming modes during the slack season.—*Bloomingdale's, New York, N. Y.*

Not a bit too early to talk furs. The news ones are here—big shipment—the result of a heavy contract made by our buyers last June to keep a Detroit fur house going during the dull season. The manufacturers were glad to contract for cost of furs and labor without any profit. We in turn are glad to offer the finished furs to you at a slight advance. Beautiful garments they make—and an almost endless variety of styles—from the small 24-inch scarf to the large, handsome eight-foot boa in various skins and hues.—*O. M. Co., Portland, Ore.*

With pride we announce that in this, the greatest of fur sections, we are showing the most comprehensive display of furs ever attempted. Nothing has been omitted; everything, from the cheapest dependable to the best obtainable, is represented, and the opportunities to save money are altogether unprecedented.—*Siegel Cooper Co., New York, N. Y.*

The famous "Goosebone" weather prophet (who claims not to have missed the mark in the last sixty-five years), has given out the following prediction: "Fill your coal bins and do it quickly, for we are going to have a long, severe winter." Now, he might properly have added to the above—"Do not lose any time in stocking up with warm furs, coats and jackets—if you wish to be prepared when the first biting day arrives." Now, while stocks are fresh and new is certainly the best time to arm yourself for the coming winter.—*Halpert & Jacobs, Binghamton.*

Starting the fur season with remarkable values that will leave a lasting impression throughout the year. There is an intrinsic worth to every piece of fur we sell—a superior quality that insures lasting satisfaction—and when you consider that these unprecedented low prices are quoted on high grade furs you will appreciate this even more.—*Simpson, Crawford Co., New York, N. Y.*

The extremely effective designs being introduced in our display of the smaller furs are sure to give them a prominent place in the most admired toilettes. The varieties of furs and of styles are sufficient to afford everyone the best selection of the desired piece.—*Marshall, Field & Co., Chicago, Ill.*

We are ready this morning to accept such concessions on fine fur wraps as would ordinarily be expected at the end of the season; but we wish to reduce our stock earlier than usual, and we give these remarkable advantages when the garments can be of almost full season's service to the purchasers.—*Wanamaker, New York, N. Y.*

This entire stock of furs is made in this fall's latest styles, all having been manufactured during the month of October just past; in attractiveness, individuality and exclusiveness of fashion these furs reach the highest standard of excellence. In the character of the goods and the values, we are confident that we have surpassed all previous efforts in this line.—*Wm. Barr Dry Goods Co., St. Louis, Mo.*

There are numerous advantages to be derived from purchasing furs at this time, particularly because the prices are at their very lowest point. There is another point, and that is style exclusiveness—the ability to select from stocks that are in the very fullness of their beautiful entirety.—*Siegel Cooper Co., New York, N. Y.*

One can hardly believe that these furs aren't the regular mink sets costing \$250. They're the perfect counterpart of them as far as style and rich appearance are concerned, and no one but an expert on very studied examination would know the difference.—*Bloomingtondale's, New York, N. Y.*

The skins themselves are actually worth in to-day's market the prices we ask for these beautifully fashioned fur garments. The coats are entirely new, some of them fresh Paris models and many of them from our own famous workrooms, where the very highest standard of workmanship has been established beyond question. Many of the jackets have been completed within a week. It is a sale so far surpassing all others as to be in a class by itself. Owing to limited quantities we cannot send any of these garments on approval.—*Abraham & Straus, Brooklyn, N. Y.*

Furs are going up; skins have already advanced. But in spite of that fact we are clearing our fur stock at very unusual concessions.

Furs are going to be unusually good. With the long, graceful coats, round boas, and pillow muffs, will seem a very luxurious and necessary finish. But it's the quality that is going to count. Sables—the royal Russian sables—are always first, and after them, every fur that ever was worn will be good. Blended squirrel, sable-fox, chinchilla, mink and black marten; and new furs for special occasions, such as blended squirrel made into a sumptuous long coat, meant to wear in an automobile; and a cap to match.—*Blum Bros., Philadelphia, Pa.*

Never again are you likely to have an

opportunity like this to purchase high-class furs at almost one-half their value. Our European broker, always on the lookout for rich furs, a short time ago secured a very fine lot of Royal Ermine and Baum Marten skins considerably under their real value. And whenever we secure any good things under price we give our patrons the benefit of it. These skins we have had made up on the premises into neck pieces and muffs in the new styles, and offer them at extraordinarily low prices.—*Weinberg, Brooklyn, N. Y.*

Excellence in the manufacturing of fur garments can be attained only by years of experience—to select the best pelts; to prepare them for the cutters and to make them into completed garments, requires a higher degree of skill than in any other manufacturing.—*The Plymouth Clothing House, Minneapolis.*

Now is the time to have your fine furs repaired or remodeled. To keep our expert furriers busy we are making great price concessions in our repair department. You can also save 30 per cent. by selecting your new furs now and having them laid aside until wanted.—*Saks Fur Co., Washington, D. C.*

These coats are made of fine selected Leipsic-dyed Persian lamb, in medium of large silky curl, in double breasted and reefer styles, in plain tailored effects or trimmed with mink, chinchilla or baum marten—with large new puff sleeves and latest style collar—also in blouse style. These garments are all lined with the best quality guaranteed silk or satin.—*Bloomingtondale's, New York, N. Y.*

The phenomenal success of this sale, a success unmatched in history, is due to the very high class of the fur garments offered, and the amazingly low prices. If you want fine furs this is your chance, but don't delay, for the stock is melting like snow before a summer's sun.—*Ehrich Bros., New York, N. Y.*

Magnificent furs—the best of their kinds—you save on furs as worth while the saving as on precious stones; furs of "first water"—not "off color" or "chips." There's no saving on cheap furs. Cheap furs, made up of tiny pieces, with fall-apart sewing and rub-off dye, are worthless.—*S. L. Plaut & Co., Newark, N. J.*

Leipsic dyed Persian lamb furs are the finest in the world and the only grade used by me. My patrons demand the best and good judgment recommends them for beauty and wearing qualities.—*Chas. H. Mueller, Saginaw, Mich.*

The simplest way to be sure that your furs and fine garments will be absolutely safe from moths or other damage during the summer, is to put them in our cold dry air storage plant.

It is located in an absolutely fire-proof building, the best in Brooklyn for the purpose. It is the best and most scientific system. The cost is insignificant.

Many of our patrons are leaving their furs now to be repaired or remodeled. The styles for next season are settled and our experts can do the work unhurriedly and carefully now, for very modest cost.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Cold storage for furs.—The simplest, safest and most economical way to be sure that your furs and fine garments are cared for during the summer months is to send them to our cold dry air storage plant. It is an absolutely fireproof building and devoted exclusively to the storage of furs and other garments. The same careful and trustworthy service that characterizes every branch of this business is assured here also. The cost is insignificant.—*Frederick Loeser & Co., Brooklyn, N. Y.*

If you know furs, you can tell at a glance what these coats are worth. If you don't, it's time to let some of our fur people, who do know, tell you about them.—*Wanamaker, Philadelphia, Pa.*

We have never before shown so varied a choice of superb fur garments. The extreme novelties in this season's styles afford a special opportunity to our skilled artists to produce fur apparel, unexcelled in high grade of workmanship, of a character well in accord with our long-established reputation.—*F. Booss & Bro., New York.*

It takes three skins to make an average size muff; and two to six skins for the prevailing style of neck pieces. Victorines and mantles in proportion. I make a specialty of Russian sables, import them undressed, duty free. They are dressed here better than by any other nation, and manufactured into articles for wear in my own workshop. I do not sell blended or darkened Russian or Hudson Bay sables, nor mink, for the reason that they do not give satisfaction. Ladies complain of a mottled, shabby appearance after being worn a short time. Any article so valuable as sable should be purchased in a good light on a clear day, from nine o'clock in the morning until three in the afternoon.—*C. C. Shayne, New York, N. Y.*

Every garment, every small piece of

fur we sell, is certain to please, for everything about it is just as it should be, including the price.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

We don't play a game of tag with our customers on furs. One price to all and that the lowest. The only tag we play is double tag, and that is with competition. We touch them up a bit and keep them guessing. These prices will set them thinking.—*James Paton & Co., Charlottetown, P. E. I.*

Christmas furs for young girls.—Nothing will make a girl happier than to find a warm neck fur and a muff among her gifts. But you will not get the right kind in many places—most little furs seem to be babyish or else entirely grown up. We have kept at the makers until this year they are sending us pretty, girlish sets in time for Christmas.—*Wanamaker's, Philadelphia, Pa.*

Fondest dreams of rich apparel will be realized in these furs. Furs! The very term savors of winter. Are you prepared to meet the chilling winds? Do not let them catch you unawares. We'll garb you in the richest creations at prices that send competition to the four winds—qualities considered—"thirty-five years selling furs in Jersey City" is our guarantee.—*Perlmutter's, Jersey City, N. J.*

If it was ever questioned that this was Albany's most popular fur store, this season's constant activity and the superior showing of all classes of furs dispelled all doubt. Nor will it be doubted that we are giving the greatest values now.—*The Boston Store, Albany.*

The savings that are available in this sale are the result of our constant effort during the less busy months to economize in every way possible—in the purchase of skins as well as in manufacturing.—*Marshall Field & Co., Chicago, Ill.*

Persian lamb jackets, mink trimmed—even the stirring offerings here in the past month have never equaled this. Some beautiful mink skins have come to us much below their value, though, and joined with splendid Persian lamb skins they will make beautiful garments.—*Abraham & Straus, Brooklyn, N. Y.*

Furs.—Make your selection while the stock is still complete, for later on it may be impossible to duplicate many of the attractive pieces now on display. If you contemplate having any furs made to order, repaired or remodeled we can give the work at this time attention that is quite impossible when the season is at its height.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Our great annual sale of fine furs affords exceptional inducements for making early purchases. These inducements are not alone in the prevailing very low price schedule, but in the general excellence of the thoroughly complete lines. In addition, large numbers of particularly pleasing new and exclusive styles are being introduced.—*Saks, New York.*

September fur sale.—Nothing a woman wears is more difficult to buy. Furs admit of as much doctoring as the horse that David Harum bought. In order that you may choose safely, we have our furs chosen by an expert who gets the pick of the world's best skins.—*Schipper & Block, Peoria, Ill.*

Furs.—Perhaps you are interested to know that we are selling several little things for present use. They're mostly small effects in neckwear. There's a new four-in-hand idea, which is just the thing to keep the throat warm on a cool evening or a cold, rainy day. There are other little things of considerable similar nature for the neck, full of dash and style, all of them, and not one so bulky they couldn't be carried in a hand bag.—*The Halle Bros. Co., Cleveland, O.*

The September fur sale.—We can sell fur scarfs and coats cheaper this month than in the dead of winter—a fourth cheaper. We could throw the bargains into August just as well, but we await the home-comers.—*Schipper & Block, Peoria, Ill.*

The approach of October is a signal to fur jacket wearers. We have, as usual, anticipated the varied needs, and the lines we have gathered combine to make our fur jacket display one of surpassing interest.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

The great September fur sale.—We announced on the first of the month that we would take orders for new garments or do repairing and remodeling during the month of September at much below the charges that will be made for the same work when the regular season opens and our workrooms are overcrowded. The result of this announcement has greatly exceeded our expectations, and yet the offer will hold good during the balance of the month, and we invite all those who are planning to buy garments out of stock, or the placing of orders for special order work, to examine our superb collection of furs and fur garments, which comprehends every desirable style of furs from the costly and luxurious Russian sables to the less expensive but extremely attractive furs used for coats

and neckwear, and we know that if you will compare our stocks, the quality of workmanship and our prices with those shown elsewhere, we will be favored with your order.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

The increase of business in our fur department has obliged us to put in an up-to-date manufacturing plant, and those who so desire may make a selection of skins from our choice stock of pelts and have their garments made to order on the premises. Our designer has been in the employ of leading makers of fur wear in London and New York and all the help employed in our factory are experts in their various branches. We guarantee the best workmanship as well as the finest materials.—*Flint & Kent, Buffalo, N. Y.*

Initial show and sale of fur garments.—There is a system of economy that makes it possible to sell lawns in winter and blankets in summer. Time and again this store has demonstrated in an unmistakable manner the fact that our public are willing to purchase out of season if the savings offered make it worth while, for Seattle is the most prosperous city in the West and nobody needs to hesitate. These prices for furs of the highest quality save one-fourth, and if you recollect that fur bearing animals are getting scarcer every year you can readily believe that compared with the prices that will surely obtain in every retail store these quotations are a third below the actual value. No attempt is made to list the stock, or to give any "work and sale price." It will not be necessary. The garments themselves will bear out the foregoing.—*Stone, Fisher & Lane, Tacoma, Wash.*

The furs of autumn, 1903, take on new and fascinating shapes, as unlike those of other years at catskin differs from Alaska seal. The treatment of skins is unique, and brings out the elegance that nature intended.—*J. R. Libby, Portland, Me.*

Quality is the main thing in furs. A mistake in buying at the wrong store will worry you all through the winter. We know furs better than we know the alphabet.

Experts judge the different furs and only the very best get a showing here. But to make you entirely safe, nothing is considered as finally sold until you are thoroughly satisfied.

Every garment has been made with a thorough knowledge of styles and needs for this season.—*J. W. T. Fairweather & Co., Toronto, Can.*

Winter furs.—We are sometimes at our wits' end to get clean bills of health and certificates of good character for furs—there's nothing a woman wears more difficult to buy.

But it saves you all trouble and worry to buy at the store that has thoroughly looked after these things before they go on sale, doesn't it?—*Schipper & Block, Peoria, Ill.*

Superior showing of rich Russian sable. The habitat of the sable is Russia, a fact which accounts for the luxuriance and silky softness of its hair, frigid climates being conducive to the growth of fine furs. The very choicest of sable is obtained from Northern Russia and Kamchatka—those luxurious products so often tendered as gifts to royalty. Closely following the trend of fashion we foresaw the great craze for rich Russian sable this season and prepared to meet very extensive demands; the present remarkable influx of orders is evidence of our wisdom in so doing.—*Man-del Bros., Chicago, Ill.*

Facts about furs. If you have any thought of buying furs, the earlier the better in the matter of selection. The number of pelts each season is limited, and the choicest are being constantly culled out. We are in the fur business the year around. The distributing facilities of our great sale give us increased purchasing power. That means better variety—better prices. When you buy a fur garment we are as frank with you as if it were a yard of silk. If you have but a slight knowledge of skins, you can buy with perfect safety here. The store is back of every statement.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Furs—luxury and richness. Secretly or avowedly, women are always delighted when the time comes to don their furs. There's a suggestion of luxury and affluence about the rich, velvety gloss of the sealskin, the soft gray of the chinchilla or the quiet splendor of Astrakhan. And now a new rival comes upon the scene—gray squirrel, much favored by fashion. Have you yearnings for any of these winter luxuries of dress? The Wanamaker fur collection makes possession easy—for there's a fair profit—no fancy, extortionate gain—in the prices at which our furs are marked. And you may safely rely, not only on the furs themselves, as to wearing qualities, but on everything we tell you about them.—*Wanamaker's, New York, N. Y.*

Furs.—How our sale makes buying easy. Would you like to wear nice furs

this winter? Our plan makes it safe, economical and easy. We have thousands of handsome fur pieces and coats in stock, any of which we will reserve on payment of a small deposit—pay the balance in small amounts if you like, or when you want the fur. We return all you have paid, as well as your deposit, if you want it. Could anything be fairer? And, furthermore, we save you about a third on later prices.—*The David Straus Co., Newark, N. J.*

We have a great variety and assortment of these pretty fur articles so necessary in this present cold weather, and which give to the neck and to the chest the warmth indispensable to the health. These handsome furs represent the latest models in fashion and are made of Mink, Hudson Bay Sable, Stone Marten, Russian Sable, Western Sable, Alaska Sable, Russian Squirrel, Chinchilla, Foxes of all sorts, Lynx in all shades, etc., etc., etc. All those furs are the choicest, guaranteed full skins and of a superior grade and finish.—*Chas. Desjardins & Co., Montreal, Can.*

This great stock of fine fur wraps has been made so attractive from the customer's every viewpoint that no one can really afford to overlook the numerous unequalled advantages. The surpassing character and individuality of the styles will be readily discernible. Distinctive styles surpassing all our previous efforts.—*Marshall Field & Co., Chicago, Ill.*

This store sets the pace in the selling of furs, not only in Boston, but throughout New England. Nowhere is there another such showing of the new and beautiful styles for winter. Nowhere is there opportunity to buy such fine furs for such small prices.—*Shepard Norwell Co., Boston, Mass.*

All the new fashions in furs are on parade—not only the exclusive foreign pieces, but our own modifications of them done in the richest furs. There never was a season when the variety for choice was so great—and we never had so many noteworthy values.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Furs from here carry with them a distinct importance. In every branch of the fur business we excel from our splendid display of up-to-date coats and neckwear, made in all the fine furs, to the perfectly designed and faultlessly fitting garments made to order. To insure an early delivery your order should be placed at once.—*G. H. Lugsdin & Co., Minneapolis, Minn.*

Our present exhibit is the most magnificent collection of rare furs we have ever displayed. The careful work of the Mandel fur experts is apparent in every detail, from selecting and buying the skins in the world's fur markets to the fashioning of the garments in our own factory. The styles are chosen from the most exquisite European models; and in every way the season's display will more than justify the high repute of the Mandel furs.—*Mandel Bros., Chicago, Ill.*

Half price sale of rich, staunch furs. Winter's only half over, and other winters will come. Furs need to be staunch, as well as ships—though not as rigidly, harshly so. Fur seams must not open, fur shapes must not change, fur evenness is imperative. All the furs offered in this sale are rich and staunch—and at exactly half the fair prices we asked for similar furs earlier in the season. It will be wise to buy now—one doesn't get furs for a single season. And then, few women who are really thrifty will care to miss a chance to double their money—next fall just such furs will cost twice as much.—*Hochschild, Kohn & Co., Baltimore, Md.*

There is a decidedly spring-like atmosphere as this is written and we are almost tempted to say "spring is here." It may be taken for granted that, with the exception of a flurry now and then, winter is gone. Furs will be little needed shortly. This is the time the tiny but exceedingly busy moth bug improves each shining hour. It may be interesting to you to know that the finest, best equipped, most scientifically systematized cold storage plant in the country is situated right here on our premises. Improvements during the winter in the system of receiving and delivering, increased capacity, etc., place the Abraham & Straus plant far in the van. We would be pleased to show it to you. In the meantime a telephone or mail request will bring an expert to your house to relieve you of all trouble of packing, etc.—*Abraham & Straus, Brooklyn.*

Furs for fashionable folks.—Not a single piece of any kind did we carry over from last season. No "moth ball" odor in this fur department of ours. Absolutely fresh, new, clean, stylish and beautiful pieces is the only sort that can gain admission here. The gathering, extensive as it is, has entailed much thought and worry and work. Every garment is made from the most carefully selected skins. No seconds are considered when we go out on the fur hunt. You should

be just as particular when you go out to buy. It's hard sometimes to tell what kind of a pelt is back of the fur. You have to depend largely upon the veracity of the merchant. You'll hear the truth, the whole truth and nothing but the truth when we talk to you.—*Z L. White & Co., Columbus, O.*

Our large stock of seal and Persian coats and other fur wearing apparel was purchased before the importers' advance in price, and to make things interesting we cheerfully forfeit our share of the profit to early buyers of furs. Taking advantage, as we did, of the dull times with furriers to have a quantity made up, we can now give you an opportunity to reap the benefit of low prices and the very finest manufacture.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

In small furs mink is the favorite: Our assortments of mink are very large. Mink scarfs in the popular flat effects, with fur on both sides, enjoy extensive showing. Small neck pieces are being bought freely for early fall wear. We show fine assortments of our own exclusive make. In coats Persian lamb and broadtail are as popular as ever, though of course seal garments remain staple. For dressy fur garments seal has no superior.—*Mandel Bros., Chicago.*

Furs for women at prices that mark an epoch in value giving. The selling of furs is largely a matter of reliance. Very few people know the actual difference in furs or what the real worth is—with us every piece of fur is sold on its merits, with a guarantee and under its actual name—with us musk rat is musk rat and not "River Mink." Skunk is skunk and not "Alaska Sable," and so on until you really are at a loss to know just what sort of fur you are really wearing.—*Simpson Crawford Co., New York, N. Y.*

Completeness is one of the chief merits of our fur section. New ideas are always correctly expressed. The quality of skins and of workmanship are guaranteed by the section's standing and system.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Every piece of fur placed on sale in this section receives the careful, discriminating attention of experts from the selection of the skin to the finishing touches—accordingly absolute confidence can be placed in the quality of the furs, the desirability of the styles, the character of the workmanship, and in another point our always lowest prices.—*Marshall Field & Co., Chicago, Ill.*

Two fur items that are worth paying attention to. 1st—Have your old furs repaired and remodeled this month. The prices are lower than during the rush of fall and you have the advantage of having your furs ready to wear when the cold days of winter arrive. 2nd—By making your selection of new furs now you not only effect a considerable money saving but you are assured of more careful attention than you can hope to receive when the fur rush is on. You can safely order a seal skin or Persian lamb jacket now, save a little of the cost, as the styles and stock are complete.—*Butterworth, Columbus, Ohio.*

No such stock in quality and quantity has ever been offered the public at the very height of the season. This is a bona fide sale, brought about by the backward season. Our stock is the largest and most comprehensive in the city. Every piece offered is of our own manufacture and made on the premises by expert furriers. Our showrooms are the best equipped and best lighted of any in the city, and experienced fur salesmen are in attendance.—*S. Lindau & Co., New York, N. Y.*

We have a fine collection of fur caps and other warm headgear for young men and boys. They are just the sorts that men and boys will want to buy for themselves, and they suggest excellent Christmas gifts to those who wish to buy for them.—*Wanamaker, New York, N. Y.*

How to buy a sealskin coat right—where and when. First—and most important of all: Be sure of the reliability of the concern you buy of. Sealskin coats at very low prices are either not Alaska skins (and no other grade has the wearing qualities) or they are made of the big, coarse, haired skins, which are nearly all hair and have but little fur next to the pelt to resist the wear and tear. Second—consider whether the concern is in a position to buy the skins direct at the London sales for cash, thus saving the middleman's profit and supplying you with fresh skins. Third—sealskin garments to be really fine should be made of the baby Alaskan seals (small pups, as they are called). The furrier should have at least two months in which to complete the article ordered and to allow the pelts to return to normal conditions after being stretched and blocked and handled generally. This is called "resting" in the trade and means much to the appearance and wear of the garment. The new models are all in. We will make to your measure, during July and August, sealskin coats of the very best Alaskan skin (small pups),

Rice's London dye. Note—A canvas coat will first be made in each instance to show the design and for fitting purposes.—*Abraham & Straus, Brooklyn, N. Y.*

It requires more than simply workmanship to produce a good fur garment. The experience required to properly select the skins is a matter of very slow growth, and unless one's experience has been very wide, it is well to rely upon a brand of established reputation and in any case this is the safest way.—*Lanpher, Skinner & Co., St. Paul, Minn.*

So thorough in scope and so high in character is our fur shop that it may in truth be termed a veritable exposition of the new season's furs and fur garments. There are scarfs and muffs in the new models and blouse and long coats of such rich furs as ermine, fox, mink, sable, chinchilla and the new yetta. Our designers are at your service if you prefer a garment made to your measure which will define your own ideas relative to form and character.—*Saks & Co., New York, N. Y.*

A notable offering of furs.—We're quoting special early season prices on furs—prices that will prove a great incentive to saving buyers who have been taught to appreciate the sterling worth of the Mandel furs.—*Mandel Bros., Chicago, Ill.*

Our expert fur cutter and fitter has just arrived from the East, and we are prepared to make genuine Alaska seal, Persian lamb, astrakhan, squirrel, beaver, otter or electric seal jackets, capes, boas, scarfs or stoles. We buy all of our skins in Alaska direct from the trappers, thereby saving the commission man's profit, and consequently are in a position to quote lower prices on the manufactured garment than the Eastern markets.—*The Crescent, Spokane, Wash.*

The reason we are doing such a heavy fur business this season is best explained by the high character of the merchandise and the reasonable prices.—*Thompson's, Binghamton, N. Y.*

This morning before 8 o'clock the balance of that huge purchase of fine furs will be down from the inspection rooms. Every piece as fresh as a June rose. Many hundreds will find new homes by to-night—and many are the hearts they will gladden.—*Blum Bros., Philadelphia.*

A great array of smart little neck furs. Graceful pelerines; chic jackets, luxurious coats; stunning automobile coats—the craze of the season. All the precious and semi-precious furs.—*P. A. Bergner & Co., Peoria, Ill.*

It has ever been the rule of this house not to allow anyone to undersell us, or dispute our supremacy as the leading fur house of Brooklyn. We gather up the best fur pelts in the open markets of the world, and make them upon our own premises; therefore we are in a position to sell as cheap as any house in America. Surely cheaper than any department store.—*Weinberg, Brooklyn, N. Y.*

This is dry cold air storage, and that means the best. And an expert will tell you that that word dry means a lot to valuable furs. The slightest moisture in the storage chamber is the cause of just so much harm to furs. We have put in the "indirect" system at no little expense, because we insist upon maintaining our supremacy by keeping up to the highest notch of perfection in every detail. Under this system the furs seem to actually take on a new luster in an atmosphere that is not only frigid, but devoid of frost or "fog."

Send everything you have for which the rapacious moth has a liking. You will be relieved of further worry, as the cost is not worth thinking about.

There are price advantages to you now, if your furs need renovating. The new models are here for fall. If furs are remodeled, there is no charge for storage—if simply repaired, the storage charge stands.—*Abraham & Straus, Brooklyn, N. Y.*

There's a deal of satisfaction in knowing that your furs are in good hands while you are away—and there's still greater satisfaction in knowing that your furs are being repaired or remodeled at much less than the same work would cost in the busy season—this is an inducement to keep our full force busy

during the dull season. Better drop a postal card or call 6100 Main and man will call, and after they have been delivered over to us, we assume full responsibility until they are returned to you in the fall. When furs are entirely remodeled, we store them free of charge during the summer—but if only slight alterations are made, the storage charge stands.—*Abraham & Straus, Brooklyn.*

Splendid fur buying time. To buy Eaton furs at reduced figures is the height of good fortune at any time, but to so buy them during the first half of winter is to multiply the saving considerably. Of course the liberal extent of the savings are in no way affected by a depreciating of quality, as the splendid furs were made up in good faith by our own furriers to sell at the regular prices.—*The T. Eaton Co., Winnipeg.*

Furs specially priced. Splendid fur-buying days, for these are splendid fur-wearing days—and the coldest weather is all ahead. And furs are an excellent investment for Christmas money. Best of all—these furs are all at special prices. Buy to-morrow, get thoroughly reliable, altogether desirable furs, and save much on their cost.—*Strawbridge & Clothier, Philadelphia, Pa.*

Furs speak of advancing winter. As noted in yesterday's papers, on one of the special sales counters, main floor, there is an assortment of fur neck pieces which includes almost everything in furs which we carry. These are all reduced in price, the saving to you averaging from 25 to 40 per cent. These facts and figures which we print are merely illustrative of a great many other pieces.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

GENERAL INTRODUCTIONS

Growth is the watchword of the Hecht stores. It has been the policy from the beginning to ever and always live up to the ideal of "greatest service to the greatest number." And it is in following out these lines that we to-morrow morning inaugurate the new department devoted to canned goods and fancy groceries. The special prices we have made for the opening day have never had a parallel. We wish to make everyone in Washington acquainted with this department, promising the saving of many dollars—and not only that, but placing before them another evidence of the liberality that has made this business so great—whether your purchases are made in this new department or in any other of the half hundred departments, you can say "charge it," and feel that your convenience will be consulted in paying.—*Hecht's, Washington, D. C.*

Autumn's newest novelties are here, many of them—more than at any other three Portland stores—and many more are coming in daily. Too early for formal openings! but none too soon to see myriads of the world's newest things spread out over four vast floors. The liberal early buying indicates that thousands not only prefer to choose from early offerings, but know well where come they must for the choicest of the season's novelties. We are splendidly ready for the early buyer who prefers to come in and "shop 'round" before the formalities of the grand openings next week. Europe and America—yes, and parts of Asia—have contributed their best products, and our facilities for buying and distributing vast quantities of worthy merchandise insure the patrons of this store the advantage of exclusiveness, as well as the benefit of low prices.—*Olds, Wortman & King, Portland, Ore.*

We do all the planning and scheming for you—we've solved all little problems that stand between you and the best for the least. That's why we can say to you, come and buy merchandise here of unquestionable merit as low as, if not lower than you can buy goods elsewhere where the guarantee of perfect satisfaction is lacking. We want you to feel at all times that no sale is considered consummated here until you are thoroughly satisfied.—*Simpson Crawford Co., New York, N. Y.*

It will certainly be of great profit to you to study the buying advantages this advertisement offers, because we can safely say—and the items prove it—that at no store have been gathered such a wonderful array of bargains for your immediate wants.—*Simpson Crawford Co., New York, N. Y.*

The best advertising we have is the kindly recommendation of our friends. One tells another and we witness every day the power of that influence. You never read an advertisement of poor clothing—strange, too, for there's more poor than good. Ours is as good as our best energies, ability, knowledge and experience can get.—*Hall & Herrick, Springfield, Ill.*

Keep in mind the facts that we do not admit to our stocks anything that we would not recommend. That our prices are the lowest that could possibly be quoted compatible with a standard of merchandise worthy of our guarantee. That if you buy merchandise here and find it unsatisfactory when you get home you may return it at once in salable condition along with duplicate check and receive your money back. Could anything be more fair than that?—*Emery, Bird, Thayer Co., Kansas City.*

We told you so! The rush to get ready for the hot weather commenced yesterday, and no mistake. We engaged all the extra help we could gather, and still the throng pressed in. Of course the character of the goods and small prices have something to do with the rush, but spring hung her banners in the sky and the response was instant. This is a glad world if you will only get in step. The lilacs in their dainty purple are out and the laughing dandelions say "Cheer up! Cheer up!" This is the merchandising mood of this store, and you will find it as profitable to trade here as it is pleasant.—*A. D. Matthews' Sons, Brooklyn.*

With the opening of the new spring season we wish to thank you for your remarkably generous patronage in the past, and to invite you to inspect our splendid new stock, whether you buy or not. We are glad to welcome you, and feel proud that through so many years you have each season taken our word on the value of our merchandise. Trust us once more. Our word is as good as our bond.—*Edward Wren, Springfield, O.*

Planning the home is an interesting as well as a responsible task. Your responsibility will be considerably lessened if you invite the great furniture, rug and carpet store of Matheis to take part in your deliberations. Our years of experience in fitting out thousands of homes makes our advice of considerable worth to those who are just beginning their married life. What may seem a great obstacle to you from the standpoint of expenditure may be easily removed by Matheis. Our credit system does away with financial worry, it has made possible the furnishing of thousands of homes. Try it.—*W. E. Matheis Co., St. Paul, Minn.*

Public service. Growing up here through the years and keeping steady pace with the wonderful development of Brooklyn this store has come to be a quasi-public institution. "To have what people want when they want it and at fair prices"—that might well be nailed up as a motto over the door. That principle is a part of the mental make-up of every member of the great organization here—or else the one who lacks it is in the wrong place and will soon gravitate somewhere else. "What the people want" is not alone new styles, but sound, reliable qualities; not alone offering of odd lots at special prices, but the certainty of finding the right size and style and color without any waiting. To make the store measure up to these requirements at all times—even when there is a market scarcity of the right sort of merchandise—is the end to which we devote ourselves.—*Frederick Loeser & Co., Brooklyn, N. Y.*

For the sake of your pocketbook be here Wednesday, Thursday and Friday. During the middle of the week this store is more than ever the center of shopping interest. That's because we have made Wednesday, Thursday and Friday red-letter days for savers. For these days this week we have prepared a greater and better list of bargains than ever. The following separate lists of specials for each day hardly needs comment. They speak for themselves of values extraordinary. Just bear in mind in reading them that in no instance has cost to you been lessened at expense of quality.—*M. S. Smith & Co., So. Norwalk, Conn.*

We continue this week some of the exceptional offerings that created such a stir last week—big purchases from several leading New York houses, which are considerably augmented this week by other notably large and fine lots of tailored suits, skirts and coats, from some of the best designers and makers in this

country. The unusual trade conditions this spring have resulted in large overstocks on the part of manufacturers. Taking advantage of these conditions we have, with our enormous outlet and ready cash, secured exceptional price concessions on the very latest style garments—garments of quality and elegance, which we are offering now at prices usually asked for much inferior grades. We mention just a few to show the trend of savings.—*Lit Bros., Trenton, N. J.*

Grasp this opportunity. You can't afford to neglect the money-saving opportunities we are able to offer each Friday and Saturday. The saving is not at the expense of quality or any other essential of high-class drug store goods. We are simply able to do business on a smaller margin than are most druggists. The magnitude of our business warrants it. Note the following bargains for this Friday and Saturday. Remember this is a chance you seldom get.—*The Gordon-Mitchell Drug Co., Winnipeg, Can.*

Character proclaims the man—and the store. As in a man, so in a store—worth depends upon character. Growth is the sign manual of health. The essence of commercial health is fair dealing. The principles upon which this store has been reared and nourished, which have given it its giant stature and sound constitution, are straightforward dealing, fairest prices, best goods, and a civil and obliging store service, backed by alert enterprise and intelligent direction and management.—*The T. Eaton Co., Winnipeg.*

The promptness with which you have accepted the advertised values in my great sale is extremely gratifying and the firm conviction that in to-day's store news there are even more effective offerings pleases me immeasurably. Judge the store by the satisfaction it gives and the intrinsic worth of the values. To be truly helpful the values must be of a superior order of merit—they must impress you so strongly that closer relations will be established between this store and those that come to buy.—*Herington, Los Angeles, Cal.*

A great many visitors to Chicago make it an especial point to see this store, even if they are in the city but a day or two. They all declare it is among the most interesting "sights" to be seen in the city. Patrons having friends visiting them will find it pleasant for their guests to include a visit to the store as a part of their entertainment. Thousands of out-of-town people are thus shown through this store every month.—*Marshall Field & Co., Chicago, Ill.*

Are you original in your taste? Then you will find rich gratification in a selection of wedding presents from our suggestions, which specialize distinctiveness. Or are your ideas conventional? Equally, then, can we please you with that conservatism which comes from our loyalty to artistic truth and the laws of pure beauty. An endless demand at this time for wedding presents brings out our two-fold resourcefulness, and you may profit by it.—*Davis & Freeman, Atlanta, Ga.*

Furnish your home nicely on the club plan. You may just as well start in housekeeping in your new home in good style as to do it stingily. There is no need of half furnishing homes so long as you can become a member of the Hahne & Co. Household Clubs. Through this club plan you can buy furniture, carpets and draperies just as easily as you now arrange to buy pianos, sewing machines, phonographs, etc. The plan is simple and involves no embarrassing features whatever, and makes it extremely easy for people of ordinary income to buy good furnishings. Select what you wish from our splendid stocks, buy at our regular low prices and avoid the extravagances that many people have been guilty of in trading elsewhere heretofore in order to secure easy terms. Ask about the club plan. Any salesman on the third floor will give you particulars.—*Hahne & Co., Newark, N. J.*

The time of the year is now here when the moving van is in demand. And moving, in most cases, means a new carpet for one room, a new rug for another, or there is an additional room to be furnished up. Moving time also suggests "housecleaning" time; and the thrifty housewife finds many spots which need brightening up; many pieces which need replacing. Let us help you. The largest stock of housefurnishings in the city is here at your disposal; everything which goes to furnish a house is here in endless variety; whether your need is a kitchen chair or a range, a brass bed or a refrigerator, a parlor suit, or new lace curtains or shades, etc. The Standard can fill your needs in every line and in all qualities, for a little cash and a little-at-a-time.—*Standard Furn. Co., Schenectady, N. Y.*

For the fair girl graduate. We have made extensive plans for our young ladies who are to graduate, and, appreciating the importance of nice costumes, are showing complete assortments of appropriate materials, beautifully made gowns and dresses, dress accessories, shoes and slippers. If you will give us a

few minutes of your valuable time we will be pleased to show you a pleasing array, bought especially to help you solve a difficult problem. These handsome gowns and dresses were made especially for us through instructions given our New York representative. They are in the very latest styles appropriate for commencement day exercises; the materials are fine and exactly right; beautifully and artistically trimmed; thirty-two different styles, in which the following descriptions are mere hints.—*Louis Einstein & Co., Fresno, Cal.*

Our line of furniture, carpets, etc., is by far the largest and most up-to-date in Northern Utah. We believe in quick sales and reasonable profit. We guarantee our prices to be the lowest in the city, and on account of our large business you will always find new goods at our store, no old stock, as our entire line is turned over several times during the year. Six carloads of furniture have arrived this spring, and we desire you to call and look over our goods when you are in the city, whether you buy or not.—*Lundstrom Furniture and Carpet Co., Logan, Utah.*

Spring fashions blooming in charming profusion at Eaton's. It only needed the first touch of that magic worker, Spring, to bring about a condition in this store for which we had made ample preparation to accommodate. Saturday every department devoted to Fashion and spring wearables was crowded. A tacit acknowledgment and recognition of the style leadership of this store, and which has been won on merit alone. Judging by past achievements in Fashion's domain, expectancy prophesied great things at the Eaton store this spring, and expectancy has not been disappointed. Today this store invites to a display of fashions as distinctive, as exclusive, as irresistibly charming and beautiful as can be seen anywhere. More lavish displays there may be, but none that have been selected with greater discrimination, or in more thorough attune with the tastes of a refined and cultured clientele than this.—*The T. Eaton Co., Winnipeg, Can.*

The busiest shopping time of the year is here. The world discovers its most imperative wants in October and November—particularly when the cold snap gets in the air. A great portion of the people of this community bring their wants to us. First, because of the fact that we are so centrally and conveniently located. Second, because our stocks are so complete, broad and satisfying—so exhaustive, and so fairly priced.—*Barie's, Saginaw, Mich.*

It is our good fortune to be in a position to offer carpets and rugs in certain lines at away below value. The proper styles and fall patterns, too. The goods will surprise you at the prices asked. The materials of which they are woven are worth more than we ask for the finished product.—*Buff, Repp Furniture Co., Kansas City, Mo.*

Two weeks ago we closed several fortunate deals whereby we came into possession of 200 rolls of wilton velvet, axminster and body brussels carpet. We could easily hold these goods till the fall season opens and sell them at their real value, \$1.50 yd., but instead we offer them this week on the same basis as we bought them.—*Kaufman's, Pittsburg, Pa.*

The Proper Way.—Is to investigate before you make your purchases, that is the way we do and we want you to do the same. In this way you are sure to find the store that really gives value. All lurking around, awaiting the unwary.—*Fuller & Cobb, Rockland, Maine.*

Put a dollar at interest for a whole year, and it may earn six cents. Study the *Hengerer* ads and see how wonderful the power of your dollar increases in a single day. Nowhere will it buy as much in quantity and quality as at the *Hengerer* store. To-day we present seventy-two straight roads to economy—and "economy is wealth."—*Wm. Hengerer Co., Buffalo, N. Y.*

Do not pay too much or too little. Do not spend too much time in bargain hunting. Do not be too anxious to buy something cheap, it may be dear in the end. Patronize reliable merchants. This advice costs nothing but is worth something if followed. Hundreds of people are living up to it by patronizing us. Join the throng and get into line for everything in and out of season in fruits.—*J. B. Judson, New Haven, Conn.*

With one large aisle full to overflowing with commodious stocks of the season's latest of these goods, surely makes it worthy of a visit from every woman who has a want in this line. The assortments are complete, the range of prices so wide that any allowance can be met, and every piece of material offered is of a dependable character.—*Fowler, Dick & Walker, Binghamton, N. Y.*

We are very carefully building on the sure foundation of complete satisfaction. In the beginning we tried to make this a necessary store to you and we know that we have succeeded.—We planned to make this a needed store to the wealthy—who sought for the most luxurious apparel—

and succeeded. We planned to make this a needed store to those who must of necessity economize—and succeeded. We planned to give you a store which in all its varied stocks, would fill the entire wants of the entire people at all times—and succeeded. In short, we sought to give you the perfect store and we sincerely believe that in less than one short year we have builded so well that we have your entire confidence—and this is the thing we prize most.—*The May Co., St. Louis, Mo.*

Our fall business, largely exceeding any of corresponding past seasons, demonstrates that the best attractions are good values. That attention we pay to development of our business on a strictly dry goods basis is appreciated is proven by growth that demands addition of new buildings now rapidly approaching completion—68,000 square feet more space—all for dry goods.—*Hearn, New York.*

Attesting to the determination to reduce the different stocks to normal conditions here are advertised the season's most-wanted goods at prices the equal of which you have never before been offered. The season is a little backward, you know, but the bills for the goods now on the counters and shelves are arriving daily. The tardy change in the weather gives you the opportunity to enjoy the benefit of special prices, which, if the weather were cooler and the goods still more in demand, could not hold forth. The goods must go at practically no profit. 'Tis to your advantage to help move 'em.—*Shanahan's, Portland, Ore.*

The estimation of popular opinion has been the silent salesman of many branded commodities. Reputation, like Rome, cannot be built in a day; but unless maintained may be lost in an hour. Skill and experience, more than money, are the essentials. Merit is the long pole that reaches the persimmon. To acquire merit one must produce something better than the present best. That is the cardinal principle of our business.—*The Globe Clothing Co., Atlanta, Ga.*

It is to be a day of golden opportunities for those folk who look to save on summer merchandise. Summer is slipping away, and fall stocks will soon be clamoring for room. We don't propose to have any summery goods here, to get in the way of what's to come. So to-morrow we bring out little lots from every stock—all marked at prices decidedly tempting. You can choose from them up to the time store closes for the Saturday half holiday.—*Adams Dry Goods Co., New York, N. Y.*

Never has the basement store looked better. Never before has it been so excellently stocked. Everything that can be classified within its sphere of action is on sale, and at prices that meet with the public's heartiest approval. At all times of the year moderate prices rule throughout the Basement Store's Stocks, but during these September Sales we reduce prices and they touch the lowest possible level. Everything is of the best quality. The Basement Store never sells "seconds." If you have the slightest fault to find with anything you have simply to return it. Satisfaction is always promptly assured when you buy at the Siegel Cooper Store.—*Siegel Cooper Co., New York, N. Y.*

Visiting merchants are invited to Gimbel's. Philadelphia is the greatest retailing city in America—by travelers quite generally conceded to be a better shopping city than Paris. Philadelphia has the largest retail business in America. Philadelphia has the Largest Retail Store in the whole world—Gimbel's. Over a million feet of floor space—actual flooring, not skylight openings. Philadelphia methods of retailing are the best in the world. Least red tape; most courteous treatment of customers; no toadying; straight man-to-man business. It is all worth while studying. We'll give any help you ask. Make the Gimbel Store your club room.—*Gimbel Bros., Philadelphia, Pa.*

In these days of exaggerated advertising and misrepresentation it will be interesting to know that there is at least one furniture and carpet house whose announcements are wholly sincere and not intended as "catchpenny" affairs, the only purposes of which is to drag people into the store to sell them "something else." Contrary to custom, we wish to sell the article we advertise, and we make the same offers in the public press that we do to customers in person. Our great desire is to operate this store on such genuinely frank principles that the people may learn to turn to it with confidence.—*Spear & Co., New York, N. Y.*

As the season progresses small lots accumulate. These we desire to dispose of at once. To further this desire we have taken thought of neither profit nor cost and placed extraordinarily low prices on these various items. Every department is involved. — *Saks & Co., Washington, D. C.*

We can't begin to tell you the many attractive features of this great offering, but if you will come in and see the suits themselves we know you will appreciate

the true bargain import of this announcement.—*The May Co., Cleveland, Ohio.*

The space problem is always pressing in advance of a new season! Hence apart altogether from the natural desire to do as much business as possible, each and every department is only too willing at present to make big sacrifices in order to make more room. Hundreds of bargains are therefore displayed for end of the week shopping of which the following may be taken as examples.—*The John Murphy Co., Montreal, Can.*

This morning the doors to this great business opened up on a scene of matchless beauty and splendor, everything awhirl and astir. Here are two great events in one—our birthday and fair week. The fair alone is enough to make a store do its best; but we have a stronger inducement, it's our birthday. You may expect much and then be surprised at what we'll give you for your money. Come and see how pretty the store looks in its new birthday dress. Come and feast your eyes and purse on the opportunities we offer.—*The New Store, Minneapolis, Minn.*

Has this year proved to be a record-breaker? We have had many inquiries from all over the country as to how long the sale would last, so many of our customers are at lake and seashore. We are badly broken in many lines, as advertised Sunday and Monday, but if we are favored with out-of-town orders will fill same at sale prices and continue the sale, as below, for one day longer, Thursday only.—*William Donaldson & Co., Minneapolis, Minn.*

We cannot say that we originated the idea of this low-priced furniture sale in mid-season that has meant so much to the workmen, factories and to you, but we have decidedly improved on it. Credit for making it the great event that it is in Brooklyn is due to us. The fact that we sell more than any other house hereabout at these sales is proof of value given. The fact that we have sold far more this year than we ever did before is proof of yearly improvement on our part.—*Abraham & Straus, Brooklyn.*

You will find our prices far lower than you expect to pay, and if you are thinking about furnishing a home you will be surprised to find out how far a few dollars will go at our store. We have arranged our credit system in such an easy and pleasing way no one can not afford to have a cosily furnished home. Young married folks will benefit by taking advantage of our liberal offer.—*John Mullins & Sons, Jersey City, N. J.*

"The main chance"—are you always alert and looking for it, seeking to avail of its benefits? In carpets, rugs, matings and floor coverings the main chance is here in a vast number of ways. The same money-saving methods employed in our furniture department are carried out in everything that we sell, hence the savings to carpet and rug buyers are large, generous and real. The stock appeals to refined tastes and the low prices appeal to the purse. Take our word for it; you'll be well repaid to see our offerings before you make a purchase.—*Dirksen's, Springfield, Ill.*

Side glimpses in a walk through the store. Nothing quite as elegant has been shown in this store as these elegant Paris waists in the show cases on the second floor. They are from Madame Le Roi. And the new pongee coats are well worth a second glance—the latest New York style creations. By all means see the latest arrivals in the suit section—cream serge suits from New York. Creams are very strong in New York at present. Already cloth manufacturers have had their present supplies of cloth exhausted by the popularity of the vogue in cream. There was a burst of color and beauty in the parasol section yesterday—the latest parasol novelties from Paris have arrived. That diamond sunburst in the jewelry case is a beauty. Set with 89 diamonds of fine quality and costs \$470.00. A handsome wedding gift for some one.—*The T. Eaton Co., Winnipeg, Can.*

Think of three things—quality, elegance and money savings — and how naturally the name of this helpful furniture house presents itself to your mind. Then, again, you think of the name when any other stores that sell furniture advertise it—that sets you wondering what our bargains must be. We're glad and proud that you look so to us and like the big store so well. We feel the responsibility in being the leaders in home furnishings and guard your interests jealously. You'll be surprised at the many new things that await your inspection and approval, but more so at the low prices.—*Dirksen's, Springfield, Ill.*

This big store is in a better position to supply you with desirable goods at the present time than ever before. We made a very complete clearance of our winter stock last spring and were consequently in a fine position to buy heavily of the beautiful new goods offered us for this season.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

We are building our business steadily

—it grows from day to day. We are doing our work better to-day than ever before, and we expect to do it better still as we go along. Right now, we have reached a point where we feel we have accomplished something. It is our New "Concave" Shoulder. A shoulder that is shaped and modeled by hand with all the care of the master tailorman—a shoulder that is not stuffed out with spongy wadding to bulky exaggerated proportions, but which follows the symmetrical and graceful lines of the modern athlete's shoulder.—*Wm. Vogel & Son, New York, N. Y.*

The tide of popular patronage flows our way and the pleased enthusiasm of our patrons is the most far-reaching and most profitable of our advertisements. This fact is shown by the many new faces of purchasers that are daily seen in our stores, by the increased volume of our business, and the many kind words of praise and satisfaction we receive from those that have bought here.—*Burns & Co., Harrisburg, Pa.*

This great shopping center is amply ready for preparing Kansas City men, women and children for the Fall Festivities, and also those who live without the city's gates but do their shopping here. Not prepared only with personal wear, but with furnishings to freshen and brighten Kansas City homes that will entertain thousands of visitors during the coming weeks. Eastern fashion centers have contributed an authoritative reflection of the season's correct modes in costumes, fabrics and accessories of toilet and wardrobe down to the minutest details. There is a comprehensive exhibit of dependable merchandise throughout which impressively demonstrates the resources of this establishment and illustrates its commanding position as a distributor of the worthiest merchandise. In anticipation of the throngs of visitors next week, we extend a cordial invitation to all to visit this store at that time.—*Emery, Bird, Thayer Co., Kansas City.*

It is solely upon this basis that we invite public patronage. We give no premiums, no discounts or rebates to any one, but the greatest measure of value ever given in St. Louis is pledged to every patron of this store. We have expended our best efforts in making this a good place to buy clothing. We believe we have succeeded, we know we have. A large and loyal following bears eloquent testimony to this fact. Every aid to convenient and satisfactory trading is provided for you here.—*The Model, St. Louis, Mo.*

We ask you to make this grand Hamilton store, the largest and brightest in the city, with its immense space for the proper display of new goods, your buying headquarters this fall. We have made every preparation for the heaviest season's trade this immense business ever enjoyed. The best makers and designers of the world have contributed to the stock we have invitingly displayed upon our counters every day now.—*John Campbell & Co., Hamilton, Can.*

This big store is a composite of all that's good! You've noticed that where a store is good in one thing it falls far short of perfection in other respects. If its prices happen to be low, its stock, nine cases out of ten, is either poor, old or very limited. If its stock is fine and extensive, it usually asks high prices. If it isn't one thing it is the other, and the perfect store—the one combining features the modern store should have—is a rare exception. We may be over enthusiastic about this store in some things, but in claiming that our prices are lowest, our stock largest, our designs best, our quality superlative, we utter only the facts. If there is a perfect store this is certainly one.—*Ludwig Bauman & Co., New York, N. Y.*

For months we have been preparing for this event, gathering articles for young and old, for use and play, in our endeavor to secure goods for this occasion that would meet with your approval. The goods are all in—have been placed where they can be easily and comfortably seen and examined and now we await your coming. The store with its immense floor space and broad aisles will not be uncomfortable, no matter how many of our friends are here this evening. We want you to come and see the beautiful store. We want you to come and view the magnificent decorations. We want you to come and view the choice and exclusive gift things.—*The Fair Store, Binghamton, N. Y.*

Almost every one who responds to our ad is amazed at the magnitude of our stock, the newness and brightness of the goods as well as the low prices at which they are being sold.—*Whalen Bros., Brooklyn, N. Y.*

The stream of buyers who throng the Big Store continuously, demonstrate that you can't keep the people away from an establishment which handles the right kind of merchandise and offers its patrons at all times the best the markets afford at matchless prices. It is well worth your time to read every article mentioned in this ad, and we know every

item will be welcome news to purse wise shoppers.—*The Beall-Livingston Dry Goods Co., Columbus, Ohio.*

So many people are prone to consider a store's advertising as a detailed announcement of everything that the store has planned as "special" for the day. If you consider the Bloomingdale advertising that way you are making a great mistake. Not one tithe of the happenings for any special day is ever printed in our store news, no matter how much space it may occupy—couldn't possibly be!—*Bloomingdale's, New York, N. Y.*

To the ladies of St. Paul: When in the Golden Rule, if you are not waited on promptly and pleasantly, tell one of the floorwalkers. If our goods do not correspond exactly with our ads, tell us so. If our delivery is not prompt, tell us. If everything is not satisfactory we want to know it. We will appreciate your telling us. We cannot see everything and we know you can aid us. The reason we ask you to tell us if anything is unsatisfactory is that we desire to remedy it. Telling some one else will not help you and it may hurt us. Telling us will enable us to help ourselves and thus help you. We cannot correct a shortcoming until we know of it. We will regard it as a personal favor if you aid us in bettering the Golden Rule by telling us of any shortcomings.—*Golden Rule, St. Paul, Minn.*

Our eastern connections insure us of being at all times in touch with the evolutions of whimsical "Dame Fashion"—thus the whisperings of the style center of France are quickly breathed into Texas. It seems worth while for us to take this occasion to express to the public our sincere thanks for the hearty support we as a business organization have received since taking hold in your midst. May your patronage always be governed by our merit.—*A. F. Hardie, Waco, Texas.*

A bargain flurry.—*Guarantee, Muncie.*

Bargains that mean business.—*F. A. Plummer Co., Oshkosh, Wis.*

Values that appeal irresistibly.—*Dreunen & Co., Birmingham, Ala.*

A pen and ink picture of events.—*The May Co., Cleveland, O.*

Sharp saving on sparkling stylish headgear.—*Symonds, Butte, Mont.*

Seasonable wares at reasonable prices.—*P. H. Vose & Co., Bangor, Me.*

The rarest sort and rarest kind of bargains!—*McWhirr's Emporium, Fall River, Mass.*

A store that has your confidence doesn't ask you to compare things. It would be like asking you to prove that it tells the truth.—*Schipper & Block, Peoria*

Notwithstanding that they say a "bushel of mud comes with every diamond," we undertake to give genuine bargains in these days of exaggeration. If our goods are not exactly as represented you get your money back—that's the test!—*Scroggie, Montreal, Can.*

Macy's is the original department store. For forty-six years we have held leadership by selling the best qualities at the lowest prices. It is only since getting into our new building—the largest in the world devoted to retailing—that we've been able to do justice all around—to you, to ourselves, our merchandise and our methods.—*R. H. Macy & Co., New York.*

Impelled by a natural feeling of gratitude for the privilege of passing another milestone on our march towards the goal of well earned success and a desire to demonstrate, on this occasion, our long established record of supremacy in value giving, we have gathered together a mighty host of bargains from every floor and every department in this great store. It is only once in a year—during the celebration of our anniversary—that we feel like throwing away common business prudence and, swayed by enthusiasm, make a bonfire of an entire day's profits for the benefit of a large, faithful and ever increasing list of patrons.—*The Palace, Spokane, Wash.*

Two Beautiful Window Displays.—Our windows to-day speak more eloquently of the magnificence of our furniture and draperies than a page of type talk could. The north window shows a dining room furnished as richly as a king could desire—massive pieces of mahogany, exquisitely carved—a thousand dollar set. The south window is fitted up as a living room, with the newest designs in fumed oak furniture, upholstered in Spanish leather. The elegant draperies and rugs, too, are from our own enormous stocks.—*Los Angeles Furniture Company, Los Angeles, Cal.*

We have had our general opening for fall. Now we want to have a Metropolitan Opening. We want to concentrate the attention of our city friends upon the display of high fashion we have brought to the store. When we say Canadian and Metropolitan Fashion, it virtually means Cosmopolitan Fashion, for we have brought the exact gowns, cloaks and hats from Paris, Vienna, London and New York without modifi-

cation of any kind. Toronto is the metropolis of Canada. This store takes a pride in bringing the beauty of feminine dress in this city to a point perfectly on par with the great cities of Europe and the States.—*Simpson, Toronto, Can.*

Almost every nook and corner of this splendid spacious store bristles with bright new merchandise that active selling has reduced to a point where it becomes more profitable to clear at some price or other rather than hold. Counter space and fixture room feel the pressure of incoming goods too much to permit broken lots to lag superfluous—that's why so many splendid money-saving chances are in evidence for to-morrow.—*W. A. Murray & Co., Toronto, Ont.*

A prominent publisher once said that a book would need no preface if the title was sufficiently suggestive of its contents. The same may be applied to an advertisement. It requires no long drawn-out introduction if back of it there is merit certain and positive. Back of this announcement and behind all that emanate from John A. Roberts & Co.'s is just that kind of merit. The merchandise they tell of is new, wonderful and superlatively good.—*John A. Roberts & Co., Utica, N. Y.*

Noteworthy bargains in trustworthy merchandise.—*Campbell's, Pittsburg, Pa.*

Tremendous big bargains.—*Hayes, Wellborn & Baker, Atlanta, Ga.*

Bargains that savor of unusualness.—*McCurdy & Norwell Co., Rochester.*

Tempting attractiveness to visitors to this notable bargain center.—*Wanamaker's, Philadelphia, Pa.*

Handsome Waists of Lace and of Silk.—Get a glimpse of their clever effectiveness from the window displays. Then you'll want a closer acquaintance than a look through glass can give you. Aside from their general excellence there are little points and big points of superiority about these waists that will repay you for a close inspection. Niceties of finish that particular women appreciate. Exclusiveness of styles that dressy women delight in.—*Fourquereau, Temple & Co., Richmond, Va.*

Bold little bargains.—*Hale's, Los Angeles, Cal.*

Boyer's bunch of bargains.—*Boyer's, Scranton, Pa.*

Hot bargains for hot weather.—*Cowley & Holmboe, Crookston, Minn.*

Cyclonic reductions strike all departments.—*The Paris Millinery Co., Salt Lake City, Utah.*

Fabulous bargain giving.—*Wood & Ewer, Bangor, Me.*

A page full of newsy store news.—*Standard Furniture Co., Seattle, Wash.*

Here is a very bright ray of sunshine.—*Sibley, Lindsay & Curr Co., Rochester.*

Mighty bargains to astound the most skeptical.—*Globe Clothing Co., Baltimore, Md.*

The tide of trade flows this way.—*Central Clothing Co., Lexington, Ky.*

A shake up in domestics that drops many a bargain.—*The Edw. Malley Co., New Haven, Conn.*

The thrifty buyer knows that the Bee Hive is the "money-saving spot."—*Roth Bros., West Superior, Wis.*

Cool garments for summer wear! Woman or man, girl or boy. We've prepared for your comfort during the sizzling weather.—*Menter, Rosenbloom & Co., Grand Rapids, Mich.*

Hello! Are you going off for the Fourth? Got everything you need to give yourself a good send off? On these vacation days you are sure to want some of the hot weather bargains we offer this week.—*J. W. Adams & Co., Buffalo.*

Full steam ahead! This business moves ahead on the parallel lines of goodness and cheapness. It's the only combination that's at all effective against any and all competition.—*R. J. Tooke, Montreal.*

And the boy got stuck. 'Twas a pity. He had saved up and bought something at one of the stores who give away trading stamps—oh, of course, for nothing. The stamp stores went up—(didn't you see it in the papers?)—he got left. He said d—n the trading stamps; why didn't I heed the warning of the Phil. J. Walsh Estate and get my goods there? They are reliable.—*Phil J. Walsh Estate, Philadelphia, Pa.*

"Satisfaction guaranteed or money promptly refunded." That is the principle that has built this business and established this store in the confidence of the buying public. We satisfy our customers, no matter what the cost, nor how much the trouble. The matchless values which we are constantly offering, the efficient service that we place at your disposal, the liberal assortments that we lay before you, are all important factors in our success. Still, none is of such great importance as the fact that we guarantee you satisfaction, or failing in that, which is exceedingly rare, we refund your money without quibble or delay.—*Rothenberg & Co., New York City.*

Among the chief factors in the great success of this clothing business is our constant watchfulness, in season and out, for special values. There are frequent opportunities open to the progressive merchant to secure good under-priced lots for his customers—though few have as extensive relations with manufacturers as we have. Clothiers whose outlet is not large can't take advantage of such offers, and others fear to take extraordinary values in mid-season because they have goods of the same class in stock at regular prices. But we are out of that rut. Whatever good thing comes along, our customers benefit by it.—*Strawbridge & Clothier, Philadelphia, Pa.*

New goods are arriving rapidly. Our store is nearing completion and we must get rid of every winter garment in the house. We have therefore not taken the cost into consideration but have marked every garment down to a ridiculously low figure. These are all goods from our high class stock and priced regardless of cost. This is an opportunity for a saving woman to get garments that she can have for immediate wear and the early part of spring for about half to two-thirds what she would have to pay ordinarily.—*Israel's, San Bernardino, Cal.*

Do people like to be humbugged? Some stores evidently think so—we don't. We might explode a lot of strong language in this ad. and, perhaps, attract more attention, like a small boy with a fire-cracker, and draw a larger crowd. We choose, however, to tell the simple truth in our own plain way, because we seek your confidence as well as your attention.—*The Fashion Annex, Bangor, Me.*

Dress news from an authoritative store. The interesting problem of correct dress is not solved by a bankful of money and a free-for-all market, else anybody with a checkbook could establish and maintain a store on the same high plane of excellence to which this store has risen—from a small beginning, to its present status of acknowledged dependability.—*Younker Bros., Des Moines, Iowa.*

But we believe we can do it. We are quite sure that by July 1st more merchandise will have gone out of this store than there ever did before at this time of the year. And you will likely begin to think so, too, when you learn how we have determined and planned to bring this about. *The goods must be sold.* The secret of how to do it—and it is an open secret—is to make the prices very low.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

This has been the best and busiest January of any on our records, though it's generally supposed to be a quiet month, but not so here; we are glad to say that in this store it was a very busy one; indeed, we made it so by offering to the dry goods buying public clean, new, seasonable, reliable, and up-to-date merchandise at such small prices that none could resist. We are going to make the month of February still a busier one, by making still greater reductions, further cutting of prices, more sacrificing of values and dependable goods that must be disposed of now; must get them out to make room for the new spring goods soon to arrive.—*The Paris D. G. Co., Great Falls, Mont.*

This month of February will usher in a lot of the new things for early spring wear, showing the latest and greatest successes of the leading designers of fashionable wearables. Among these new offerings will be spring clothing, negligee shirts, hosiery, gloves, underwear, pajamas, neckwear, etc. Also wearables for women and children. We have done well in the past on neckwear and our determination of course in planning for the coming spring season is to outdo all previous efforts. This is our ambition and we think you'll agree that we realize it fully when you see the showing of elegant wearables that this month will bring together here.—*Horsfall & Rothschild, Hartford, Conn.*

New spring merchandise of every kind—for every purpose—to suit all tastes—to fit all purses. The magnificent showing offered for inspection to-morrow represents every famous factory and every noted designer, both at home and abroad. It is a style exposition of surpassing excellence and authority and merits your most careful inspection.—*Rothschild & Co., Chicago, Ill.*

Newness, merit, economy are all in evidence in the fine collection of spring goods we are showing. It's a showing that is worth your fullest consideration, for it has been chosen with great care, and we believe it is the most attractive stock we have yet shown. Qualities are high, patterns are new, and prices admit of no competition.—*Gately & Donovan, Saginaw, Mich.*

Children's Day. No school. All day to play. What's the best thing to do? Children, the great rambling old store expects to see you! Saturday is your day here. There are goods from every country and every nation under the sun—curious things, beautiful things, rare things, and every corner is open for you

to explore and enjoy.—*The Wanamaker Store, Philadelphia.*

If you, the buying public, could but look inside of this great distributing center and see for yourself how much merchandise we must sell before July 1st, when the semi-annual inventory is taken, you would wonder how we were going to do it. You would likely say, *impossible*. If you were to peer behind the counters and on the shelves, and rummage through the warehouse, you would be all the more skeptical about our reducing the stocks down to where we want them by the first of July.

Known as We Are, as Leaders in Our Line of Business!—You need not hesitate one moment to come to us for your Home Wants. We have given ample proof that we are a Fixture in this community.—*H. H. Lampe & Co., Altoona.*

Especially Interesting Items in This Sale—Little things that are worth looking at. Scattered all through the store are countless little offerings some of them almost too small to mention—here today and gone to-morrow—and many of them representing extraordinary values. We mention just a few of these—mostly small lots that are likely to be exhausted in short order.—*Strawbridge & Clothier, Philadelphia, Pa.*

Everybody is familiar, we presume with the story of the wind that is considered naughty unless it blows somebody good. You are also aware, no doubt, of the disposition shown by winter this season to linger upon the doorsteps of spring and have been waiting with much impatience, possibly, for the benefit you felt you had a right to expect from the depression so illy blown over the country, that so materially affected the price of Dry Goods. That good comes to you this week through advantageous purchases made for our several departments at depressed prices, which quantities we were unable to dispose of in a regular way, hence the inauguration this week of a mid-summer sale that will eclipse in magnitude, quality and price-sacrifice anything ever known in Montgomery. As we are only able to mention a few of the leading items in each department, you must come and see the balance. Mail orders promptly filled. Out-of-town customers will please write for samples and prices.—*A. S. Knowles Dry Goods Co., Montgomery, Ala.*

Thoughts for To-day.—No. 1—Leave this store off your shopping list and something will keep saying to you: "I could have done better at Wanamaker's."—*Wanamaker's, Philadelphia, Pa.*

If the store-keeping policy of this great quasi-public enterprise were to be summed up in a matter of a dozen words, those dozen words would be "Our motto is not 'make a sale,' but make a customer."—*Bloomington, New York.*

Be Healthy, Wealthy and Wise.—Is there anything more desirable than health, wealth and wisdom? Nothing, you will say, I am sure. And one seems incomplete without the other. Take away any one and content and satisfaction go with it. Without HEALTH, which is first and most important, and upon which wealth and wisdom hinge, life is a miserable drag and one can accomplish very little. Without wealth one can not do half the good he would like to do. Without wisdom life is very unsatisfactory. Food has much bearing on all three, particularly health. If you eat pure, wholesome food, such as I sell, you will have good health, which will give you ambition and energy to accumulate wealth. Then will follow wisdom, for a sound body and a full purse will produce a clear mind. You can attain these three graces by buying your groceries at my store. I guarantee perfect satisfaction of all my goods and also a saving of 25 per cent. on every dollar spent here. Read the following prices for goods which will most assuredly make you Healthy, Wealthy and Wise.—*S. B. Charters, Pittsburg, Pa.*

Specials for Mrs. Monday Buyer.—Each item is a special value. Each price is a special price. They are features in Men's and Boys' wardrobery that the "better half" can be commissioned to buy for you. She'll know what positive bargains they are even better than you will.—*Salts & Company, Indianapolis.*

The Store That Has the Goods.—Take any of the departments in this advertisement. Each affords a greater selection than any other store can show. Many of the prices quoted are matchless, the results of our unequalled facilities for buying. Note the bargain prices, the extraordinary variety and the wide range of qualities. No trash, no junk, no trading stamps, only merchandise worthy of the name, in variety to suit all wants.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

Our sales need no particular introduction to the people of Schenectady nor no fine strung arguments to exploit their merits. Every person who has attended one of them well knows the nature and character of the offerings. They are the kind that are calculated to awaken the interest and enthusiasm and buying

spirit of the most disinterested and unconcerned. They are the kind that bring savings to all those who partake of them. All sorts of goods are embraced, as every department in the store is represented.—*The Fair, Schenectady, N. Y.*

Invincible values.—*The Palace Clothing House, Minneapolis, Minn.*

Buy as many as you want; no restrictions at our sales.—*MacDonnell's, Boston, Mass.*

Over five acres of goods to capture your fancy—at prices bound to capture your trade.—*Amos H. Van Horn, Newark, N. J.*

Satisfying the Individual! That is the strength of the Model and the secret of its remarkable success.—*The Model, Kansas City, Mo.*

We do not skimp the quality so as to bring the price down, or to make a bigger profit. We believe that our customers prefer a good article, and we always see that they get it.—*Stewart, Dawson & Co., Sydney, N. S. W.*

Runs Like a Clock.—What does? Our delivery wagon. We call with goods at stated times and don't vary from the schedule. You receive orders on time. We use the best flour in our pies, cakes, etc.—*R. Wild, Parkersburg.*

Two Things That Have Made Spear Famous.—The first is honest value and superior quality of merchandise. People who buy from Spear are never disappointed in their purchases. The second thing is a liberality in giving credit that no other store ever possessed the courage or confidence to imitate. At Spear's credit is absolutely free to everybody.—*Spear & Co., Pittsburg, Pa.*

Can dor!—When the ad man started to write the store news, his instructions were to avoid all that is sensational—use no high-sounding adjectives—state the facts and don't brag. It's difficult, indeed, to refrain from bragging about our brilliant opening—the majestic appearance of the store—the splendid arrangements for the convenience of shoppers—the quick service and the many expressions of gratification and satisfaction so frequently heard. But the ad man must obey instructions—so simply says to those who have not as yet visited the new and greater A. Schradzki Co. to come prepared to see the most magnificently arranged store in all Peoria, stocked with mountains of choice, dependable, "new and fresh" clothing, hats and furnishings at the lowest prices obtainable anywhere.—*A. Schradzki Co., Peoria, Ill.*

It's useless seeking for better than Yard values.—*Yard's, Trenton, N. J.*

There's a great deal of merchandise made just to sell. A great deal of this kind is sold. The store selling it thinks it is profiting by such sales. The reverse is true. The only kind of goods that it pays a store to handle is reliable merchandise. No store that hopes to forge into the first rank will ever realize its expectations until it ceases to handle "cheap" goods. A low price point is always commendable, providing it applies to a trust-worthy article, but to quote low prices at the expense of quality is as dangerous as playing with fire.—*Mandel Brothers, Chicago, Ill.*

It's a common practice in many stores to "cut" the price on some standard article, the object being to attract the people with the bait, then sell them other goods at a big profit.

It's all a part of the circus, like the flaring red and yellow billboards—the idea is to get you inside the tent. "What shall I do?" you ask; "shall I ignore the reductions and thus lose the chance of saving money?"

Of course not; take all the bargains you can get, but watch out for the sting in the other goods.

We don't reduce prices to use the reduction as a fish hook on our customers. Our goods are first marked at a small profit and reduced only when we can buy for less, when sizes are broken, when we are overstocked, or when we have some other sane, sensible reason.

We believe that quality is what counts, and next to that, low price.—*Bergerman Bros., Pueblo, Col.*

Mary had a little corn,

Her feet were white as snow,
And everywhere that Mary went,

The corn was sure to go.

It went with her to church one day,

Though not against the rule,
It made her make up such a face,

They thought she was a fool.

Next day she went to Robinson's

And had it taken out,

For Mary has a level head

And knows what she's about.

—*Dr. Robinson, Haverhill, Mass.*

To-day we present merchandise of divided interest. There are fine new garments for midsummer wear, side by side with some of the most remarkable bargains that we have presented in many a day. Here are some handsome new shirts that will please the man who is looking for something new and nice. And simultaneously we announce the reduction in price of all men's straw hats in

our stock. But by far the largest interest of the week is for housekeepers. The sales of china, linens, summer furnishings and house comforts are of most exceptional character.—*Wanamaker's, New York, N. Y.*

WHY?

Just go to Brown's and buy,

Then you'll not question why
Other stores with him cannot vie,

Couldn't even if they'd try.

They live in a different sky.

Low prices is Brown's cry.

That's the reason their shoes do fly.

Louis Boot. Crescent Oxford, Lenox
Tie, Oh! my!

Just go down town, there you'll spy
Brown's, 309 Market, will catch your eye.

Buy here once, you'll continue till you die.

—*Brown's Parkersburg, W. Va.*

But enough of stale bread. See the new spring goods!—*Schipper & Block, Peoria, Ill.*

Spring goods in bright array to-morrow.—*Joel Gutman & Co., Baltimore, Md.—Feb. 8, 1903.*

The Leader has nothing to do with high prices, but it serves the extremes of trade in clinging to insignificant figures and riding the "high horse" of superior qualities. The best is indeed the cheapest at The Leader, for only the best is presented and everything is cheap.—*The Leader, Minneapolis, Minn.*

It's all wrong to judge the goods before you see them. Come and examine them first, and then make up your mind.—*Scattergood & Son, Mansfield, O.*

Your dollars are bigger this week than they'll be again for many a day. They look bigger to us and they'll buy more for you.—*Ives, Ogden, Utah.*

The store has almost boundless interest for those who care to save largely. The sales of white continues. There are stock clearances in many sections.—*Hochschild, Kohn & Co., Baltimore, Md.*

A man may be fast asleep, but rather slow when awake. Any man, woman or child in this town is slow who does not see the economy there is in buying at Tisdale's and profit thereby.—*Tisdale's, Memphis, Tenn.*

Crossing the Alps of the year's business, naturally there are wounded soldiers—hurt merchandise of every description; odd pieces and ends; and stragglers that got behind in the winter procession. Please take them away out of our road—for next to nothing, considering their real worth.

If you have money to spend, prepare to spend it now!—*M. Strasburger, Washington, D. C.*

This store news is good news to those with little money to spare, and still better news to those with plenty of money to spend. We are pushing winter goods as hard as the power of low prices can drive them. If you read this carefully and then come and look you will understand the situation better than we can tell it.—*Gilmore & O'Keefe, Jersey City.*

Many and varied attractions. Each an unusual and unmistakable opportunity. First, what's left of our stock of winter things. Secondly, the surplus stocks of some of our best manufacturers. Added to this, some spring styles that have done their duty as samples, from which the best merchants in the country have placed their orders; and you have the source of to-morrow's attractions. When one says half price, it usually is sufficient inducement; but to-morrow, one-third of the original price is more often the rule than the exception.—*The Hub, Baltimore, Md.—Feb. 8, 1903.*

Take 'Em Away!—All winter goods sacrificed at half value and even less than half value. These goods would not be worth much to us if we had to carry them over to next season; styles change, they get shop worn, occupy valuable space for nearly a year, and, besides, the money we realize on them now we can re-invest in other seasonable merchandise, and turn this three or four times, giving us about four profits during the time that the winter goods would lie dormant on our shelves. We consider whatever we realize out of this stock now almost clear gain.—*Stern's, St. Paul, Minn.*

Good things to test us by.—*Palmer's Viaduct Pharmacy, Atlanta, Ga.*

The economy sign is out.—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

We'll make things interesting for shrewd buyers all this month.—*Dick's, New Bedford, Mass.*

Going to take stock! It's the signal of a general markdown in prices, and the forerunner of the greatest money saving bargains ever offered in Boston.—*Wolf's, Boston, Mass.*

Last Chance Before Stock Taking!—Big and little lots tumble pell mell over each other for your attention. A mere handful is all we can mention here. You must get your ideas from them.—*S. Kann, Sons & Co., Baltimore, Md.—Jan. 11, 1903.*

Below Zero Things for Everybody.—Alaska atmosphere makes one hunt warm wear of every kind—warm head wear, warm body wear, the very best of cold weather wear here from medium grades to finest make.—*Joseph Home Co., Pittsburg, Pa.*

Stock has ben taken; every single thing from basement to top floor has been counted.

Sharp eyes and prying fingers have brought to the light many articles that should have left the store before this. The men who buy for the store have made mistakes in judging your taste or the quantities you'd use—those mistakes come to the front now.

And so there is rummage.

Into the rummage every such thing will go. To it there'll be tacked a little price that'll send it flying.

Now for Rummage.—All the week the store has been getting ready for the business of the coming six months.

Will you come and rummage? It'll be great fun as well as full of profit.—*The Howland Dry Goods Company, Bridgeport, Conn.—Jan. 30, 1903.*

Before taking stock, which is generally between the 1st and the 10th of January, we have decided to wait two weeks and give the people of Baltimore and vicinity a chance to buy the best manufactured clothing at the lowest prices that were ever offered by any clothing manufacturer.—*Max Weinberg & Co., Baltimore, Md.—Jan. 10, 1903.*

Semi-Annual Clearance Still Continues! Why put off your buying until later when you have about decided what is needed to add to the beauty and comfort of your home. Make your selection now and let us store it for you until you are ready for it.—*M. Megary & Son, Wilmington, Del.—Jan. 21, 1903.*

The fountain runs day and night—all through the year—it ought to be the coolest water in town.

And a fountain on the outside of the door furnishes refreshment to passers-by.

Then there's the soda fountain—everything pure, fresh and clean.—*Schipper & Block, Peoria, Ill.*

Want You to Look at These.—We'd like to emphasize the good values that are spread before you, but all we might say would not do a whit as much as a glance at the goods themselves. Seldom you find such values, and when you do it's always at the "Big Dependable Store"—the store that taught you the real values.—*Tacoma, Wash.*

A man said he knew Wanamaker's was the best haberdashery and clothing place in town, but did not come here because of the crowds.

We explained to him how the men's sections are reached directly from the street, and that he need not pass through any crowded parts of the store.

Now he is one of our best customers.—*Wanamaker's, Philadelphia, Pa.*

Of course, you've heard the song, "Any Rags."

It's quite conducive of merriment and somewhat indicative of jags.

But we bring to your notice a theme more topical,

Being the question for warmth and a feeling more tropical.

Don't commence to grow gray, and imagine you are old,

Just because the house is chilly and you feel so awful cold.

But hustle around and chase down to Raymond Bros.;

You can easily find the way, just follow the others;

Try a ton of their solidified chunks of concentrated heat,

One trial will convince you they cannot be beat;

They will wait upon you to the best of their ability,

And get the goods around with their usual agility.

That's right, don't get left. Do it right now.

—*Buy of Raymond Bros., South Norwalk, Conn.*

Tuesday a day full of opportunities for the thrifty shopper at the "Daylight Store."—*Dayton's Daylight Store, Minneapolis, Minn.*

After Stock-Taking means much anywhere—but, most of all, here. Those choice, much-desired bits of merchandise are here, full and plenty. No lack of opportunity—no scarcity of styles—no dearth of values and varieties. Those mean, narrow methods have no place in our broad-scope plans. The "Great Broadway Stores" throw open their doors—a hearty welcome to come and share! The balance of "gain and loss" is in your grasp. Be sure and weigh well in your own behalf.—*S. Kann, Sons & Co., Baltimore, Md.*

"Can't tell me," said a skeptic the other day—"Can't tell me you folks are losing money." "Losing money? Why—bless you, we're losing lots of it—but it's a wise loss. You see, we like to keep stocks shipshape. We drag out all odd lots and small lines. We've made our profits on the hundreds and thousands

that were sold. On the units and tens we lose. But we gain through righting the stock as we want it. See the point? It's as easy to see into as Columbus's egg puzzle, after it's explained. But the world in a sense is better off for skeptics. It's human nature to doubt."—*Kaufmann's, Pittsburg, Pa.*

It is a once-a-year event—held only because we are able to make an offering that in extent and lowpricedness cannot be equaled.

How are we able to hold such a sale—to give such values? It's easy enough—with the know-how. We buy entire remainders of factory stocks; we give makers orders that will use up fabrics they have on hand after their dull season begins; we buy goods underprice and have them made up.

It's all logical—you see—and to your benefit. And better than explanations, better than reasons, stronger than any argument, is the blunt, unalterable fact that you can get, during this sale, fine \$1.00 shirts at 55c. In all sizes. A separate pair of cuffs with each shirt—two pairs with some.—*Hochschild, Kohn & Co., Baltimore, Md.*

Where you can go marketing with your eyes shut and know you're getting the best!—*Wolferman's, Kansas City, Mo.*

"A tree is known by its fruit." A merchant is known by the class of goods he sells. His reputation for quality, and fair prices, is a valuable asset.—*Fred J. Kiesel & Co., Ogden, Utah.*

Literally Immense—"Immense"—that's the word for it, and no other could apply to the values we give, the variety of goods for your selection and the efficient service at your command. The result is, crowds of shoppers for heaps of bargains every day. The earlier you shop the better will be the values you'll get. We make new bargains every day. Come at 8 a. m. if you can.—*Scroggie's, Montreal, Can.*

On every floor and in every section you'll find the newest creations and the most novel ideas.—*Rothschild & Company, Chicago, Ill.*

The sale continues. Now for another rousing week. Buying enthusiasm is justified by the preponderance of the bargains given.—*Hartman Furniture & Carpet Co., Chicago, Ill.*

It is because we are our own competitors—crowding prices down even when there is no break in the market—that our prices are lower and values higher than most dealers.—*Winfield & Miller, Winfield, Kan.*

"Imitation is the Sincerest Flattery." Did you ever know an imitation that amounted to anything or an imitator who was not a weakling? The watchword of the superior business man is truth. To imitate and copy is only a sign of weakness and the very thing in a man or his business to be admired has a mist or eclipse over his face when he adopts the methods of others. This is the genuine, real, worthy—not a copy, not a shadow. "Well, I guess there are bargains here."—*Goldsmith's Bazaar, Scranton, Pa.*

The thought of the future influences every transaction made by this store. If this great business is to continue to grow and to extend into the long future, it is evident that the foundation must be made deep and firm in the confidence of the public. Every transaction is a stone in that foundation. Every satisfied customer adds to the feasibility of our high endeavor: To make this great store stand out conspicuously in the history of this and future generations as an institution whose influence for the elevation of commercial ideas is felt around the world in an ever widening development. Recognizing this, it is obvious that we would sanction no transaction which did not in every way make for the best interests of our customers. Should any transaction be found otherwise by any person at any time, it is far from our desire, and will be readily corrected if our attention is called to the matter.—*Marshall Field & Co., Chicago.*

Bulletin of Bargains in the Great Overstock Sale.—Turn your eyes on the wonderful offerings in this big sale. Use your best judgment in deciding the question of buying. Compare our bargains with other bargains—the town is filled with the cries of bargains—and judge whether or not we are right in claiming the best bargains in really reliable clothing are at the Library Corner.—*John F. Keane & Co., Bridgeport.*

The Clean-Sweep Sale True to Its Name.—Were it not that there are some who never attended one of our clean-sweep sales we would rest content with the simple announcement: True to tradition; for no sale has ever come to mean more to the people than our semi-annual clean-sweep sales. We adopted this name years ago, because it literally and truly described our purpose. The name has been often imitated, but we think for singleness of purpose and honest intent, our clean-sweep sales stand alone. The reductions are unsparing and unlimited, for every department has

been affected. The sale will do full justice to all that these past events have led you to expect, and more, for this has been our greatest Fall and Winter, and in consequence there is a stock of greater diversity, all of which is to be sold during this sale.—*The Hub, Baltimore, Md.*

If all your bones ache,
And you don't want to bake,
And you're feeling all down in the heels,
Just try some Quaker,
From Williams, the baker,
For one or two or three meals.

—*Women's Exchange, Galesburg, Ill.*

Our Watchwords: Better Qualities; Newest Styles; Cut Prices for Saturday. Extraordinary reductions, but just as true as preaching—reductions of true Harvey magnitude. Remnants, remnants, remnants. Still selling remnants in stacks. One lady bought 30 yesterday. There's plenty here for you. Yours, anxious to please, *A. W. Harvey, Denison, Texas.*

The Big Store's Bulletin. This is the people's trading center, because years of experience has taught that absolute confidence can be placed in every word uttered in advertising, that none but trustworthy goods are sold, and that a guarantee passes with every purchase made—make an exchange or get your money back without the slightest hesitation on our part. That is the unswerving policy of the house. Shoddy merchandise, used by many stores to deceive their trade, is not carried in stock and will never be sold at any price. Our customers can always rely upon everything bought at The Big Store, and rest assured that the multi-millionaire has no copyright upon the latest styles. We get them as quickly as anybody and reproduce them in popular priced apparel.—*Siegel, Cooper & Co., Chicago, Ill.*

Advanced Ideas.—The extensiveness of the variety of styles and the exclusiveness of the ideas will immediately impress upon every one the fact that for choiceness this collection is second to none in America.—*Chas. A. Steven & Bro., Chicago, Ill.*

The difference between a legitimate bargain and the imitation is as radical as light and darkness, as vice and virtue. The one is a commercial benefaction; the other is the bane of commercial and sociological conditions.—*John Wanamaker, New York.*

Everything in every department scheduled to go absolutely regardless of value.—*Cohn's, Salt Lake City, Utah.*

"Off With the Old—On With the New!" Special announcement. The New York store is overflowing with advance spring styles. Not the addenda of former fashions—but distinctly, refreshing, new throughout.—*The New York Store, Crookston, Minn.*

Six Wonderful Basement Bargains. The quantities are limited so we advise an early call. These goods are for our customers' good and we shall decline to supply dealers—and reserve the right to limit quantity to customer.—*J. N. Adam & Co., Buffalo, N. Y.*

Grand Sweep-Away Sale of the May-Stern Floor Stock in anticipation of spring. We have two short weeks in which to accomplish this purpose and prompt action, brisk, vigorous sales, and prices far below the ordinary are essential.—*Spiegel's House Furnishing Co., Chicago, Ill.*

What you see in the papers is only half of advertising, the other half is to back up the statements with the goods. Some stores stop half way. Of course we make money—our prices couldn't be so low if we didn't. It's the unsuccessful store that has to make its prices high.—*Connolly & Wallace, Scranton.*

We've seldom chronicled more noteworthy bargains than await shoppers here to-morrow. Several great purchases in which we enjoyed exceptional price concessions have arrived ahead of schedule time. Though we've a third less selling space we offer buying inducements that will break the best records of any February.—*Schlesinger & Mayer, Chicago, Ill.*

Cold type cannot do justice to these extraordinary offerings the like of which has yet to appear.—*H. Batterman, Brooklyn, N. Y.*

We don't recollect a store offer which came nearer counting right out the money and putting it in your pocket than this.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Do You Love Miss Greenback?—Most people do, because "she's money" and she'll stick to you closer than glue if you're not careless or reckless with her. "Catch the drift?" Money is certainly a mighty nice thing to have, and the easiest way to make it is to save it. And in order to save it you must not overlook Peoria's greatest bargain givers, "that's us." A store that saves you fully 50 per cent. In other words, \$10.00 will buy you as much at this store as \$20.00 will elsewhere.—*The Peoria Salvage Co., Peoria, Ill.*

If you read you'll become enthusiastic about this week's not-but's; that's certain! Don't let a single item in the following list slip your attention. As a safeguard against missing any of the exceptional opportunities, cut out this bulletin and bring it with you when you come. Are they such good things that you should give them such careful attention? Yes, they are. They're not-but's! That means unusual! Greater than "bargain!" Every item in this ad presents an irresistible argument. It tells of a price-saving or an exceptional quality that's too good to let slip by unheeded!—*May's, Pittsburg, Pa.*

The difference in the purchasing power of dollars was never more forcefully set forth than in this store.—*M. B. Emmons Co., Atlanta, Ga.*

"A new broom sweeps clean" is an old adage, but "Old friends should never be forgotten" is another one, and having your trade is the way you should show you have not forgotten me. I will appreciate it if you will only come and see me.—*H. M. Abbott, Atlanta, Ga.*

(And why not indicate that you sweep as clean as any, Mr. Abbott? Editor.)

Don't believe all you see or hear about bargain prices. See the goods for yourself, and don't take any one's word about their value. Some things are dear at any price. We believe our prices are the lowest that can be found anywhere for goods of the same quality. But don't believe it just because we say so. We may be prejudiced. We invite inspection and comparison, and will be satisfied with your decision.—*Jos. Meyers & Sons, Salem, Ore.*

We guarantee the price of everything we sell to be as low or lower than the same article can be bought anywhere else south of New York. If, in a day, or a week, or a month later, you find the same thing lower elsewhere, make a claim upon us, and it will be allowed at once. What fairer, fuller, broader guarantee can we give you? It should make your shopping very safe and secure, especially as we deal in the very best of anything and sell absolutely nothing that has not intrinsic worth.—*The James L. Tapp Company, Columbia.*

We are coming near to Christmas-time. The great day is scarcely ten weeks off. When it does come, and even long in advance, you will see here a wonderful Holiday Store, a palace of enchantment, filled with things that delight childhood days and perpetuate the traditions of a Christian people.—*A. Meldrum Co., Buffalo, N. Y.*

Watch your \$5 bill as it travels through the different departments Monday and note how small is the slice which each purchase clips off.—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

A thorough, complete and intensely interesting collection of all the newest conceptions at prices that teach a valuable lesson in economy and clearly illustrate the uselessness of higher prices that must be charged for the same goods in longer lengths.—*Partridge & Blackwell, Detroit, Mich.*

Values of a nature that, were they to emanate from any other source, would be considered sensational, but the Broadway has forced its way to the front and grown from a little one-room store to the gigantic institution of the present time by dispensing just such values as these. The articles you need most may be mentioned in this list, but no matter the nature of your wants you can judge all prices by these.—*The Broadway Dept. Store, Los Angeles.*

Read carefully—consider fairly; act promptly—profit largely; where grocery purity and low prices reign.—*Ginter Grocery Co., Boston, Mass.*

Watch your dollar as it travels through our different departments Thursday, Friday, Saturday and Monday and note how small is the slice each purchase chips off.—*A. E. Graham & Co., Hillsboro, Tex.*

If you've done up your summer frivolities and your summer toggery and are now ready to address yourself to matters of life and dress, here's everything that's new, to embellish your figure without impoverishing your pocketbooks.—*The Utica Clothiers, Des Moines, Ia.*

Little and often fill the purse. Well demonstrated to you by the special advantages, the money-saving opportunities, introduced by our special Friday bargain methods. We go from one department to another singling out the essential and needful items.—*C. S. Hills & Co., Hartford, Conn.*

Would you know the way to bargain land? Then follow the path of the pointed hand, where your promise to pay is as good as gold. And naught but the best in furniture is sold; where a choice of goods is readily made, terms convenient and easily paid. 'Tis a path where thousands wend their way, for every day is a bargain day!—*Waldheim & Co., Cleveland, O.*

The stamp of public approval has long since been placed upon our business and our methods by the good people of

Alabama. The reason is not hard to find, for it is a matter of common notoriety that if you want the best for the least money in men's, women's or children's clothing that "The Saks Store" is the place to get it. And then almost every day we are offering something to our patrons for far less than equally good merchandise can be bought elsewhere, and in many instances, thanks to our fearless and gigantic purchases, for less than the cost of manufacturing the goods—and when we have a good thing, we always share it with our patrons.—*Louis Saks, Birmingham, Ala.*

Hard Buying That Makes Easy Selling.—Quality in merchandise is a tangible fact to those who know and those who really compare. The greatest encouragement we have in our merchandising methods is that Brooklyn buyers seek quality, and rather than attempt to carry comparison in the eye place goods side by side. It is the only safe way, for wherever unreasonably low prices are given by skimping quality the user of the merchandise must certainly be at a loss in the end. The quality of the Loeser merchandise has such a well-known high-standard of genuineness that emphasizing the fact is unnecessary, yet if you carry the truth in mind when reading to-morrow's offers you will more fully understand the value of opportunities that have rarely if ever been equaled in New York's business history.—*Loeser's, Brooklyn, N. Y.*

The style pendulum of this store keeps correct fashion time all the year round, regulated by the whims of Dame Fashion and the change of season styles.—*A. McNaughton Co., Muncie, Ind.*

See the saving we make in contrast to what the downtown stores must pay for their clothing. They buy of a wholesale manufacturer who gets a big profit. Again, see the enormous rents the downtown stores pay, while our rents are comparatively nothing. See their small assortment and then look at our big stock of clothing; which is larger than the stock of the three biggest downtown stores put together.—*N. Peters & Co., Syracuse, N. Y.*

Do you go where you can get the purest and freshest goods? Do you go where you can get the best service, or do you just drop in any place, pay the price asked, and take what is handed you?—*The Owl Drug Co., Los Angeles.*

It's not mere boasting to say that we outfit a man to the best advantage: The merchandise backs us up in an unequaled copartnership.—*Muse's, Atlanta.*

Annual Midsummer Sale.—Down go the profit bars; wide open go the low-price flood gates—and tens of thousands of articles go speeding towards an expectant public—shorn of profits—priced below all precedent.—*W. V. Snyder & Co., Newark, N. J.*

The best for least money is assured when making your purchases here? Goods exchanged or money refunded for any reason whatever! A safe trading place indeed.—*Alfred Edmondson, Morecombe, Eng.*

There—and here. There's a store somewhere that has good merchandise, but it's the deadead, dullest, dreariest-looking place from the outside you ever saw. Not much better inside. "I feel as if they don't want me in there," said a woman who had been visiting in the city we have in mind. They don't. They want only people who come to buy and who know what they're after. No lookers; no visitors; no guests. How is it here? The door is open; the windows invite you. We're glad to see anyone; whether they come to buy or look—always. The store is more than a private business. It's a public institution. Supported by the people's patronage—of course; all the more reason then that it should be as free and open as the postoffice.—*Schipper & Block, Peoria.*

Marvelous merchandise moving. Each year finds every person engaged in thoughts of refurnishing either their wardrobe or the house. The day of this refurnishing is here. A million workers at loom and wheel, in factory or shop, are depending on your obedience to your desires. Your gratification of these desires adds to the prosperity of the nation and adds its power to the wheel of progress. The amount of merchandise moved by this store every year would be marvelous indeed were it not that people have grown accustomed to it. For let but a rising of the sun, let but a creation of the world happen twice, and it ceases to be marvelous, and yet a walk through the store showed ye scribe the many, many good things, never even mentioned to the public. Each year finds us better able to supply your needs than the preceding one. That is as it should be. When it ceases to be so, it will not be Milliken's.—*J. W. Milliken, Traverse City, Mich.*

The Policy of this House: Absolute Integrity — Satisfaction — Accommodation—with purpose of winning and holding the Confidence of every individual who enters its doors.—Under no possible circumstances will this house sanction

any word or deed of any employe designed to mislead a purchaser.—Whenever mistakes happen—as happen they must—the house will consider it a privilege to correct them with promptitude and courtesy.—The spirit of Accommodation will rule, and in the treatment of patrons and visitors this spirit will be developed to the fullest possible extent.—*H. G. Selfridge & Co., Chicago, Ill.*

Once there was a lovely young slip of a girl who told her most intimate friend that she had won her prospective husband at a golf game. "Is that so?" said her friend. "Why, I never knew that they gave booby prizes at a golf game."

A great many people interpret the meaning of things to suit themselves—so do some stores.

They publish advertisements, and when you answer them you find that the way you interpreted the meaning is altogether different than you thought it was.

Through their desire to get you to come to their stores they lose sight that you came for some definite purpose, for some special thing they promised you.

The article at the price is either all gone, or what's left you could buy at any time at practically your own price because no one wants it at any price.

Haven't you found it so?

The policy of this house does not sanction misrepresentation nor do we allow anything designed to mislead a single purchaser.

We want integrity in its broadest sense developed to its fullest possible limit.—*Simpson, Crawford Co., New York.*

We never have permitted and never will permit anyone to undersell us or successfully dispute our supremacy in any branch of our business.—*Abraham & Straus, Brooklyn.*

Miraculous Values.—*The Leader, Minneapolis, Minn.*

Kernels From the Bargain Cob.—*Bloomington, New York.*

Goods Which Delight the Fastidious.—*Kaufmann's, Pittsburg, Pa.*

September Sales That Mean Substantial Savings.—*Bass, Atlanta, Ga.*

Money-Saving Value-Gaining Opportunities.—*The Boston Store, Milwaukee.*

Tremendous Bargain Privileges Displaying Thousands of Powerful Inducements.—*The Leader, Butte, Mont.*

Brisker Autumn Sales Than Ever.—Innovations that court widest interest.—*Fred'k Loeser & Co., Brooklyn, N. Y.*

Positively a Picture Gallery of High-Class Fashions.—*Raphael's, San Francisco, Cal.*

These Irresistible Bargains Will Surely Crowd the Store.—*The Goerke Co., Newark, N. J.*

Nippy winds have made many a chilly hour and suggested the need of starting up the furnace or looking up warm comforts. Mornings and nights you have seen the lightly clad individual shiver slightly when the more careful ones wore wraps and cloaks. Summer is gone and while we may still have some warm days, thoughtful people are hurrying preparations for cool weather.—*Globe Warehouse, Scranton, Pa.*

The emergence of fall's favored fashions is rapidly progressing throughout the entire house. Some idea of the wonderful scope of the movements of our buying organization during the past several months in the leading producing centers of the world can be gathered from the vast quantities of merchandise now being opened. In almost every section the reception of these "new things for autumn" has resulted in a complete transformation.—*Marshall Field & Co., Chicago, Ill.*

The Boston's rapid expansion. No store ever grew so fast—none deserved to—our policy insured rapid development—the verdict of the people is complimentary. The principles of the business are sound—they made the store—they sustain the store. Buyers are pretty shrewd judges of values. Our store philosophy is manifest in price arguments daily. Just now spring blooms riotously all through the establishment—a comparison of styles and prices will be mutually helpful. Will you compare? Start with what follows.—*Boston Store, Milwaukee, Wis.*

Breaths of spring. The first note of the robin red-breast is more delightful music than the whole chorus of the woods—when spring is fully here. Something of the same pleasure is in store for you to-morrow at Harned & Von Maur's, for—keeping pace with the spring-like weather—have come many of the new costumes and fabrics for spring. Blizzards may come, but they can't stop the steady onward march of Easter. Six weeks from now will see the fashionable world in all its glory of dress, and during the six weeks needles will fly and brains will busily work out the dresses, not only for spring, but for summer.—*Harned & Von Maur, Peoria.*

A store where honest values are ever

wedded to truthful words. We want to merit your good will even if we didn't get any of your cash.—*Cullen's, Ottumwa, Iowa.*

Grand carnival of spring bargains. Soft spring weather has filled the streets with spring shoppers. Naturally they expect to go where their money brings the best and surest returns. A few reasons why they should come to our store.—*Clark & Co., Peoria, Ill.*

The only things our buyers missed are the things you would not have. Does a large stock attract you? We've got it. Do low prices please you? We have them. Do straightforward methods and guaranteed transactions interest you? Then, this is your store. Big game awaits the women who hunt here for bargains.—*Cullen's, Ottumwa, Iowa.*

News to make the pulse beat quicker. March has come in like a lamb, but the spring apparel has come and is coming to Loeser's like a storm. The new things at Loeser's are on the tip of everybody's tongue. Here are printed facts, free from fanciful exaggeration—goods and prices that speak for themselves and can't fail to create the most extended interest and real benefit.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The store's strong feature—"large assortments of the choicest"—has never been so clearly emphasized as in this section now.—*Boggs & Buhl, Pittsburg.*

"Off with the old—on with the new!" Not the addenda of former fashions—but distinctly refreshing, new throughout.—*New York Store, A. Chabot, Prop., Crookstown, Minn.*

No backward movement here! We are forever pushing ahead, always leading, always beating others' prices. The plans have been laid and already a good start made for the largest year's business in the history of the Big Economy Store.—*Big Economy Store, W. B. Dunlap, Bowerston, Ohio.*

The best and only way to please a woman is to give her a bargain. Something that she can show to her next door neighbor or bosom friend and say with delight, "See what a bargain I have got at so and so." Now we are going to delight many a woman on Monday.—*James Shea, Hamilton, Canada.*

Our stock is by far the largest, and daily arrivals make housefurnishing here a pleasant task rather than an expensive luxury. No purse too big, no purse too small, but what we please them, one and all.—*Hall & Hawkins, Knoxville, Tenn.*

The wide-awake store, the satisfactory store. Store betterments. We're constantly striving to better our store. Better stocks, better goods, better store arrangements, better service is our aim. Some betterments inaugurated for the coming season will add greatly to our store's attractiveness and helpfulness.—*Culp's, Alliance, Ohio.*

The perpetual grind will again resume. Enthusiasm will again be intense. And everything will be a hustle and bustle of business. Thousands will flock to the Goerke store, for we have planned a carnival of bargains so rich and rare in savings that no purchaser, with whom economy is of the least importance, can conscientiously stay away.—*The Goerke Co., Newark, N. J.*

It works like an endless chain as one satisfied customer after another spreads the news of the wonderful bargains to be found, the crowds increase until the great store has been taxed to its utmost, but with restless energy the management has met every demand made upon it and will continue to do so until the entire stock is disposed of.—*C. A. Rennacker, Hartford, Conn.*

Friday is special bargain day at White's; a day when the advantages of shopping here are emphasized by extraordinary attractions carefully selected with a view to giving you opportunities for economies that will bind you more closely than ever to Boston's most progressive store.—*Boston, Mass.*

The month of roses brings a little economy lesson.—If you pay too much for a good thing, you lose—something. If you pay only a little for trash, you lose everything for you have nothing either at the beginning or the end. You will find no trash here—so you can't buy it—even by accident, and now, at the threshold of summer—with stocks as never before—you will find here a price-interest that's irresistible in every one of our 31 departments.—*The May Co., Cleveland, Ohio.*

Need we say that Monday will be a busy day? And that this will be a busy week?—*L. S. Plaut & Co., Newark, N. J.*

A Galaxy of Costume Beauty rich and beautiful, but not high priced. Exclusiveness of style and exceptionally low prices make this store buying headquarters for all discriminating and saving shoppers.—*The S. Carsley Co., Montreal.*

It's an old saying, but true—if you're climbing you'll have assistance, but if you're on the downward grade you'll get help too. And every boost that a store

gets there is some reason for it, and while the cause may be invisible it exists just the same, and eventually manifests itself as it has here.—*Daniel Bros. Co., Atlanta, Ga.*

"The Sign of Safety."—Because we are reliable—because every principle of business that insures the public's interest and safety is embodied in all the transactions at *Rosenthal's, Knoxville, Tenn.*

Spring Outfits for Sale Here Thursday.—For the home. For the head of the house. For the children. Values such as only a great store like the Glass Block can give to its patrons.—*Donaldson's, Minneapolis, Minn.*

Imitation Is Easy.—It is a simple trick to imitate nowadays, and often hard to tell the imitation. People used to go up to the policeman in a famous wax works show and ask him to direct them, before they found out he was wax. People have come to us and said, "I can get at So-and-So's the same thing you are selling here, and their price is less than yours." The other day a woman said that concerning some cut steel buttons. "I will go back to the other store," she said. "Their price is lower." After a while she came back to the trimming counter and bought the buttons. "I owe you an apology," she said to the salesperson. "The other buttons were imitation, and they don't even claim they were any thing else." A small matter, of course—but it illustrates a point.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Hush! Hush! Hush! Here comes a married man, and you can bet something handsome that he will make a beeline for Scovill's. Why, you'd be surprised to know the number of newly married couples that have purchased all their household goods from Scovill's. But it's no wonder; the prices and terms are irresistible. Our plan is simple, straightforward and equitable. It is easy to demonstrate how we can undersell our competitors. The hundreds who have bought here have the proof—the goods. We ask you to make the same test and benefit the same way.—*Scovill & Co., Springfield, Ill.*

Tell us what you want and we will send it to you. "The boy on horseback is our free delivery."—*Hanna, Dennison, Texas.*

Hemmed in on all sides by unexpected spring shipments! Regular stocks must go, regardless of former price conditions, cost or actual value!—*Joyce's, Pittsburg, Pa., Feb. 22, 1902.*

Friday and Saturday you'll meet "Snaps" everywhere if you come direct to this store. Easy to give bargains now. They come naturally. Our sale has been an immense success. Now we find a few more lines that must move to make way for spring goods. The prices will be low enough Friday and Saturday to move them quick.—*The C. H. James Co., Spokane, Wash.*

On every floor and in every section you'll find the newest creations and the most novel ideas.—*Rothschild & Co., Chicago, Ill., Feb. 28, 1903.*

Every item enumerated below should prove interesting to those who appreciate a true bargain and at the same time require furnishings of a dependable character. It isn't necessary to go into lengthy explanations as to the whys and wherefores of these exceptional values. Those who are alert to such offerings will discern economies of a most decided nature.—*L. S. Plaut & Co., Newark.*

We did it! Did what? The largest business last year in the history of our store. Some will wonder why. Well, first we had the stock; second, we cut the prices; third, we offered the most liberal terms. The prices are no higher this year—in fact, lower. Better come in this week. Yes, it is good. Why, your credit, of course.—*Ingram & Bird, Sacramento, Cal.*

The crowds poured in on us this morning and the goods poured out.

If you were not here, you missed much, but we're ready for everybody.

The stocks are so full and new that all can get what is needed.

The prices are lower than such goods have ever sold for in Jersey City before.—*Baum Bros., Jersey City, N. J.*

Indications of approaching spring. January, 1904, has passed into history, and we present to-day the first fruits of February. Hoping to please and interest you by actions which shall be better than words.—*Barnard, Sumner & Putman Co., Worcester, Mass.*

Has sprung into bloom in the spacious east aisle of the main floor—greater than in years past, richer in novelty—more distinguished by evident virtues of styles and exclusiveness. You can hardly have a clear understanding of fashion's present trend without seeing the exhibit; you will surely have cause for congratulation if you make a point of securing some one of the pretty materials for your very own before serious inroads are made upon the now perfect assortments.—*L. S. Ayres & Company, Marion, Ind.*

Warm weather ahead. Warm weather things through the store. Is your choice made yet?—*Simpson Crawford Co., New York.*

We invite criticism. We expect it—but haven't been getting it. Our disappointment is of course mingled with satisfaction—because it argues that the Loftus way—everything right or no pay—is "catching on."—*W. C. Loftus & Co., New York.*

The fifty offerings sale continues to-day. This is the greatest economy movement that has been known in New York retailing this year. Thirty-four brand new offerings are added to-day to take the place of those exhausted yesterday. Sixteen of yesterday's larger groups are continued because there was ample supply for two days' selling. Two-thirds of the offerings to-day compose a remarkable collection presenting absolutely new interest.—*The Wanamaker Store, New York.*

"Not enough" and "too much" are the clogs of business. It pays us to pay you to take them away. That's the Rummage Sale.—*Schipper & Block, Peoria, Ill.*

Energy, Truth and Capacity are the principles responsible for the wonderful growth of this store. They will also promote its future growth.—*The Ontario, Grand Forks, N. D.*

The summer is yet before you, but the profit time is past for us, and the harvest is here for you to avail yourself of this opportunity and reap your share of the golden grain.—*Lautz, Mansfield, O.*

This is how the removal sale will close: We are doing a little moving right now, but by the first of the month the moving will be on in earnest. As each piece is put on the wagon the red removal sale reduction tag will come off. You will see the advantage of coming in at once. You will see that it means actual money saved to do your buying while the goods are still in the old store.—*L. Schoenfeld & Sons, Tacoma, Wash.*

So you say that we spring upon you our new spring goods? Well, isn't it a most satisfactory spring? And with us new goods never fail. Summer and winter, spring and autumn, this spring never goes dry. You might almost consider it an artesian well instead of a spring, the flow is so abundant and continuous.—*Wanamaker, New York.*

Wherever you go for the summer write to the store when you need something and it will be promptly sent.—*Schipper & Block, Peoria, Ill.*

We are talking to you for our goods until they can talk to you for themselves, which will be just as soon as you call and examine them. But they will talk for themselves even more emphatically after you have begun to wear them; it is then that their self-praise will be the most forcible.—*Wanamaker, New York.*

This has been a very busy store since the first opening day—so busy that some may have been served in too hurried a manner. It has been our constant endeavor to care for the rush of business which has come to us and we can now safely promise perfect service in a perfect store.—*H. G. Stone, Syracuse, N. Y.*

Divorce proceedings instituted by Sam Berry & Co. against their big \$40,000 stock. Berry pays the cost of action, the freight and alimony for a complete separation by July 15th. The Court decrees that a divorce be granted, and the Public is to have the privilege of buying all goods at less than cost. The cause of action is desertion. The stock refuses to be taken to Spokane. They part company in Leadville.—*Sam Berry & Co., Leadville, Colo.*

While other stores resemble some deserted cemetery with monuments of high prices looming up before their idle employes, who seem to act as sextons to watch over the remains of dead trade and toll the funeral knell to exorbitant profits, we are on the jump and busy as bees waiting upon big crowds who have come to the biggest and most aggressive establishment in the South, at the sound of the bugle spreading forth among the people news of the biggest bargain sale ever heard of this side of Mason and Dixon's line. When we shout bargains they are in sight, both within our windows and piled high and fast upon our counters and shelves precisely as represented. Truthful advertising, linked with genuine bargains, draw the people. This has been proven by the big crowds that daily flock to the Green Ticket Trade Sale of Mill and Factory Ends. Monday is going to be the biggest day of the sale. We have made up our mind. That is enough said. We never disappoint. Our great success is partly due to that fact. Be on time for our sales. Keep your eye open for the big furniture sale.—*Goldsmith's, Memphis, Tenn.*

Perfect storekeeping is our aim. In every act we try to approach the standard of perfection in storekeeping. While no house can hope to reach this goal at a single bound, we make it our

daily endeavor to progress toward this ideal, which we have set as a standard. We believe that quality and a liberal policy are the substructure of perfect storekeeping, and that low price is but the superstructure, because low prices have little or no significance if quality is lacking; and a liberal policy that insures an exchange of merchandise or your money back if you are dissatisfied lends an air of freedom and independence in shopping that rob it of objectionable features. Our liberal policy has done more toward making shopping a pleasure than any mercantile innovation ever inaugurated, because we live up to it by making it the first law of this house—to satisfy every patron.—*Mandel Bros., Chicago, Ill.*

"In time of peace prepare for war." These cold nights and mornings are hinting that the days of the iceman are numbered. Jack Frost will soon hold sway and Old King Boreas will soon be roaring down the highways and byways. Unannounced they will come and those who are not ready to receive them may rue their tardiness many times over.—*The Economy, Goshen, Ind.*

The whole United States is busy with preparations for the nation's coming great holiday—Thanksgiving—and we are helping in the good work by providing the needed things at prices that will prove no barrier to the most economical. In the matter of dress, home furnishings and especially table decoration, we give you widest and best choice without piling on an exorbitant profit.—*W. V. Snyder & Co., Newark, N. J.*

The variety of our appropriate holiday novelties here is astonishing.—*Cohen's D. G. Store, Salt Lake City, Utah.*

Disappointed! Should have been in our building ten days ago. Overloaded with stock. Help us out.—*Bailey's, Cleveland, O.*

We want you to frequent our store on your shopping tours; come in, look around and get suggestions for Christmas. If you find any old, antiquated stock in our store, we will give it to you.—*C. A. Beghtol's, Ogden, Utah.*

Thoroughness.—If everybody did his or her part of the world's work, what an easy time we all would have. Did you ever think of it? Yet the day's work is before us all, simple and easy to do for the most part. And in the doing we train for higher things, as the athlete must steadily practice before he can win the race.—*Fred. Loeser & Co., Brooklyn, N. Y.*

Bits of Art from Japan.—If you appreciate the delicacy and refinement of Oriental art, you will be fascinated by this showing of Japanese curios of real artistic value. There are carved ivories, for instance, that show the most exquisite workmanship and detail in a marvellously little space. Worthy specimens for the curio cabinet, at a quarter to a third less than their real values—\$2.65 to \$86.50; instead of \$3.50 to \$130.—*Wanamakers, New York.*

Santa Claus Comes Again.—We are busy making arrangements for Santa Claus's tenth trip to Peoria, and Schipper & Block's. Only a few weeks more and he will be here.—*Schipper & Block, Peoria, Ill.*

"Take time by the forelock," and let us have your orders for Christmas sweets now. We don't fill the orders, but arrange and classify them so as to avoid any mishap at the last moment.—*Sibley, Lindsay & Curr Company, Rochester.*

Shots That Hit.—If you came home some night and found the day's mail had brought you three wedding invitations, and later, turning the leaves of your favorite paper, you saw our ad., "Bargains in Wedding Presents," it would surely interest you—and that would be an advertising shot that hit. That's our plan of doing business. Special sales on just the goods you want and just when you want them.—*Unger Bros., Newark, N. J.*

Christmas Preparations Here Mean Preparations Extraordinary.—The powerful and resourceful mercantile organization which raised this great new store did not stop there. Stimulated by success already won, it is bent on new achievements in purveying to the shopping public. Just now its wide-reaching resources are providing quality and price advantages for Christmas shoppers, and shoppers in general, which cannot be duplicated, we believe, in Chicago. We issue general merchandise bonds—like glove certificates, but applicable to anything in the store. We specially pack holiday gifts and, when desired, hold for future delivery.—*Schlesinger & Mayer, Chicago, Ill.*

A Great Christmas Store.—No question about it, this is a great Christmas store. From front to rear, from fourth floor to basement, the one idea exists—Christmas. No half-hearted attempt, no slighting; everything is enthusiasm, every one is enthusiastic. Ever see such a toy department before? Ever see such a basement before? Ever see such a pretty sight as our main floor? We think not.

Ever see such bright, pretty goods? Not a "left over" among them, not a last year's piece in the whole building. The very finest, the very freshest and the very best, and a store service second to none in the country. Now is the time to do your Christmas shopping.—*Stanley, Mills & Co., Hamilton, Ont.*

Once there was an old rag peddler driving along a country road. A row of heterogeneous bells tied to a strap and stretched across the top of the wagon was making a terrible din as the wagon bumped along over the ruts.

An old philosopher stopped him and said: "My good man, why this fearful noise? You know there is not a house within miles of here."

"I really don't know," replied the peddler. "Never gave it a thought, so I jest let them ring."

Then the philosopher mused: "It's very peculiar. The world is full of people who go through life making a great noise without any result—doing things day in and day out, not knowing why they do them or having any definite motive for making a great noise."

Some stores, like the peddler, make a terrible din without any result—herald this and that as a bargain with great eclat and tom-tom accompaniments and then blame it to hard times because they are not overrun with patronage.—*Simpson, Crawford Co., New York.*

No matter when your vacation is coming, you'll need things that we have. Don't put off buying till our stocks and your time and money are short.—*Wollock's, New York, N. Y.*

Ever stop to think when the thermometer is climbing how much cooler this store is than the street, or the seashore, either, on many days? With its broad aisles, great floor area and perfect system of ventilation, it bids defiance to Old Sol, with his legion of scorching rays. Cold air is being continually pumped into the store and, as a matter of fact, the temperature is always many degrees cooler than the street.

There is everything here conducive to your comfort during the summer months.—*Abraham & Straus, Brooklyn.*

Making things hum! That's the sort of business we like—brisk sales, quick returns and constant activity. There's an enthusiasm about it. We cut the rich manufacturers' profit down when we get to them with a big order in one hand and cash in the other.—*Scroggie's, Montreal, Canada.*

We believe it pays to sacrifice profits now rather than carry goods over. It's the policy that keeps us always first with the new season's goods. No old stock; no back numbers; our stock is always new, clean and fresh. During this sale we will offer bargains that are bargains.—*Davenport Tailoring Co., Davenport, Iowa.*

Take our invitation often—walk in and around.—*P. H. Vose Co., Bangor.*

The success of Good Merchandising.—Our stock of clothing and furnishings was never so free from undesirable goods as now. Just as soon as we discover a slow selling line, just as fast as we make odds and ends and broken lines, we cut the price way down, and put them on the bargain table to be sold at bargain prices. That's the reason why our stock is always so clean and fresh, and especially this spring.—*Benoit, Bangor, Me.*

We will make this the greatest money-saving sale on record. It shall surpass all our former efforts in bargain giving. Don't miss this grand bargain opportunity. It's the chance you seldom get. Get something for almost nothing.—*Reps, Jungk & Co., Davenport, Iowa.*

Better act quickly before someone else does. Our bargain window is getting to be quite an attraction. Large gatherings of people every morning watch the One Dollar reduction and pick up what bargains there are. Some one will get left if they delay too long on deciding on that.—*People's Furniture Co., Crookstown, Minn.*

Four reasons why this store is becoming more and more conspicuous as Bloomington's shopping center, and why our sales are increasing daily. The public's absolute certainty of the goodness of every line of merchandise; the almost unlimited assortments and always very complete selections; the time-tried satisfaction resulting from every individual transaction; the public's entire confidence that our prices are positively the lowest.—*A. Livingston & Sons, Bloomington, Ill.*

Spring is here and so are we. With a store full of goods for this season; better goods than ever before, and low prices, we will give you good value for your money. Money back if goods prove unsatisfactory.—*Szold & Son, Peoria.*

Some after-opening thoughts. Charming weather, rooms veritable summertime bowers, and prettier hats and gowns, we think you'll agree with us, you have never seen. Opening days certainly supplied

delightful entertainment. Garnishings are gone now, but the hats and gowns are here—that is those you didn't take away. Plans were made for your demands however.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Time and experience shows us more and more exclusively that the way to people's favor is to do their pocket books good. Good goods do that as well as lower prices. This is above all a good goods store.—*The Coulton & Davis Co., Alliance, Ohio.*

McConnell's Monday bargains lead, because the values offered are the best, the choice offered is the greatest, the styles offered are the newest, the truth is told about them. The whirl of spring trade runs merrily along. Every day in the week finds us busy in every department.—*McConnell & Co., Scranton, Pa.*

From every side come urgent demands upon the advertiser to tell the story of new things. Merchandise managers are bubbling over with enthusiasm about their splendid stocks. A dictionary of superlatives is needed, and never better deserved than now. The enthusiasm is contagious. It is in the air. The store is dressed to please you. The window displays were never more charming. But there is more definite delight among the new goods—the new styles, new patterns, new colorings, new everything.—*The Trust Co., Jersey City, N. J.*

Read our Friday store news and believe it as you would a letter from home.—*Simpson Crawford Co., New York.*

Garbade, Eiband & Co. offer for today some extraordinary good values of attractive merchandise. You can't do just as well elsewhere—come see!—*Garbade, Eiband & Co., Galveston, Texas.*

You can't keep a good store down! Just as "ability will assert itself," so, too, reliability and trustworthiness in a store will make themselves known and felt. The Ottumwa Store, Forges to the front.—*S. C. Cullen & Co., Ottumwa.*

We'll come right to the point in this fifth semi-annual challenge sale of ours by announcing ten very remarkable specials to be held at 15-minute and 30-minute periods on Monday. We intend to stimulate your interest in this 4-weeks' sale to a high point; so we offer you a series of superb bargains as a starter. Below are ten very seasonable commodities picked from the cream of our tremendous spring stock. They are yours at startling prices during the periods named. Be on time!—*The O. T. Johnson Co., Galesburg, Ill.*

Everyone is invited. Beauty runs riot in the new garments and materials provided for spring wear.—*Saginaw Dry Goods and Carpet Co., Saginaw, Mich.*

Beautiful store decorations. 'Tis but a step from the bustle and hurry of State Street into the midst of spring. Everything suggests spring in this store; the entire main aisle from State to Dearborn Streets reveals a spectacle of marvelous beauty. At close intervals are lifesize statues of the Goddess of Spring, holding sprays of lilies, embedded in which are electric lights, garlands and streamers of flowers, suggestive of this time of the year, and thousands of strands of wild smilax, apple blossoms and overhanging branches are draped from the ceiling and columns. Color reigns supreme—the bright colors of spring—and the store puts on a gala aspect appropriate to this season. A sight worth coming miles to see.—*The Fair, Chicago, Ill.*

What makes a sale? Not advertising. Not empty claims to greatness. Not space. Not mere bulk of merchandise. But: The right goods. The right styles. The right prices.—*Schipper & Block, Peoria, Ill.*

The scope, character and conduct of this business should impress you with the fact that our guarantee guarantees.—*Benner, Begg & Garvin, Grand Forks.*

When the Owl says "Special" you can depend on it that something special is doing and that it will be worth your while to be there.—*Owl Drug Store, Kansas City, Mo.*

You can depend on these goods being exactly as we describe them. When Weisser's says it, it's so, and Weisser's never disappoint.—*Weisser, Low & Co., Pittsburg, Pa.*

We say to you personally that we firmly believe that no one else can or will sell you such honest quality for the same money. When a house like Freed's makes such a statement, it should set you thinking—as you know it's fact.—*Freed Furniture & Carpet Co., Salt Lake City, Utah.*

When wisdom goes a-shopping for dry goods now-a-days you'll see the name of "White's" at the top of her memorandum list. She seeks the offerings of these stores because she so well knows that they are dependable. Every day is increasing the number of purchasers who have realized that the John White & Co. offering of dry goods is rich in sterling worth and money savings.—*John White & Co., Woodstock, Ont.*

It's the unusual that attracts. Great value is the magnet that draws. Worth makes bargains. They're here. Mediocre methods and merchandise must take a back seat when we announce anything unusual at this store. There will be busy days here because we offer some unusually attractive prices. Friday and Saturday will be bargain days in every sense of the word—they will be days replete with bargain surprises.—*Ed. Kiam, Houston, Texas.*

Ben. Franklin said: "A penny saved is a penny earned." Now we are offering every one in Peoria a chance to earn money by saving money. We want to help you to make your home cosy and comfortable by replacing that piece of worn-out furniture, or that old carpet or those faded draperies, and we help you to cut down the expense of the change so small that you'll hardly feel it.—*Comstock-Avery Furniture Co., Peoria, Ill.*

In the basement. The place for slender purses—good, worthy merchandise—not fine, but honest—at little prices.—*The Wanamaker Store, Philadelphia.*

Our goods are way up in quality, way down in price. We give you honest values, courteous attention and prompt service, and have "something new" every day in the week.—*H. S. Chase & Co., Des Moines, Iowa.*

Talk is cheap. But newspaper space costs money. Not many words, but every one straight to the point. Absolute facts backed by a positive guarantee—money back if you are not satisfied. Prices that will bring you north on Main street to Royce's Big Store to-morrow.—*Royce Dry Goods Company, Kansas City, Mo.*

Nothing second-rate. Day after day, week in and week out, we talk goods and prices until people are apt to take the store for granted, and accept for a fact that we have whatever they happen to need. We insist that everything here shall be exactly as represented, and when we say that, we lift the business above the commonplace.—*Scroggie, Montreal.*

What you get for your money is as important as the amount you pay. A low price without quality does not constitute a bargain. This is a quality store, the merchandise that we sell must be good or it don't get in here, that's all. This is why we can and do guarantee perfect satisfaction to our customers. It is a policy that has succeeded, too, and has made ours the largest business of its kind in this vicinity.—*Chandler & Co., Bangor, Me.*

In the keen desire to do better by you than other houses dare to, we've cut prices down to the "point of least resistance" to flow the goods out and bring you in. And you mustn't lag in the race for these good things or you'll find yourself unable to grasp the offered advantages; for the bell rings each hour in and out with sharp strokes of warning; and its tones mean that prices fly back to regular with the first beat of the gong. You'll make money coming here and buying such bargains as these all the day long.—*The Furst Co., Jersey City.*

This store is a perpetual exposition of the newest and best merchandise from every part of the world. Exact information is what we give you, as exact as the time table of a railroad.—*Simpson Crawford Co., New York.*

All in a nut shell. This store, in connection with eight other stores, having such enormous buying and selling facilities enables us to be known as "The store that saves you money."—*Household Outfitting Co., Scranton, Pa.*

Investigate our new ideas, easy terms, liberal treatment, large assortments in every department, and the general matters of modern, up-to-date live merchandising, and you will find that we have left our would-be competitors so far behind that they cannot be seen in the race for public favor.—*Krieger & Co., South Norwalk, Conn.*

"Things are not always what they seem," wrote some sage. Here is another: "Things are not always what they are represented." Experience has taught us that it is business policy to be fair and square in all dealings. To be reliable is an enviable reputation. This store makes good every claim we make. We are striving to obtain a reputation for fair and honest dealings. We make no misrepresentations, at least it is never our intention to do so, and if you are dissatisfied we make good every claim.—*Charles S. Sleppy, Parkersburg, W. Va.*

All the goods offered in this sale are fresh, new and up-to-date, and everything is going at an extraordinary bargain. We are bringing forward for rapid clearance our highest grade and most seasonable merchandise. We have been left with an unusually heavy stock, and we will shatter all bargain records in clearing them away in haste. Prices cut far below the profit line.—*L. J. Brandeis & Sons, Omaha, Neb.*

Last week is this week! Rather, this week is the last week of our great 25 per cent. discount sale. There's real

worth in our offering. Does money-saving interest you? If it does, investigate. Here are honest goods, full of value, with even an honest profit frozen out of them.—*Scharps, Galesburg, Ill.*

You will remember we guarantee complete satisfaction on everything we sell you, or your money will be refunded.—*Hallenstein Furniture and Carpet Co., Joliet, Ill.*

Enterprise, energy, economy, coupled with advanced ideas—conscientious in details and studying your every comfort—make quick selling here.—*Reynold, Troy, N. Y.*

Watch our advertisements—they are dependable. We only use the superlative when it can be used advisedly. When we say "Best" it's a fact; not a phrase.—*Stickley Brandt Co., Binghamton.*

That firm has the best claims to commercial supremacy that is always first in the field with new merchandise, best qualities, lowest prices, and above all—honorable store methods.—*The Hamburger Store, Los Angeles, Cal.*

The voice of the people. It has spoken, and in unmistakable tones, that the "Big Store" is pre-eminently the people's great shopping center, where every want of the person and the home can be filled.—*Siegel Cooper Co., New York.*

Right now in the heart of the season, when fashions are at their prettiest is when this store is at its best. There is a certainty that what we sell is correct and what you buy will please.—*Campbell Bros., Woodstock, Ont.*

You cannot become an expert on furniture, but you can deal with a house that sells on honor as we do and feel assured that what you buy is the kind you want, and that the price is as low as shrewd buying and careful business judgment can devise. Visitors always welcome!—*The Greenwald Furniture Company, Salt Lake City, Utah.*

The foundation of good store keeping is to have the right thing at the right price, at the right time. If you will drop into our store we will satisfy you that this is the way we are keeping store, and if you don't get served quicker, better and at lower prices than elsewhere, we won't ask you to come again.—*The Central Store Co., Youngstown, Ohio.*

A garden of economy. Every item, every line below, shows a possibility of economy, and this store is a whole garden of such possibilities. So gather the seeds. Read the list.—*The Robert Simpson Company, Toronto, Ont.*

Life, snap, push, energy, are all characteristics of this store. We have no use for a dead and alive sort of a business. We believe nothing succeeds like success. We're after more business and we're getting it. We want you to visit this store; make yourself at home. You are just as welcome whether you look or buy.—*J. B. Hill & Co. St. Thomas.*

It would be a difficult task to adequately describe the great possibilities for advantageous buying that await you in this store to-day. Every item, even to the smallest detail that goes to make our stock complete and our store-service perfect, has received the most careful attention. Nothing useful has been omitted, nothing superfluous has been included. The newest and best spring goods are here in the widest varieties, at the lowest prices possible.—*Bergerman Bros., Pueblo, Colo.*

Every day this store wins new friends—discriminating buyers who have been taught by sheer force of values and qualities, that it is to their interest to trade here. The good things in this store are not spasmodic; on the contrary you will find them here every day in the year. We would count that day lost on which we could not show some improvement—an advancement that will help us serve you better than any other store on the coast. We run this store to suit you—that's why you are privileged to bring back anything which home judgment tells you you do not want, whether the mistake is ours or yours. That's the spirit of this store.—*John Breuner Co., Sacramento, Cal.*

Every item on this page spells E-C-O-N-O-M-Y in blazing letters. Today begins the new business year of the Hengerer Co., and we show our appreciation of your splendid support by presenting a page of items that for absolute worth stand unrivalled. Weigh this fact well. Here is no undesirable merchandise, the accumulation of seasons past, rejected by the purchasing public. Every item is fresh, clean and bright, a large share bought under the most favorable circumstances for this very sale. Keep this fact ever before you—that every reduction is a genuine reduction. There is no juggling with values here. As you read it here you'll find it at the Hengerer store when you come to buy. Our regular prices are low—none undersell us. Judge then as you read every item below, what a money-saving opportunity we are presenting. Ready Wednesday morning at 8.30. Gold or green stamps as you prefer, with every

cash purchase.—*Wm. Hengerer Co., Buffalo, N. Y.*

The buying power of money is at its height just now. Dollars are doing double and triple duty—yes, even more. In our determination to make immediate clearance of many lots of winter goods now on hand we are cutting prices down to the lowest notch. In addition there are many sales now in progress including furniture, refrigerators, domestics, silks, etc. If you have any regard for economy you will make it a point to see for yourself the splendid values to be had throughout this big establishment.—*Lit Bros., Philadelphia, Pa.*

The Mannheimer guarantee. Every purchase can be made with perfect confidence that every article will be sold as low or lower than the same article or pattern can be had in any other St. Paul store on the day of sale. Quality for quality, we guarantee you in every case our prices to be the lowest.—*Mannheimer Bros., St. Paul, Minn.*

"Crisp as new money." The writer mingling in the thick of the throng, in order to overhear and record the comments of disinterested visitors to the sale of muslin underwear was struck with the spontaneous metaphor "Crisp as new money." Uttered by an appreciative woman as she surveyed the wide-stretching heaps of garments. She hit it off accurately and epigrammatically.—*Gilchrist Company, Boston, Mass.*

A Money-saving celebration of the Glorious Fourth of July.—There will be a daily explosion of prices in all departments, and profits will be rent asunder. A razzling, dazzling pyrotechnic display of values will be in constant action. Your attention is called to a fragmentary portion of the good things we have. We can save you money to blow on the 4th.—*Strouse Bros., Evansville.*

Coming sale for the "Fourth."—Our celebration of the "Fourth" is a celebration of low prices. It's unique. For celebrations go up in the air. Ours come down. On Saturday you may see what it all means—a booming sale—popping prices—all that you may the more thoroughly enjoy the noisiest day of the year and the only holiday in summer.—*The Edw. Malley Co., New Haven, Conn.*

For practical Christmas presents this collection would be well worth while at regular prices. At the astonishing prices we name, they are prizes that should not be missed. We believe them to be the greatest values ever offered to such a time.—*Abraham & Straus, Brooklyn.*

"Best sight of the whole city!" "Wouldn't have missed it for anything." Such are the expressions we hear daily on the lips of visitors. Such it is our constant endeavor to make Wanamaker's. The store is superb in its decorations—a scenic thing of beauty; but it is infinitely more to visitors and home-folks who make educative visits to familiarize themselves with new fashions, new fabrics, and other new wear-things and home-things for the season that reigns with the dawn of to-morrow.—*Wanamaker's, New York.*

Listen! The style and character of garments here are equal to any on the street. In fact, ladies are frank enough and kind enough to tell us that they have shopped every store and our prices for equally as good garments are from \$3.00 to \$10.00 less. Suppose you put this statement to the test.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

If you are pleased, tell others; if not, tell us. My object is to make my store an ideal one. The comfort and convenience of my patrons is my constant thought, and any suggestion tending to further this view will be heartily welcomed.—*S. M. Jackson, New York.*

Another day of sterling attractions. Splendid savings on needful things arranged with but one end in view, and that to create wants by absolute price attractiveness. Peruse this advertisement carefully, for in every item lurks a story of money-saving that you can ill afford to miss.—*L. S. Plaut & Co., Newark, N. J.*

Take an old man's advice and do your buying as early as possible. The morning is the best time. We have so many customers in the afternoon that it is sometimes impossible to give them all the attention we would like. The saving power of the dollar is the drawing card. We are often told that our goods are marked lower than others. We know it but we want you to know it too.—*N. G. Valiquette, Montreal, Can.*

Joyce's great Monday sale to be one of the supreme buying-chances of the times! Assortments are superb! Values unmatched! For weeks back the splendid spring stocks have been pouring in on all sides—from all quarters of the globe! The great suit and skirt section affords by long odds the grandest values of the season! The millinery department is a hall of fashion, a bower of beauty. But stop and gladden your eyes with the artistic creations that have been gathered together under the head of "ladies' furnishings." Did you ever

before see so much beauty, so much elegance, so great a variety of both in any one department? Then pass on to our shoe section. Learn therefrom the mandates of Dame Fashion on fine footwear. Press on from aisle to aisle, from counter to counter, apply the sure test of comparison, then ask yourself whether offerings were ever more superb, whether values were ever greater.—*Joyce's, Pittsburg, Pa.*

Just three days remaining to obtain the bargains of the season. Hundreds of dollars that might have been expended in extravagant advertising, music, souvenirs and decorations will be allowed the purchasers of this week. We believe a pleased and satisfied customer to be the best advertisement of our store. Scores of such are obtained this week. We want to interest you!—*Whiffle, Rochester, N. Y.*

Saturday a day of specials. Thousands of our regular customers know that whenever we use the term "special" that there's something doing—and there is. This time it's an entire day devoted to special items that is backed up by a price power that means a saving of dollars and cents in addition to our standard of underselling prices, and the group of specials gathered from the various departments are the common, everyday needs that appeal to the saving interests of every economical buyer. Your money back if dissatisfied is a promise that goes with every purchase here. But you won't want it, for every article of merchandise that passes from our hands is stamped with true merit, and the purchase price is what has placed "The Palace" far in advance of all others in the bargain ranks. It's simply our way of buying. But about the specials. That's the "it" of it now.—*The Palace, Spokane, Wash.*

We are always thinking and planning to make this the most interesting spot for ladies to meet their friends and pick up bargains in reliable up-to-date dry goods.—*James Shea, Hamilton, Can.*

We make a specialty of showing the new styles first—and you have heard that from your neighbors—and if you doubt it, satisfy yourself by calling.—*C. W. Daniels, Pueblo, Colo.*

We allow no house to undersell us or make easier terms. Prices marked in plain figures. Money's worth or money back. Thirty-five thousand open accounts on our books speak for the fair treatment of our customers.—*T. Kelly, New York.*

Goods well bought are easily sold. Such we buy and such we sell.—*Fairley Bros. & Fairley, Colorado Springs, Colo.*

The buying public has never been duped into accepting a spurious value here. If you see an article advertised in our Daily Store News, rest assured that we appreciate the expense of newspaper space too highly to allow any but the worthiest offerings to appear. Here are to-morrow's trade-getting items—with profits leaning interestingly your way.—*L. S. Plaut & Co., Newark, N. J.*

We started this sale with thousands of pieces of the best furniture ever displayed. We have sold constantly and fast from it since without making any appreciable impression on the assortment. To-day the variety seems as large as when we commenced, of course, we know it is not, but it seems to be. A customer will be exacting indeed who fails of finding what he wants here.—*Duff & Repp Furniture Co., Kansas City, Mo.*

A word about fall goods.—A complete transformation has been wrought. The summer things of yesterday have given place to the merchandise that hints of turning leaves and hazy atmosphere; and, although the autumn harvest even at this early date is strikingly comprehensive, it is to our notion of things still incomplete. The finished showing is but a matter of days, however, for every hour unfolds something interestingly new. In a word, we are ready if you are.—*L. S. Plaut & Co., Newark, N. J.*

This colossal collection was carefully compiled.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Glance through our ad—your glance will change to a searching look.—*Szold & Son, Peoria, Ill.*

There are numberless other values not advertised that are just as strong.—*The Fair, Chicago, Ill.*

Everything is in fine fettle. We're ready—yes, splendidly ready—with one of the grandest expositions of bright new autumn merchandise it has ever been our pleasure to announce, and we extend you an invitation to attend our third annual fall opening in the new store. You will find us prepared to fit you out from top-toe with the most beautiful creations of the master minds of the world of fashion. European ingenuity and American skill have combined to make this an event that will long be remembered by Newark folk, and the lessons in economy which we shall teach here during the coming week will be both pleasing and convincing. You'll come—of course,

you'll come—and marvel at the immensity of the display made possible by our far-reaching influence on both sides of the Atlantic, and not the least important feature of this great occasion is our invariable policy of selling on a margin of profit so close to cost as to prove positively that Newark shopping is profitable.—*Hahne & Co., Newark, N. J.*

Owing to circumstances over which we have no control—the weather—our remnant sale will be continued Wednesday.—*Hirschmann Bros., Binghamton.*

Small wonder that in the face of the steady advance of incoming fall merchandise, prices on summer goods yet remaining should totter and fall.—*The New Store, Minneapolis, Minn.*

The fairy who presides over low prices planned that this Red Tag Sale should outdo all previous Red Tag Sales, and that is just what it is doing.—*Stern & Bernheim, Altoona, Ga.*

We are “cleaning house” and there are many pieces to move; we would rather move them to your house than to some other part of the store; hence low prices as a result.—*The York Furniture Co., York, Pa.*

How do we undersell? Buying in wholesale quantities and paying spot cash. Money talks, and if you understand its language, you will do well to heed when it speaks in such positive tones of economy.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

A growing store, and why? We intend that this store shall always be one of the sights of Williamsport—the best store for the supplying of personal or household needs. Sensational? No, strong—a helpful store. We hear it every day that Bush & Bull prices are the lowest prices. This is natural. If a store had not made itself necessary, there would be no room for it. You make stores grow.—*The Bush & Bull Co., Williamsport, Pa.*

Another aggressive Monday.—Do you know where we get that word “aggressive”? Of course, you don't. It came to us this way:

One day this week a gentleman, strolling through the store, said to one of our people: “You folks are the most aggressive storekeepers in this big city. I pick up a paper and the first thing I notice is one of your great pages. You should see my wife go through the page. It would interest you. The way you have of bringing people to your store is what I call aggressiveness.”—*Joseph Horne Co., Pittsburg, Pa.*

The difference between a legitimate bargain and the imitation is as radical as the difference between vice and virtue.—*Douthett & Graham, Youngstown, O.*

A poor article is no bargain at any price.—*Sterling Cash Grocery Co., Muncie, Ind.*

Any store can put big stories into the papers, but no firm can show you the styles nor save you the money we can. Don't take our word for it. Compare our goods and prices with those elsewhere, then be your own judge.—*Shannon's, Columbus, Ohio.*

Use Jacob's stock as a measure stick. Using our stock as a measure stick with which to measure any other stock in the country and you'll find two things—they will fall short in variety and completeness and in prices article by article.—*Jacob's Pharmacy, Atlanta, Ga.*

It's our intention that every customer shall receive full value for every dollar spent under this roof for furniture, carpets and housefurnishings. We value the enduring appreciation of those who transact business with us. We sell good reliable goods at just and honest prices. An examination of our stock will readily prove this.—*French & Bassett, Duluth.*

Get divorced.—We know a man will stand a lot from his wife before divorcing her, and he often stands a lot of bad treatment from his favorite store before divorcing himself. There is a regular Dakota divorce business going on here. We are winning many old time, staunch customers from other stores. We make the change easy. We give more value, more courtesy, more change.—*Frank N. Simmons Co., Cincinnati, O.*

Character in Commerce.—The worth of a store, as of a man, depends on character. The growth of the "S. & M." store proclaims its character. Growth is the sign-manual of health. Only the healthy seed and the well-nourished shoot produce the strong plant.

The essence of commercial health is fair dealing. Commercial growth is nourished only by intelligent management and enterprise. Years of commercial health—honest dealing in the best goods at the fairest prices—have given the "S. & M." store its sound constitution; its giant stature has been attained by alert enterprise and intelligent direction.—*Schlesinger & Meyer, Chicago, Ill.*

With us every day is market day. We don't set aside certain days to give bargains. Every day you will find our prices decidedly lower than any other store in the city. This may be pretty

strong argument but we stand ready to back every assertion we make, be it ever so strong. A comparison of quality and price is the only way to convince yourself.—*Cramer & Rogers, Trenton.*

Upheld by quality.—*The May Co., Cleveland, Ohio.*

Values that overtop them all.—*The Palace, Spokane, Wash.*

Great strenuous September sale.—*Euwer's, Youngstown, Ohio.*

Snap-shots at autumn attractions.—*Goldsmith's Bazaar, Scranton, Pa.*

Of interest to men of an economical turn.—*Dunn, Taft & Co., Columbus, O.*

Attention-compelling values.—*The Broadway Department Store, Los Angeles, Cal.*

Hitch the dollar to a bigger load than it ever pulled before.—*Newman's, Brooklyn, N. Y.*

Choice opportunities for the belated buyer.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

The money-wise will need no second bidding to avail themselves of the many extraordinary values this Friday's weeding-out process brings.—*Goldenberg's, Washington, D. C.*

This store's reputation has been built upon the goodness and cheapness of the merchandise it sells. It's the honest policy of this establishment that attracts people here—and induces them to come back.—*Rosenbaum Co., Pittsburg, Pa.*

August attractions in the under-price store.—There's no August apathy about the happenings in the Under-price Store. The stream of midsummer merchandise flows through it in a broad, deep tide. You can't help being swept along by the current, in the direction of economy and satisfaction.—*Wanamaker's, New York.*

A pleased customer is a good advertiser.—*J. P. Cronin, Binghamton, N. Y.*

That's the word that charms; exclusive.—*The Wanamaker Store, Philadelphia, Pa.*

You are always welcome here, and you are never importuned to buy.—*Gable & Co., Altoona, Pa.*

We can give you just as much satisfaction as our old customers have been getting these many years.—*Combs Lumber Company, Lexington, Ky.*

Quality never loses its charm. A well made garment is a constant source of pleasure—a poorly made one, one of constant regret.—*Jas. Boyd, Denison.*

The biggest bargain opportunity ever heard of.—*Wm. Doerflinger's, La Crosse.*

Spicy bargains.—*Jacoby Bros., Los Angeles, Cal.*

Euwer, he holds the goods. All carpets during this sale will be laid away and held until you are ready for them, by paying one-fourth down.—*The Euwer Store, Youngstown, Ohio.*

Every offering we make is as genuine and straightforward as if it was an affidavit for a court of justice. If you buy of us once you'll be so pleased with your purchase that you'll buy here always.—*Dewend-Kuschmann Furniture Co., Moline, Ill.*

A short story. A gentleman and wife stopped in front of our show windows the other day. Weren't coming in, at first. "Looks high-priced," the man said. Finally decided to venture in. The rest is soon told. Bought liberally—went out delighted. Have you visited this store yet?—*H. E. Scholle & Co., Chicago, Ill.*

Appetizing bargains.—*Crawford's, St. Louis, Mo.*

Bright with bargains.—*New York Cash Store, Colorado Springs, Col.*

Red hot sale.—*The Hocker-King Dry Goods Co., Denison, Texas.*

A rousing sale.—*Cohn's, Salt Lake City, Utah.*

Sparkling seasonable specials.—*Good-fellow's, Minneapolis, Minn.*

Bargains gems of the most brilliant hue.—*The Busy Corner, Washington.*

Our stock is like a river—always moving.—*J. Waterman's, Bangor, Me.*

"Keep cool" wearables in profusion.—*Steiger's, Westfield, Mass.*

Crisp news for to-day, but scintillant with seasonable economies.—*Siegel-Cooper Co., New York.*

A winning combination, the sterling qualities of all goods offered here and the stirring prices that go with them.—*H. Batterman, Brooklyn, N. Y.*

If low prices attract you—if a large variety pleases you—if an assurance of reliability appeals to you, then your own self-interest should prompt you to turn to Tonkin's for every clothing or furnishing need.—*Tonkin's, Butte, Mont.*

Echoes from the three matchless clearance sales.—*Hamburger's, Los Angeles.*

"Quality the maximum, price the minimum."—*Titche Goettinger Co., Dallas.*

True economy is not so much in paying the smallest price, but in paying the

smallest price and getting the best merchandise.—*Abraham & Straus, Brooklyn.*

Why is our great store continually crowded? As the needle follows the magnet, so does the public follow the greatest values. We never lose sight of that fact—hence we offer values that tower—simply tower—above competition.—*Adams & Co., New York.*

For go-aways and stay-at-homes.—There are lots of big and little things that the average man and woman doesn't think of when going on a journey or preparing for a holiday that would minister greatly to their comfort if they did happen to think of them in time. We play the role of suggestors, and here are a few suggestions for July.—*J. N. Adams & Co., Buffalo, N. Y.*

Prices, for they have drawn the crowds and packed the store. Pluck it requires to put the knife into values so that not a vestige of the profit remains. Principle to chalk the line and hew close to it, let the chips fall where they may. Imitators will spring up, pirates may attack us, but the public recognizes the legitimacy of our sale, and shows its approval by its generous patronage.—*Boucher, Butte, Mont.*

Doing the greatest summer business in our history—and doing it with the least noise and fuss and trouble. That's a well nigh perfect system at work. Delays are annoying at any time, unbearable in summer. So we have learned to hurry orders—to rush those that come by phone or mail out by the earliest delivery, to give the quickest service to those who come to the store. But we have learned to hurry carefully—to give the quickest service and at the same time not to forget that Loeser service must be the best service. Whatever you need in clothes or home furnishings to make you comfortable is here. And all through the store great under price sales present economies that are remarkable.—*Fred-erick Loeser & Co., Brooklyn, N. Y.*

In addition to sharing our bargain-driving with you, we guarantee every suit you buy, regardless of its price. You simply can't lose. That's the way we want to be, and we're always here to stand back of any statement we make in our advertising.—*14th Street Store, New York.*

In all our dealings we consider to-morrow; we consider our reputation; we consider your future patronage; therefore, we sell garments only on what you and we can depend.—*Wells & Coverly, Cohoes, N. Y.*

How we've prepared for to-morrow. Not only for Children's Day needs, but for all other needs you may have for personal use and in housekeeping needs; well, every department in the store will vie with its neighbor to-morrow for a share of your attention. And how splendidly ready every department is, never was there a time when we were better equipped to meet your every need. The more exacting you are regarding prices, qualities and varieties the better pleased you will be with to-morrow's store doings here. Among the many things you'll find when you come will be these.—*S. P. Dunham & Co., Trenton.*

To-morrow we start the last week of this, our greatest of Before Inventory Stock Reducing Sales. Values as we have given have been unknown heretofore. It has been our whole desire to reduce our stocks to the lowest point before stock taking time, August 1st, and have priced merchandise accordingly. The final effort will produce values that are even greater than those we have been giving, only a few of which find space below.—*The David Straus Co., Newark.*

Marvelous merchandising.—*The Simon Clothing Co., Des Moines, Ia.*

Tickle us with an order, we'll tickle you with the result.—*Clark Engraving Co., Milwaukee, Wis.*

Dissolution sale is attracting swarms of buyers!—*The Family Shoe Store, Washington, D. C.*

Every department offers its quota of bargains. Every aisle holds its full share of under-pricings.—*Jones Dry Goods Co., Kansas City, Mo.*

Never have bargain prices included such a wide range of assortments and best qualities as in these mid-summer clearance sales now at their height.—*Hayden Bros., Omaha, Neb.*

A sale absolutely without peer or parallel from almost every standpoint—variety, beauty, richness of qualities and lowness of prices.—*Case, Gravelle & Ervin Co., Anaconda, Mont.*

If you are fishing for bargains be sure that your hook is cast in the right place. Let us "drop a line" about some money saving opportunities that await you.—*Dunn, Taft & Co., Columbus, Ohio.*

Autumn goods are nothing more than hot-weather goods, for mysterious Nature has seen fit to throw some of her mellowness away into months that we used to consider months for some of her freakishness. Most of the goods that will be offered in the next fifteen

days are of a character that permits them to be used into November. That is a good long spell.—*Jos. Horne Co., Pittsburg, Pa.*

Changing conditions, changing the prices, changing everything. Recapitalizing — rebuilding — rearranging — restocking and reorganizing with a price power and prestige on the world's markets surpassed by no house on the continent. It presages a new order of things—a change of momentous importance to the smart shoppers of Chicago—as evidenced by this page of phenomenal prices.—*Schiesinger & Mayer, Chicago, Ill.*

Our own regular stocks furnish many of the sale specials—but not all of them. One requires only a glance at the busy store these days to realize that we are aiding a great many manufacturers to dispose of their surplus lines. Take a stroll through the store, price the offerings, inspect the qualities, ask questions, make comparisons freely—and you will understand some of the reasons why Macy's is such a lively shopping place. One other reason—it is a centrally-located store—cool, modern, affording every shopping convenience.—*R. H. Macy & Co., New York.*

Carefully selected beach necessities.—Every camper or cottager who goes to the beach has use for scores of things, either for comfort or personal adornment, that are not required in town. The pleasure attendant upon making your preparations is likely to cause you to forget some of the things you will need most—so make this entire page your shopping list—and to-day the one in which to make your purchases. Whether you are going to spend a day, week or month at the seashore, some articles will be required. You need a vacation, take it now.—*Hamburger's, Los Angeles, Cal.*

This great mid-summer sale is a great time for bargains. Crowds! All through the store there are throngs of people as this is written, eager to get their share of the unparalleled offering we told of in yesterday's paper. August a "dull" month? Not a bit of it, when there are such chances to economize as this first week in August brings. Hundreds of the offerings are here in such large quantities that to-morrow's choosing will be almost as fine as to-day. But we cannot give many details for fear of disappointing you. There are great savings now for those who come promptly. It is a rousing, old-fashioned, value giving sale.—*Abraham & Straus, Brooklyn, N. Y.*

Final summer sale.—The invading army of fall stock is approaching. We cannot let it meet the depleted ranks of the retiring summer forces. It would be bad generalship. This store stands for everything that is progressive; and modern merchandising does not countenance keeping goods over the season. This final summer sale marks the end. The goods are yours. The prices are too small to be in the reckoning.—*Goodfellow's Minneapolis, Minn.*

These are busy days for Santa Claus. He has to be everywhere at once, peeping around corners to see who are the good girls and boys; trying to find out what everybody wants, so that he can make everybody happy on Christmas morning. Then he has to come to Wanamaker's and get everything ready to fill the thousands of stockings on Christmas morning. But Santa Claus and every one else find Wanamaker's wonderfully helpful in getting things for Christmas. Here are the broadest, choicest stocks of holiday goods to be found in Greater New York, a safe, convenient, comfortable store, efficient and courteous salespeople.—*Wanamaker's, New York.*

When you buy what's best, you need buy but seldom. When you buy what's "cheap," you're buying all the time.—*M. R. Emmons Company, Atlanta, Ga.*

A Miss-Fit and a Miss-Hit.—Miss the fit you miss the hit—miss the Miss. Hit the fit, you're fit for a hit—make a hit with the Miss. We make the fit.—*Bliss, Swain & Co., Indianapolis, Ind.*

We believe it pays to sacrifice profits now rather than carry goods over. It's the policy that keeps us always first with the new season's goods. No old stock; no back numbers; our stock is always new, clean and fresh. During this sale we will offer bargains that are bargains.—*Davenport Tailoring Co., Davenport, Iowa.*

No matter when your vacation is coming, you'll need things that we have. Don't put off buying till our stocks and your time and money are short.—*Waddock's, New York, N. Y.*

Ever stop to think when the thermometer is climbing how much cooler this store is than the street, or the seashore, either, on many days? With its broad aisles, great floor area and perfect system of ventilation, it bids defiance to Old Sol, with his legion of scorching rays. Cold air is being continually pumped into the store and, as a matter of fact, the temperature is always many degrees cooler than the street.

There is everything here conducive to your comfort during the summer months.—*Abraham & Straus, Brooklyn, N. Y.*

Thoroughness.—If everybody did his or her part of the world's work, what an easy time we all would have. Did you ever think of it? Yet the day's work is before us all, simple and easy to do for the most part. And in the doing we train for higher things, as the athlete must steadily practice before he can win the race.—*Fred Loeser & Co., Brooklyn, N. Y.*

There lives in this sturdy little metropolis a fine old gentleman who has such a fine sense of honor that he would rather continue in his present line of work at a modest salary than to go where he could earn several times his present income because he feels that he can do more good here. "Yes," he said to a friend one day, "I could make several thousand more a year if I'd go to C—, but I won't for I couldn't do the work conscientiously. I'd be nothing more than a hireling, and in a few years I'd be forgotten, and in all probability, despised for having used my talents for purely mercenary motives." This is the type of man we like to know, and, although some persist in saying, "Every man is for himself now-a-days," let us bear in mind that such examples are becoming more numerous and that we are steadily marching to a higher plane. Let us hope that the time is not far distant when every business will be carried on with the same integrity, and when all advertisements will ring with sincerity.—*Goldthwait & Sons Co., Marion, Ind.*

Every day some novelty or change appears that appeals to your taste, your need or your love of information. This fact makes our advertising valuable news. You can ill afford to ignore it.—*Wanamaker, New York, N. Y.*

This has been the best and busiest January of any on our records, though it's generally supposed to be a quiet month, but not so here; we are glad to say that in this store it was a very busy one; indeed, we made it so by offering to the dry goods buying public clean, new, seasonable, reliable and up-to-date merchandise at such small prices that none could resist. We are going to make the month of February still a busier one, by making still greater reductions, further cutting of prices, more sacrificing of values on dependable goods that must be disposed of now; must get them out to make room for the new spring goods soon to arrive.—*The Paris D. G. Store, Great Falls, Mont.*

At last we've finished counting up our gains and losses for the year of 1904. It's been a great deal more work than ever before, because we have done so much more business. We have made a profit—one that's fair to you, as well as to ourselves, for that's the way our business is conducted. As for the volume of business transacted—that's tremendously greater than in any previous year in our history. What an immense amount of satisfaction it is to be able to say that. It's proof positive that you have the utmost confidence in our methods of shop-keeping. In direct proportion to the increase in our business is the vast collection of odd lots remaining from the past season's selling. And it's these that we want to particularly speak of to-day. Following our well known policy of selling in each season all the goods purchased for that season, we have taken all such lots, and lowered their prices to but a fraction of their real worth, well knowing that the values now offered you can not fail to accomplish our object, namely the complete preparation of our stocks for the coming spring goods. These values need no further comment.—*P. A. Bergner & Co., Peoria, Ill.*

Everyone of the many visitors in the city this week is urgently invited to accept "The Denver's" hospitality. It is not necessary to make purchases. Those who come for sightseeing and to make the acquaintance of this big, bright "Everybody's Store" are as cordially welcome as the others who come to buy. Use our accommodation desk, where you may receive checks for any burdensome bundles, wraps or hand baggage you care to leave. Consult railway time table, city directory, buy stamps or money orders, send telegrams, rest, wait for friends, read, write letters or watch the throngs from the ladies' balcony. All of this at your leisure and your pleasure and please do not feel that you intrude.—*The Denver Dry Goods Co., Denver.*

Read them again, please: Exclusiveness, novelty, variety, quality. Exclusiveness is a hackneyed term. We mean rather uncommonness, out-of-the-way-ness. We keep things that are "different," that can't be found in every little men's shop in the street. We search among the New York importers twice a year for them. Practically every good furnishing in this country is offered us; and we plan many things ourselves. The linen mesh underwear that hardens every man that wears it; the two-for-quarter collars (linen both sides); the splendid coat shirts that even men who haven't

got rheumatism can appreciate; the famous \$1 dress shirt; the neckwear; the gloves, the socks, the suspenders, the pajamas—all stand for the purpose of the store; to enable Peoria men to dress distinctively, individually, different from every man they meet. There is room for such a store or we would never have grown so large. Growth in our case is not simply expanse—keeping thousands of the same thing; but growth in novelty and variety, the paradox of growing large, yet exclusive.—*Schipper & Block, Peoria, Ill.*

Just merchandise—else this week's great throngs of customers would not have been able to move about comfortably. Just merchandise—yet in every section of the store there is something that everybody is especially anxious to see; for the new things are pouring in. Just merchandise—though embracing so much of novelty; revealing so many new ideas; illustrating so diversely the outcroppings of genius; embodying so fully the beauties of the world's work, that all is resolved into an educational institution. Whatever is to be learned of modes and fabrics, of colors, of design, of art and utility—in short of correct things for personal or home use—is best learned here. To show the freshest and best the world produces, to show it with most careful regard for the enjoyment and convenience of our visitors, to sell it at the lowest possible prices and serve promptly and intelligently—this sums up our method and purpose of storekeeping. As for the store-home itself—comfort above everything. If need be, architectural beauty is sacrificed to this. Our growth has been great, the increase steadily cumulative—simply through the right buying and selling of good merchandise.—*Olds, Wortman & King, Portland, Ore.*

If you belong to the "do care" class you can ill afford to miss coming here, for in each and every instance the word economy bobs up on such goods that are given preference at this season of the year. We solicit your Friday patronage and will have it if you are inclined to invest when the profits to be derived therefrom are so noticeably large.—*J. Bacon & Sons, Louisville, Ky.*

Bargains that are unmatched.—*Bass, Atlanta, Ga.*

Stupendous reductions.—*James Boyd, Denison, Texas.*

A carnival of clothing values.—*Bryce & Co., Columbus, Ohio.*

Items for bargain hunters.—*Globe Warehouse, Scranton, Pa.*

Never saw such crowds in all our career! Everybody buying—buying to their heart's content. Everybody realizes the fact that to stay away means to pass the greatest midwinter clothes-buying chance you ever had, and perhaps you ever will have. If you don't grasp this opportunity quickly, some one else will take what should be yours, and the saving goes into the other fellow's pocket—the other woman's purse.—*N. Y. Store, Phoenix, Ariz.*

Sooner or later one learns the lesson of true economy, that it pays best to patronize the store that insists upon its standard being maintained in the smallest as well as the most important articles it carries. To this fact is largely due the tremendous growth of this business. Our buying system has sifted this problem and found the road to success at the bottom. You buy on the system from us to your own profit and have recognized the fact that you are practicing economy in so doing. Besides the high standard of merchandise at the lowest prices, you will find in this store the unwavering desire to treat you better than any other house. A cheerful spirit of willingness to show our goods will meet you at every turn.—*R. McKay & Co., Hamilton, Can.*

Facetious, though possibly unfounded, was the paradox recently perpetrated by a stump-speaker concerning a candidate for a high office: "That man," said he, "has an immense personal following, especially where he is not well known." And the same can be said of many a merchant who is indebted to mail orders for most of his trade. Isn't it worthy of note that our trade is largest amongst the people right here in Pueblo and especially amongst those who have known us longest.—*Moch Bros., Pueblo, Colo.*

A few years ago in winter time we spent the days hibernating in the quiet farmhouse, with dreary vistas of snow stretching to the horizon's veil, every way the vision traveled. Uneventful, yet full of small sweet joys were those days in that other world—that far distant life, because it is another world, another life. The other day we were on a train, glancing from the windows we saw the sun shining across the frosty shimmer of wintry snow. We saw the little quiet farmhouse with the blue shaft of smoke coming from the chimney. We saw the millions of beautiful colored ice-crystals on the window shedding forth resplendent pictures that would put to envy the most precious diamond, and

we knew it was excessively cold. Strange it seemed, that this brilliant sunshine can be thus pouring its beautiful rays into a scene of such frigid, frozen landscape, and that the same sun will in next August cast his rays, no more plentiful perhaps, into the same landscape, which will then be sweltering torrid stretches, abounding in almost tropical vegetation. And here we are to-day at our desk in the heart of a great city, listening (when we listen) to the roar, the clang of street car bells, the rumble of countless wagons on paved streets, the cries of newsboys, the shriek of distant locomotive whistles, and within the store that constant restless rumble which is made by a thousand noises broken into bits and thrown into the ceaseless flood that roars and rumbles through the active hours throughout the days and weeks of this store's life. There are the noises of the pneumatic cash carriers, the constant never-ceasing passenger elevators with their peculiar reverberations indicating the swift approach or swift departure into the depths of the deep shafts. There are the calls of the inspectors and the salespeople, the tramp of thousands of feet where crowding shoppers are active. Then there is the army of store workers. Their work must have constant attention and co-operation. Ah! what a busy world this is when compared with the quiet, even existence on the farms these dreary wintry days!—*Jones Dry Goods Co., Kansas City.*

We are well rewarded. The spring-tide business is greater, greater than expected. That's encouraging. Thanks! We have other rich reward. The store has been made attractive with many things to please the eye and gratify the mind. The appreciative response has been enthusiastic. Say all we can of the stocks, you must still take a great deal for granted—words won't tell the story. When you run over the list of goods needed in your store, remember that the one sure, safe source of supply is *Everett Ridley & Co., Atlanta, Ga.*

Sensational nickel sale.—*McWhirr's Emporium, Fall River, Mass.*

Bewildering number of bargains.—*Jacoby Bros., Los Angeles, Cal.*

A slaughter of the remnants.—*Goldenberg's, Washington, D. C.*

Fascinating figures for Friday.—*Stone, Fisher & Lane, Tacoma, Wash.*

A mighty sweep of mighty remnants.—*S. Kann Sons & Co., Baltimore, Md.*

Not a single item has escaped the slashing.—*Ben Selling, Portland, Ore.*

Proof of the pudding. A store may claim almost anything if it has conscience little enough or enthusiasm large enough. But the final test—the proof of the pudding—is growth. A store's growth is measured by the public support it gets and public support is based on a store's good service every time—on its usefulness in the community. Bigness is not always growth. Some stores have thought so and put up immense buildings and filled them with goods. The aisles still echo with emptiness. Those stores have not proved themselves by service and so they do not grow. The wonderfully increased business that has come to this store in the past year is specially satisfactory because it shows that we are working on right lines. It proves that steady insistence on the best goods, on the smashing of shams, on good, careful, accurate service, on the lowest prices—that that sort of thing tells. Great plans are afoot for the new year—are already beginning to show from day to day. We mean to make still better in the future a service which has always been the best in Brooklyn.—*Fred Loeser & Co., Brooklyn, N. Y.*

Erasing all thoughts of profit from our mind.—*H. J. Porter & Co., Augusta.*

Crowded for room, but here with the goods at the right prices.—*The Fair, Des Moines, Ia.*

This emptying out sale clears up the atmosphere and makes it easy for us to "sail" into the autumn business in a few weeks in the finest possible fighting trim.—*Jones Dry Goods Co., Kansas City.*

The fine art of masterful merchandising lies in attaining a lower price without sacrifice of excellence. That has been the watchword of this great business. And so it follows we need no expediency to emphasize that truth. Comparisons sustain the claim that we are never undersold.—*The H. S. Fall Co., Simcoe.*

If we were willing to carry over any goods in any department from one season to the next, then mingle them with the new goods and sell the whole stock as perfectly fresh, perhaps we would not care to call your attention so repeatedly to the fact that all our goods are the latest from the hands of the manufacturers. There is nothing kept over here—everything is sold at one price or another—this fact makes end-of-season opportunities for those who are willing to wait, but most important of all, those who buy in season may confidently rely upon buying the newest, the latest, the best. The new spring attractions may be seen in every department of the store,

they permeate every nook and corner. Herewith we'll tell you the story of some of them.—*The Scott Dry Goods Co., Cleveland, O.*

Items that point the way to economy.—*Wm. Hengerer Co., Buffalo, N. Y.*

Wednesday winners for keen shoppers.—*Reed Bros. & Lennon, Milwaukee.*

A flood in merchandise.—*Cohen's, Richmond, Va.*

Appetizing August bargains!—*Barie's, Saginaw, Mich.*

Profits are clipped close to the cost line.—*Bass, Atlanta, Ga.*

The bargain iron is hot.—*Austin Bros., Westfield, Mass.*

Comfort at bargain prices.—*Scranton, Wetmore & Co., Rochester, N. Y.*

Rare economizing opportunities.—*A. M. Rothschild & Co., Chicago, Ill.*

Flood tide in the bargain list.—*Eastman Bros. & Bancroft, Albany, N. Y.*

Clearing the decks for autumn.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

A blaze of bargain giving glory.—*Whitehouse Dry Goods Co., Spokane.*

There is a time for all things, this is the time for bargains.—*Kern's, Detroit.*

Another wave of wasting reductions sweeps over the store.—*The A. T. Lewis & Son, Denver, Col.*

The magnet that draws people to this establishment is splendid values.—*Scroggie's, Montreal, Can.*

Midsummer bargains are ripe at the popular shoe store and choice pickings await our visitors.—*Gould, Lee & Luce, Buffalo, N. Y.*

Marvelous values, matchless offerings. Powerful drives are in abundance throughout every department.—*Stewart Bros., Columbus, O.*

Important sayings in little things.—Just a matter of a penny here and a nickel there—but the aggregate saving is worth talking about. And the best of it is, it is safe saving. The goods are not cheapened nor their qualities cut. It is only the price that is affected.—*The Edward Malley Co., New Haven.*

The big midsummer sale extends into the month of August. Selling out of summer goods becomes more vitally necessary as the fall season appears on the horizon and nearer at hand. Prices are lowered to a still lower point and reductions will continue in force till every dollar's worth of warm weather merchandise is gone.—*Symons, Butte.*

A speedy boiling down of summer stocks.—*J. Mickleborough, St. Thomas.*

Save money.—The first rung of "fortune's ladder" consists of hard work; all the other rungs of systematic saving. Presuming you are on the first rung, we suggest that if you are not already trading here to commence to-morrow. Our money-saving prices will help you to climb fortune's ladder faster than any other merchant's prices in Kansas City.—*M. Quinn, Kansas City, Mo.*

We are getting ready for a great autumn business; and, as a result of these preparations, our customers are securing values that are almost unprecedented—our removals, rearrangements and betterments are bringing a host of good things to the front daily. The new Filbert Street Cross Aisle is always full of interest to economical buyers.—*Strawbridge & Clothier, Philadelphia.*

We have no old merchandise to unload on the public. We turn stocks over so rapidly that nothing ever grows stale in The Big Store. Or course, there are innumerable bargains that are never hinted at in the newspapers. But they blossom all over the store, and those who shop with alert eyes obtain many choice prizes.—*Siegel Cooper Co., New York.*

We have the goods and will name prices as low as any store in central Illinois can name and live. No matter what you want. A few moments of your time spent in our store while down street shopping will convince you that this is the store to spend your money and go away happy.—*Clarke & Co., Peoria.*

We are ready with everything that can be required for every member of the family, stocks of seasonable merchandise.

An early day and early at it—that's the secret of good Christmas shopping.—*Stearns, Williamsport, Pa.*

A premium for your presence here at once, fathers and mothers.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

To judge the value of these garments by the accompanying prices is to woe-fully misjudge them.—*L. S. Plaut & Co., Newark, N. J.*

It will pay everyone to look over the new goods, whether one buys or not, as there may be something you want or you may get some idea that will be of value.—*William S. Ford, Evanston, Ill.*

The "Gifts from Wiss."—There's a threefold pleasure choosing all gifts here! The tasteful, attractive, time-saving way the various lines are shown. The remarkably large varieties in which each class

of goods appear. The newness of all designs and moderateness of prices asked.—*J. Wiss & Sons, Newark, N. J.*

If conditions were reversed and you were running this store instead of us, what changes would you make in our business methods?

If you've traded here, you'll be able to answer this question. If you haven't—why haven't you?—*Leopold-Morse Company, Boston, Mass.*

That merriest morning of the year, when members of the family come together with gifts in their hands is drawing near. We have now entered the Christmas month, and time is flying like a sleigh over the sparkling snow. Promote your own comfort by calling at the Lambert store this very day.—*Lambert Brothers, New York, N. Y.*

The splendid savings offered during this sale are a great attraction of themselves. They represent just that much money in your pocket, for if you could purchase designs as pretty as ours elsewhere you would find them decidedly higher in price. You can prove these facts if you take the trouble to compare.—*Rosenbaum Company, Pittsburg.*

Low prices here don't mean cheap goods. Not a bit of it. We use the term "low prices" in the comparative sense only. Some goods are too cheap for us to handle, others too dear—in neither case do you receive proper returns for money expended. You can shop here with the full assurance that you are getting one hundred cents' worth of value for every dollar spent.—*Gasky's, Pittsburg, Pa.*

To relieve congestion in our stocks we're selling without profit—even at a loss. Inconsistent, you may be inclined to say, but then many's the act of the progressive merchant that seems not compatible with the laws of trade, but is, just the same. As desperate diseases require desperate remedies, so do conditions contrary to the welfare of a mercantile organization require forceful and stirring action. Stock congestion is not good. It's a case of too much being as bad as not enough. To relieve this congestion, we're selling goods without profit, and in many instances at a loss. We consider it wise money losing, for it relieves us of an uncomfortable position, at the same time giving to you the season's best merchandise at a marked saving.—*Kaufmann's, Pittsburg.*

New things for spring at the home store.—*The Bowland, Morehouse & Martins Co., Columbus, O.*

Dependables. That's a coined word—not in the dictionary. Yet its meaning is plain enough when applied to the Loeser store. This store is dependable—the Loeser name on an article of merchandise means that we have done all that is humanly possible to insure its high character, its appropriateness for the use for which it is intended, its reliability. If it fails after all—and where human hands and brains are concerned there is bound to be occasional falling short of the end desired—we count it a privilege to make it right, promptly and without question.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

Nothing reserved. Everything goes. Clean, new goods for less than you could buy second-hand stuff at auction. Out of town dealers can reap a golden harvest by attending this sale, though we prefer that your regular customers should get the benefit of the amazing bargains offered.—*Thomas & Co., Pittsburg, Pa.*

After you've "popped the question" see Friend! At Friend's great special sale of 2, 3 and 4-room complete outfits, you can make every dollar do almost double duty. Good, dependable furniture was never before known to sell for such little money. If we did not positively have to make room for spring exhibits these prices would never have been named.—*Friend, Pittsburg, Pa.*

With Easter in the distance, spring stocks are rapidly filing in. This big store is gradually shedding its winter attire, and is assuming a spring aspect. Shipments of new goods are coming in daily.—*H. Batterman, Brooklyn, N. Y.*

Nobody ever coaxes another to buy here—people who know "The Denver" best go about looking—simply looking and enjoying the sights, knowing that nobody will bother them—they ask questions and are courteously answered, just as if no business were going on—and yet this is a busy store. This freedom—the absence of restraint—the easy, at home feeling, is just the thing we constantly invite on the part of our visitors. We are determined that this shall be to the people more than a store.—*The Denver Dry Goods Co., Denver, Col.*

To economical housewives, hotel and boarding house managers! Follow the lead of thousands of others—get all your food supplies at Scheuer's, New Jersey's leading food market. Buying in carload lots, from the country's foremost packers, growers and producers, gives us rock bottom rates—we let all our customers share in the savings by

asking lowest cash prices on everything we sell! In a word—qualities of the best, prices the lowest and shipments when they're promised are guaranteed to all who give us trade! If that's what "interests" you, phone, write or wire your order if you can't conveniently call—we'll take good care of you!—*Scheuer & Sons, Newark, N. J.*

Our policy.—Past, present and future: To sell goods of faultless quality cheaper than any other house. Midsummer sales now in progress throughout the store furnish abundant proofs of underselling. We invite the most rigid comparisons.—*Macy's, New York.*

The importance of the coming week may be gauged by these representatives of the greatest price attractions ever offered at any time by any store, specimens of thousands from which you may pick their equal in appropriateness, price reduction and reliability. Overflowing shelves and counters respond to your every need. New specials every day. Let early morning shopping be your watchword.—*L. S. Plaut & Co., Newark.*

Unequaled bargains.—*McWhirr's, Fall River, Mass.*

Friday's surprises.—*Hamburger's, Los Angeles, Cal.*

A bargain whirl.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Tempting tid-bits.—*J. S. Carver & Sons, Ogden, Utah.*

Opportunities are rife in this store.—*The New Store, Minneapolis, Minn.*

An enticing sale.—*McLean's Store News, York, Pa.*

Rain of bargains.—*Newman's, Brooklyn, N. Y.*

Bargains that are wonders.—*H. & D. Daniels, Hartford, Conn.*

Terrific stampede of bargains!—*Braeger's, Baltimore, Md.*

A whirlwind of vigorous values.—*Feibel Bros. & Rice, Columbus, O.*

Round after round of conspicuous bargain-giving is evident here.—*Jones D. G. Co., Kansas City, Mo.*

Values that are fetching phenomenal offers that will clean up all spring and summer goods quick and absolute.—*The Simon Clo. Co., Des Moines, Ia.*

Opportunity presented for a peep at what Mistress Fashion has consented to approve of for early autumn wear.—*Joseph Horne Co., Pittsburg, Pa.*

We take no heed of value advantages as you'll find assembled to-morrow.—*Goldenberg's, Washington, D. C.*

A woman once asked her husband, "If I should die, would you ever marry again?" He hesitated in answering, and she continued: "If you did, you would never get another wife to look after you as I have." "No," replied the husband, "not if I could help it." A great many people do many things because they cannot help it. But we maintain that there's no excuse for doing a great many things simply because it "can't be helped." For instance, we could never see any advantage in buying merchandise that lacks quality. In the end it's bound to prove unsatisfactory. If we cannot sell merchandise that we can guarantee to give satisfaction, we will not sell it at all, because we want your good will whether you buy here or not—whether you are another store's regular patron or ours. We know if we sold you merchandise with the quality requisite lacking you'd not trust us ever afterward. The tremendous buying power of this great organization permits of our selling merchandise that possesses quality in the superlative degree at prices lower than you'll pay for admittedly lower grades at the minor stores. That's why we make and keep so many patrons—why our aisles are always comfortably filled with busy shoppers—why this business has grown to be the largest on the Pacific Coast.—*Olds, Wortman & King, Portland, Ore.*

The first essential is quality and quality is paramount with us.—*The Palace Drug Store, Canon City, Colo.*

Again we have asserted and ratified our right to life, liberty and the pursuit of bargains. Those of us who have come safely out of the deadly perils of the Fourth—far more widespread than a hundred years ago—are to-day willing to take advantage of every opportunity to make up for the cost of holiday pleasures. Wanamaker's starts right in, this morning, to make this a month of extraordinary offerings—clearing up stocks for the season; taking advantage of manufacturers' necessities; creating store events that will compel public attention, whenever the signs of lethargy appear. It is going to be a month when your personal interest demands that you watch Wanamaker's.—*Wanamaker, New York.*

Can you guess what this common-looking, lifeless bit of paper and printer's ink would say if it could talk? I think they'd congratulate each other that their mission had proved a success; because the first two of four essentials of a good advertisement are that they "get seen" and "get read." But the last two, "get believed" and "get the reader—you—to

do something" are even more essential to accomplish the mission of this talk.—*W. H. Probst, Middletown, Pa.*

Six live buyers in four of America's liveliest manufacturing centers are furnishing the fuel that will keep red hot all our July movements. To-day we are again busy and we have many new lots to interest you with. Know you'll like the way we spring up new things on you from day to day. To-day again we are sailing fast.—*F. E. Mistrot, Galveston, Texas.*

Good morning to you! An immigrant who had never seen a mule, landed in this country and beheld a farmer leading one. "What's that?" asked the immigrant. "A mule," quoth the farmer. "How do you raise them?" "Hatch them from pumpkins."

The immigrant, stealing a pumpkin from a nearby field, took it into the woods and sat on it for weeks, hoping for a fine large mule. Week after week went by and no mule. At last, in disgust, he hurled the pumpkin down a hill, rolling and bumping down until it struck a stump and smashed to smithereens, and from behind the stump dashed a frightened rabbit. "Come back here, come back here," yelled the immigrant, "I'm your father!" It is well not to count your chickens or many other things before they are hatched. When we do know what will turn out as we calculate, we are lucky. From a gold mine to a peanut, there is always a possibility of bitter disappointment for someone. That is why the advertisements of a great store are vitally important. If its customers find what they expect from its advertisements, they are pleased and their patronage never wavers. That is why we make ours tell the truth.—*J. N. Adam & Co., Buffalo, N. Y.*

Flash your order to us by wireless telegraph. If no station in your vicinity take the first car coming to "The Busy Store." Conductor knows where there are doings going on. Hurry up—don't delay.—*Stewart Bros., Columbus, Ohio.*

What you pay is not by any means all there is in the game of bargains. But what you get—that's what really counts.—*Kepler, Peoria, Ill.*

Straws show which way the wind blows, and we scatter them so freely Monday that 'twill be no effort to locate the direction.—*The New Store, Minneapolis.*

We have heard of sales and sales, but nothing like this one. This sale is straight from the shoulder—honest, bona fide, reliable, a money-maker for you.—*The Puritan Shoe Co., Saginaw, Mich.*

We do lots of business, and the reason why, is because honesty is our motto.—*The Columbine Music Co., Pueblo, Colo.*

Our methods of doing business: Quote the very lowest prices. Quality the best, in consistence with price. Easy paying terms, to suit everyone. Things we always aim to do: Treat everyone courteously, make all purchases satisfactory. Make permanent customers from every sale.—*People's Furniture Store, Des Moines, Ia.*

Our individuality. Without decrying what other stores do not do, we ask the public to judge us as to ourselves alone. We may make some mistakes, but we are always willing to rectify them—for it is a fundamental principle of our business to deal frankly, truthfully and honestly with all.—*The Hamburger Store, Los Angeles, Cal.*

If you have more than one purchase to make, ask the first salesperson for a transfer book. She will enter your name and address on it, and on the sales slip of the article you buy. Each time you make a subsequent purchase, it will not be necessary to give your name again or any directions. The salesperson will simply tear off one of the numbered pasters in the transfer book and put it on your package. So you go through the store—no paying or waiting for change, no packages to carry, none of the little annoyances that sometimes make shopping tedious. When you are through buying, any aisle man will direct you to the desk where the whole bill may be settled at once, and you may either have all your purchases to carry with you or have them sent through our delivery. If you have a charge account, or the goods are to be sent C. O. D., it is not even necessary to do that. Any aisle man or salesperson will take your transfer book and see that it gets to the right person. The transfer is a convenience for you and for us, too. It enables us to collect all your packages together and deliver them in one lot—the very first delivery after we get your transfer book back. It enables you to save all the time usually spent in repeating your name and address and in waiting for change. It is a bit of the store service that should be more universally used.—*Frederick Loeser & Co., Brooklyn, N. Y.*

"Bring those colors back to the line," roared the captain in one of the great battles of the Civil War to the dauntless color bearer, who had gone far ahead of his company. "What's the matter with bringing the line up to the

colors?" was the retort. This store long ago was too small for the business going on. Good old friends said, "Spike your guns, hold your ground and take things easy." "No," was the reply, "there is too much to do that's worth doing. You can't bottle up the sense and enthusiasm of the men and women who lead this business." And now the building is being brought up to the business. Last year the same lazy advice came again. "Let the business halt—temporarily while rebuilding—you can regain it all afterwards." Remembering that color bearer again, we said: "There is something in this business that won't let it stand still." "It is going on, and on, and on; we must keep pace with it by providing quarters somehow," and with all the condensing and shifting about during the past year the business still forged ahead month after month, the June just closing being far ahead of other years.—*Wanamaker, Philadelphia, Pa.*

Invincible bargains.—*F. Auerback & Bro., Salt Lake City, Utah.*

Tremendous bargains.—*J. M. High Co., Atlanta, Ga.*

A whirlwind of bargains.—*The Kleinhans Co., Buffalo, N. Y.*

Brimful of economies.—*Hoyt, Kent, Sefton Co., Cleveland, O.*

Crowd-bringing attractions.—*Frederick Loeser, Brooklyn, N. Y.*

Wantable warm weather wearables.—*The Utica Clothiers, Des Moines, Ia.*

Carnival of bargains.—*D. W. Downey, Brockville, Ont.*

The stock is metropolitan. The styles cosmopolitan. The prices are at the minimum of market.—*The Nebraska, Kansas City, Mo.*

A "look in," and a "try on," and the result will be that you will walk out and be well pleased.—*James Williamson, Peterhead, Scotland.*

Crowds come for vacation needs.—It's a big and busy week. The idea of holding a week of special vacation and recreation supply sales at this time is unique, and has met with great favor. All the departments of the store featuring merchandise appropriate to the season are incessantly busy. People who are going to the mountains, the seashore or out into the country are trouping here for the many things they will require. Some come for toilet preparations, others for cooler clothing, straw hats, lighters shoes, belts, corsets, under clothes, bathing suits, cameras, game outfits and the many other things needed.—*Siegel Cooper Co., New York.*

Tremendous eruption at the novelty store.—*The Novelty Store, Bangor, Me.*

All over the house marvelous values are cropping up.—*Bon Marche, Washington, D. C.*

Bouncing values.—*The National, Columbus, O.*

Success-assuring sale of sales.—*Wm. Doerflinger's, La Crosse, Wis.*

An August whoop 'em up sale.—*D. Roy Bowlby, Davenport, Iowa.*

Bargain spots in every stock.—*Boston Store, Binghamton, N. Y.*

The bargain bell is ringing.—*Old South Clothing Co., Boston, Mass.*

Values given that are absolutely unparalleled.—*Gusky's, Pittsburg, Pa.*

A quick telling for hasty selling.—*Whitehouse Dry Goods Co., Spokane.*

These items bespeak money-savings of the most vivid character.—*Livingston Bros., San Francisco, Cal.*

Ideas, force desirable merchandise to the verge, and prices shrink accordingly.—*The New Store, Minneapolis, Minn.*

More solid bargains to the square foot here than you'll find anywhere up and down Brooklyn.—*Batterman's, Brooklyn.*

A brilliant period of peerless retailing. Every item a marvelous value, allowing savings sensational in the extreme.—*The Leader, Butte, Mont.*

School helps at lowest prices.—Let the boys and girls do their own shopping. They enjoy and profit by the experience. We have gathered together in generous variety every known help that will make school work easy and pleasurable. Prices, too, are the lowest possible.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Presto, the transformation is complete, summer has gone, autumn has come. More packed than ever, this store presents an autumn dress with things suitable to the season. But we haven't forgotten the power of little prices, and the force that will blow this grand stock to scatteration all over this county are the littlest prices in New Jersey or New York.—*Gilmore & O'Keefe, Jersey City.*

The first of February has come and gone, with a complete change in the management of this business, and yet nothing suggestive of fireworks. We were told it would be a mistake to do things quietly, that what Montreal needed was a thorough awakening, and that everything depended on the way we started out. Perhaps so, but if we do things different from that it'll be to do

things better; and before the year gets very far advanced we shall give substantial evidence of what we can do. Instead of waiting for changes and improvements we start right in doing business with practically the same goods and people. Because of our determination to open up the spring's business with an entirely new stock, our particular attention is just now being given to the immediate disposal of such goods as are at present in the building. No matter what their apparent value may be they are being priced for an immediate sale.—*The John Murphy Co., Ltd., Montreal, Can.*

Quality is the fundamental principle in good storekeeping as in farming.

It costs no more, in the transportation, handling, warehousing, insurance, number of people employed, display and advertising, for good qualities than for poor.

Dealing may safely be closer in good quality stuffs; quantities may safely be larger; satisfaction and good-will will assuredly be greater.

Quality is our watchword!—*Wanamaker's, Philadelphia, Pa.*

A little talk on quality.—There are a great many places where you can buy goods at extremely low prices, but experience, except in rare exceptions, teaches us that the goods are worth no more than the low prices paid for them.

Sometimes we wonder when reading in others' advertisements glowing descriptions of articles that they are selling, but when these goods are compared with our line of the same articles ninety-nine cases in a hundred we don't wonder long. Ours has the quality—theirs has not.

Price is only one of the things to be considered, for if you fail to get the quality you simply throw away good money, no matter how small the amount may be. Therefore, our policy is, and always has been, to sell the Right Quality at the Right Price, and you find invariably that a lower price than ours means also a corresponding lower quality. It is the combination of prices and quality in which this store is strong.—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

Test it as you will, you'll find my work will please you.—*W. F. Kabley, Fall River, Mass.*

There's no use disputing about tastes—especially if they are my tastes.—*The Shopper's Philosophy.* Take these chances while they last.—*Edw. Malley Co., New Haven, Conn.*

Our greatest difficulty sometimes in arranging bargains is to know what can be left out.—*James McLean & Sons, York, Pa.*

Cheerfulness is always a virtue, and this store is an unlimited source of supply.—*Guy Furniture Co., Worcester.*

Keep your eye peeled for my Spring sale. It will be a stunner this year. My buyers have made most opportune purchases and the goods are now being marked for exhibition and for sale.—*J. Michaels, Brooklyn, N. Y.*

In the full swing of the season! A dazzling array of what's fine and seasonable is here—four great floorsful of them. To enumerate would be tiresome—but here are some bright hints—interestingly given.—*S. Kann, Sons & Co., Baltimore, Md.*

Some large events are credited to February. There is Washington's Birthday, which comes on the 22nd. The Father of his Country came into the world toward the end of this supposedly uneventful month. Abraham Lincoln, called by many the "Savior of His Country" arrived in this troublous world on February 9th. The joyous Saint Valentine's many acts of kindness and goodness are celebrated on the 14th of February. This will no doubt be more generally observed by missives of love and mischief than any of the others just mentioned.

Perhaps more curious interest centers on one day in February than in all the others combined. We refer to "Ground Hog Day." Tradition has it that if the ground hog sees his shadow on the 2d of February, he will crawl into his hole for six long and wintry weeks, to emerge only when the seductive sunshine of smiling March begs him to again come forth. It is claimed that if he does not see his shadow, bewitching springtime will be quickly ushered in with sunny days, singing birds, prattling brooks and green meadows.

We watched closely. Mr. Ground Hog *did* see his shadow. Six weeks more of winter weather.

No matter what predictions may grow out of this day, the robust fact remains that at this store of ours much good natured and aggressive activity is to be found. More than twenty departments are finding it to their interest to *move*. Improvements almost too numerous to mention are being consummated and put into execution. Strange as it may appear, our store at Topeka is moving again and adding some good improvements. It has caught the spirit of this 20th Century store, and is as busy as it can be,

"*doing things.*" In the high and enthusiastic purpose of making this store your *best store*—we are holding some of our famous cash merchandising sales. We commend to you the daily news of these events, which will be found particularly valuable to you, we are sure. This page is an instance of the valuable news of this store's doings. You are invited to read it, but in order to profit by it you must of necessity come to the store and see these things of which we tell you. If you see, you are sure to buy. If you buy, you are sure to save money.—*Jones Dry Goods Co., Kansas City.*

A sweeping torrent of bargains in high-class merchandise this week at the Bay City "Cash Dry Goods Store." One week sale of valuable wreckage from the mammoth stock of Strong, Lee & Co., of Detroit.—*Bay City "Cash" Dry Goods Co., Bay City, Mich.*

A peep into spring's fashion book. Fashions for spring are bobbing up here and there throughout Worcester's greatest store. What Dame Fashion considers "correct" in suits, jackets, waists, skirts, millinery, etc., etc., for spring is here for you to view.—*Denholm & McKay Co., Worcester, Mass.*

New goods are coming by every freight. The furniture factories—the carpet and crockery concerns—the muslin mills—the wall paper plants—the bicycle builders—all are pushing forward to us the newest of their wares—to make this store's spring display the most lavish in the history of our business.—*C. F. Wing, New Bedford, Mass.*

Schoenfeld's, Altoona's greatest clothiers. What attracts the throng of enthusiastic purchasers to Schoenfeld's Store? You have heard the question often? The answer is obvious and very simple: Confidence in our statements. Confidence in our merchandise. Confidence in our progressive methods that have revolutionized many ancient notions in Altoona.—*Schoenfeld's, Altoona, Pa.*

Cause—our Methods; Effect—Our Success. The remarkable growth of our business to its present enormous extent has been but the natural result of an old principle, that we have systematically and continuously observed—the principle of fairness. When a buyer purchases of this house a bill of furniture, a rug or a tapestry, he not only gets articles of the latest styles and of the best make, but he also gets more value for his money than he can get elsewhere for the same amount.—*Duff & Repp Furniture Co., Kansas City.*

Sometimes when we are dictating these words which you are reading and read from time to time in these side talks of ours, we sincerely regret our inability to tell the whole truth about many things relating to this business of retail merchandising. The best and the richest stories—true stories—cannot always be told by us, and for that we are profoundly sorry. Because of the fact that it would get into personalities not intentionally, but by natural result, we are forced to choke down the desire to speak out and tell the whole truth. We refer to the matter of prices that are asked and obtained for merchandise in this town. The supreme egotism and indifference some stores exhibit in the matter of getting high prices for merchandise is past and beyond our ability to fathom. This store we are running may occasionally have an article marked higher than it should be. If such a thing happens it is a rare accidental chance. The whole tendency, purpose, determination of this store is to keep the prices on all the merchandise it sells down to the lowest possible margin consistent with making a little net profit itself.—*Jones Dry Goods Co., Kansas City, Mo.*

Five things in which we excel: Courteous treatment of our friends (and every person who enters our store is our friend). Our large stock embracing thousands and thousands of dollars in every department. Our immense assortment, ranging from the cheapest that is good for anything, up to as good as people will buy. Liberal terms. We have established a reputation for kind and considerate care of all those who favor us with their book accounts. We lead in low prices. Where else can you buy table tumblers for one cent, or iron beds for \$1.89? Yet these are no greater bargains than any other article in our store. We want your trade. We want you to go into partnership with us. And the minute you buy anything of us you are our partner, and entitled to your share of the profits. The more you buy the less will be the price to you. If we sell \$250,000.00 this year, we can give you lower prices next year. If you help us to sell \$350,000.00 next year, we can do better still by you the year after; and we will. It's up to you.—*Crawford & Crawford, Albany, N. Y.*

An eminent New York surgeon was called suddenly by a charitable organization to attend a poor man in the extreme of sickness. His ministrations were watched anxiously and with small favor by the man's wife. As he finish-

ed and turned to go he remarked pleasantly to her, "Well, I think he will pull through now." "Oh, my, ain't that too bad?" she said. "Why do you say that, you heartless, unnatural woman?" he wrathfully demanded. "Well, you see," was the answer, "when they called you I sold all his clothes." Nothing is so hard as to satisfy other people when we do not know just what they want. When we know exactly what is wanted or what is not wanted, it is our fault if we fail. The eternal problem of a great store is the dissatisfied customer. It is not slow deliveries, high prices, nor small quantities. It is the customer who goes away when she sees something she doesn't like and never returns. Many an honest and striving storeman has groaned, "If customers would only kick."—*J. N. Adams & Co., Buffalo, N. Y.*

Early Winter's Charming Fashions.—Winter is here—the calendar declares it—the thermometer emphasizes it. The exposition of distinctive styles in all lines now prepared here is particularly timely. Not only is this so, but the necessities of the fast approaching holiday season have compelled material concessions in the way of prices. A few suggestions may not come amiss. Every section carries something that will meet your preference.—Edward Writing to Santa Claus.—Santa Claus will be here in a few days. He wants to get letters from good little boys and girls.

Will you write to him? He's a jolly, good, big hearted fellow that you seldom see, but he loves you, and won't you write to him? Tell him what you want.

There'll be a letter box in the centre of the store, and the little boy and girl who writes the best letter will get a nice present. And those who write second and third best will get presents, too.—*Schipper & Block, Peoria, Ill.*

A page of bargains never equaled. Something for everybody. Everything for a little. Every department marshals an incomparable opportunity. Facts that speak with greater force than words or elongated statements. Facts that effect the interest of every man, woman and child within the circle of this store's influence. These offers are supported by an army of other opportunities behind them. They are after all only the sesame that opens the door to treasures of merchandise impossible to enumerate. Loeser rarely uses the word bargains, because it has been abused. We use it now advisedly, and it carries with it the full force of its original meaning.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Get the Philadelphia Grocery Company habit. A most profitable habit to get into; satisfactory alike to those who buy and those who eat the things bought. Said a customer, recently: "I don't see how it is that you can undersell my own grocer in the same goods and give me whole bookfuls of stamps besides. I've tried to think that your qualities aren't as good, but comparisons show that they are so, and sometimes better. How is it?" Well, to tell the truth, we can't exactly explain through the newspapers; other grocers would learn the "how," too. But put it down as a fact that knowing how, when and where to buy, and being content with small profits, have a great deal to do with it. But whatever the reason, the fact remains that you can't deal here without wondering how we do it. You can't buy here without saving. You can't be a customer without liking our way of doing business, more and more every week you know us. And you'll deal here if you've much pocketbook-interest at heart. Read to-day's announcement for snaps.—*Philadelphia Grocery Co., Trenton, N. J.*

This store is going to belong to the youngsters during one glorious, joyful week. There isn't one word of mere "advertising talk" on this page that will not interest you—not one. Too many remarkable things to talk about—things that will please and interest every child in this town and every mother, too. This store of ours is going to change its character. For one full week it's going to be the finest kind of a children's store—it's going to be filled with interesting, enjoyable things to keep the children happy—to keep them quiet and contented while their mothers have a chance to see what changes have been made at every case and counter where children's goods are sold. The magic worker has been hard at work—reaching here and there and everywhere for the price tags—marking them lightly—unpacking great cases of hosiery, waists

and little dresses, and underwear and all the other things that school children need. Here is a combination of great variety and unusually pleasant prices that will interest parents—and will fill the store—that will mass the buyers in front of the counters and make the salesforce work as they never worked before in all their lives. Weeks ago we planned this affair—for things can't be brought about just by sitting still and wishing). We said: "We'll turn our store into the finest kind of a place for children to come—we'll add decorations and other things that will amuse them—and then we will show their mothers that in all the United States there is no more satisfactory store in which to buy the clothing and infants' wear and the other supplies that children always stand in need of. And we have done it—and this is our hearty invitation to children to come with their fathers and mothers and see all the surprising and pleasant things that have been gathered to amuse them—and it is our announcement to parents that never have we offered such bargains in infants' and children's supplies, as will be found here during the next six days. Just so that you may realize what Children's Week will do to help you save money, we print some words that tell of chances to save money. But the store is fairly bulging with good things of the kind—we can't begin to tell of them. Come and see how we operate a store for children.—*Lippincott & Co., Wilmington, Del.*

Good—or indifferent. Low price is a good thing to look for. Low prices may be found more in summer than at any other season. But low prices are not everything, and unless quality goes with them they are of no consequence at all. The place in which you buy often makes all the difference between goods and indifferent merchandise—without adding a penny on the cost to you. July is bringing here a wide variety of under-price offerings as distinguished for worthy quality as they are for price concessions.—*F. Loeser & Co., Brooklyn.*

GIRLS' COATS AND DRESSES

Outdoors for little folks. Yes, dress them and let them out, but dress them against the nips and chills of a sullen passing remnant of winter. Keep their feet from dampness, their little bodies warm.—*A. D. Matthew's Sons, Brooklyn.*

This is headquarters for children's apparel. There isn't a feature of correct dress missing. All the dainty conceptions find prominence and our prices are ever consistent with the policy that has made this house famous.—*Hahne & Co., Newark, N. J.*

Frocks for little folks. They are simple, but dainty, as children like them best; inexpensive and easily laundered, as mothers like them best; and, above all, the prices aren't big enough to be annoying. Surely the little girls shouldn't be forgotten this week, when they may be so nicely dressed for such little prices.—*The Waschauer Store, Madison, Ill.*

Something new and something to be saved on the price—that's the daily record of this store for girls nowadays. And to-morrow comes forward a considerable group of the brightest and prettiest one-piece white lawn dresses that we ever had for as little asked.—*Frederick Loeser & Co., Brooklyn.*

The Fall Girl.—She is a fascinating proposition, the approaching fall girl. In raiment of latest cut and weave, long coat and flowing train with buttons conspicuous and glittering, she trips from the perspective into the presence of an admiring public. The exclusive styles in fall suits are eagerly scanned—and the magnificent assortment which we show is the most stylish, the most perfect fitting the public has ever seen, for the season's fashions are the acme of the designers' art, the leading creations of foreign and domestic style-origin centres being represented in our new exhibit.—*Keith O'Brien Co., Salt Lake City, Utah.*

Take a peep into one of the famous playgrounds—the Champs Elysees, in Paris; Hyde Park, in London, or the Thiergarten, in Berlin. There, on a clear sunshiny day, you will find hosts of beautifully clad children playing together and rolling their hoops. Ask who they are and some one will tell you that almost every child there is a foreigner

—and you will see for yourself that the little American girls are the most beautifully dressed of all. In France, especially, hardly a thought is given to a girl's clothes from her babyhood days up to the time she makes her debut—after that time she may have the loveliest gowns Paris can make. How different it is in America! The very years that France neglects are the ones that we are most careful about. Planning constantly something new and pretty and simple for our girls, both large and small. To-morrow you will find all the pretty things for summer here—dainty little dresses, or shirt waists; wraps or jackets; walking or dress skirts; suits—everything.—*Schipper & Block, Peoria.*

A magnificent array of offerings in which every prudent mother should interest herself without delay. With vacation time but a few days off and summer junkets planning, this event should prove to be of more than ordinary interest. In fact, it has never been our pleasure to offer such a splendid collection of girls' outerwear for so little money.—*L. S. Plaut & Co., Newark.*

Bring the girls to the popular third floor to-day. And we will show you the most magnificent collection of high-class wearables suitable for every age up to 18 years that it has ever been your good fortune to have offered for your inspection.—*Emery Bird, Thayer & Co., Kansas City, Mo.*

Tiny garments for dainty aristocracy. There's a wealth of garment beauty for the little ones, to be found just now on this third-floor. Youngsters up to 5 or 6 years old are togged out from head to foot here—togger, too, that is the height of perfection as to style and manufacture.—*Z. L. White & Co., Columbus, O.*

Summer Dresses for Children. Styles that are just as dainty in effect and serviceable in material as one could wish them to be. Values that assure an unparalleled saving for you.—*F. Auerbach, Salt Lake City, Utah.*

Girls' Wash Dresses. We've been too busy selling wash dresses for girls to say much about them. They're well worth talking about, though, so here goes.—*The Wanamaker Store, New York.*

Little Girls' White Dresses. Not more than sixty left, and little girls may wear them all through the winter for party or dancing school frocks.—*Wanamaker's, Philadelphia, Pa.*

Your girl can be fitted out to best advantage here. Our cloak and suit buyers have made a careful study of the wants and needs of growing girls, and the coats and dresses we're now showing demonstrate how well they've succeeded in their undertaking.—*Kaufmann, Pittsburg, Pa.*

Little girls' white dresses go to-day. If we had time to press the wrinkles out of each little gown with a hot iron, prices would not be treated like this.—*Wanamaker's, Philadelphia, Pa.*

Just dainty little washable frocks—that's all—but cutting the price of them in half makes them cost you less money than the actual materials, let alone the worry of making, or explaining to a seamstress. — *Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

Little frocks—in charming styles for every-day needs. These are Gingham and Percales in novelty checks and stripes—also attractive plain shades. All made with the dash of best style and finish—most of them individually trimmed. Our department excels in these dresses at \$2.50 each.—*The Scott Dry Goods Co., Cleveland, O.*

Beautiful dresses of white for little Miss Dainty.—*Miller & Bailey, Marion.*

Half-price sale of little girls' dresses. A regular gala day for the little girls—a store news item welcome to mothers who are worried with the problem of dresses for the little folks these hot days.

Children's coats and dresses. Our stocks were never larger and more complete, embracing the choicest novelties of Europe, supplemented by the unrivaled products of our own workrooms. In addition to the advantage of a selection from our immense and varied assortment, it is a satisfaction to know that every article bearing our name guarantees the correctness of style and superiority of workmanship.—*Best & Co., Jersey City, N. J.*

Reduced prices on *girls' wash dresses*. What is so dainty for the miss from eight to fourteen summers as a white gown? Mother can make something very pretty, of course, or hire it made, but this will prove just as great a task or just as much an expense in July as in April. This is where the ready-to-wear system steps in to help you. We

have these dainty wash dresses at very different cost from two or three months ago. Girls' wash dresses, 8 to 14 years sizes, made of white lawn, waist styles, trimmed with lace and embroidery, square neck with three-quarter sleeves, or high neck with long sleeves. Some of the skirts are trimmed with wide tucks, other styles are trimmed with lace insertion and ruffle.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

To the mother that has a *girl* between the ages of 4 and 14 years this sale of *children's white dresses* will surely be of great interest, especially so if she desires to save money. These suits are made of white linen and they come in the ever stylish Peter Pan, Buster Brown and Peter Thompson styles. They are suits that we have been selling right along at \$2.50, \$3.50, up to \$5. They are somewhat soiled from handling. A little work will make them as good as new. Then think how much you have saved.—*Rosenthal's, Peoria, Ill.*

Children's gingham dresses. There's no dress more appropriate for children's summer wear, than the gingham. For morning wear the plainer ones are plenty good enough, while the prettier ones do well for more dressy times. At these prices, one can afford to have a good supply on hand, and can hardly afford to bother with making any at home.—*Yard's, Trenton, N. J.*

A store for girls. A store that's brimful of new spring attire for girls of all ages, from the particular young lady to the tiny tot just able to walk. And the prices are even more interesting than the goods themselves.—*Kaufmann's, Pittsburg, Pa.*

Children's day at the Voorhees garment show. We extend a special invitation to the children today—children are as much interested now-a-days in styles as their mothers, and this is as much a children's store as for adults.—*H. M. Voorhees & Bros., Trenton, N. J.*

Owing to the phenomenal success of last Saturday's selling of *girls' and misses' coats* we duplicate the splendid values that were on sale. Many of the lots were entirely closed out last week and re-orders placed so that for this Saturday stocks are as fresh and complete as before. Make your selection from these faultless styles made of fine materials. The descriptions and prices quoted below will show what great values we are offering. The garments tell their own story.—*Pettis Dry Goods Co., Indianapolis, Ind.*

Misses' and girls' white dresses, new and handsome models. The Whitney white dresses are all made of the finest Persian lawn, organdie or Swiss. The waists and sleeves handsomely trimmed. All buttonholes are carefully made and with lace and embroidery. Skirts neatly tucked or trimmed with insertion. clean, pure white pearl buttons used. For girls 6 to 16 years.—*Whitney & Co., Albany, N. Y.*

Fresh anniversary frocks for girls, and special values. The immense variety of dainty styles is the first impression you will get as you step from the elevators on the second floor tomorrow. And as you examine the frocks, note the fine materials, the careful making, the generous proportions, the excellent laces and trimmings, you will wonder how we can sell such dresses for so much less than they can be matched in average stores. It isn't wizardry. It is determination and "know how."—*F. Loeser & Co., Brooklyn, N. Y.*

Coats for college girls. The girl going away to school will want one of these. First, because it's stylish, then because it's particularly comfortable and not unduly expensive. Three-quarter lengths predominate. Some of them are semi-fitted; materials are stripes, plain colors and mixed effects. Large buttons, braids and velvets are used for trimmings. Sizes for girls of 14 to 20.—*The Crescent, Spokane, Wash.*

Clearance prices now on girls' summer dresses. Take the full regular stocks as a matter of course—the surety that you will find here a great variety of fresh and charming styles, good workmanship and unfailing low prices. To-day's word is of several groups of smart summer dresses that are sharply reduced for our own or the maker's clearance. A snap for prudent mothers.—*F. Loeser & Co., Brooklyn, N. Y.*

Sale on lower sales floors of *misses'* and *children's Gretchens*. While our regular stock was large enough for all practical purposes, quite sufficient to see us to the end of the season, we could not resist the chance when it was offered us to buy these coats. The Gretchens represent the wind-up of the season's business of a great manufacturer. The garments were fashioned from the ends or short lengths of materials left from immense rolls. We secured them at a remarkable price, and pass them along to you as remarkable values. There are fifteen styles in the variety. Quantity involved is two hundred. The sizes are 5 to 16 years. The materials include

all fancy materials and solid colors, all lined with red flannel.—*John G. Myers Co., Albany, N. Y.*

Good service, fine style and value in fall dress for girls. Whether the need is for a smart and sensible school frock or a jaunty and dressy fall suit, you will find these new stocks show very broad assortment. You will find also that by special arrangement with the makers we have secured better finish and tailor work than can usually be had for the prices. Just a hint for to-morrow's special outfitting time.—*F. Loeser & Co., Brooklyn, N. Y.*

New charm and value in girls dresses and suits. The points we have especially striven for is to combine girlishness with beauty and newness of style. Two groups to-day are fair evidences of how excellently we succeeded.—*F. Loeser & Co., Brooklyn, N. Y.*

Stylish *apparel for children*. At the beginning of the season we announced especial attention would be given our children's department this year, and we again wish to reiterate that statement. Never before was this one section so thoroughly prepared for a big demand as it is right now. Child's coats, sizes 4 to 14, made of mixture cloaking light and dark gray effects, reverse front, collarless effect, formed by broadcloth and braid, wide straps down the back, forming imitation hood; sleeves trimmed to match.—*Dancer-Brogan & Co., Lansing.*

The girls' section replete with fall styles. Mothers with girls to clothe will appreciate the magnificent showing of coats, tailored suits, wool dresses, novelty dresses, skirt, etc., that we have assembled with particular regard to the want of youngsters between the ages of six and eighteen. The styles are adapted to the ages for which they are intended, and are not merely copies of the styles that grown-ups wear. They typify girlish style in its best sense.—*John Taylor D. G. Co., Kansas City, Mo.*

Children's ready-to-wear wash dresses. We are showing a large variety of pretty styles in wash dresses for children from 2 to 14 years. Plain and fancy gingham, as well as many other styles of desirable wash materials. Take a look at our window display—some great values are offered, and at the present high price of gingham, etc., you can save the entire price of making. *Pretty little dresses* as low as 25c. each, other good values in sizes up to 14 years at 50c, 65c, 75c, 89c and 98c. This is an interesting lot of goods.—*Huffman & Co., Ottumwa, Ia.*

GIRL GRADUATES

Remember the graduate with something lasting.—Some of our rare jewelry.—*Julius C. Walk & Son, Indianapolis.*

Forebodings of the eventful graduation time. Brains the first requisite—then these, for the girl graduate.—*Bernstein's, Pueblo, Colo.*

Commencement of the end of school days naturally brings thoughts of presents for graduates. No such place like the jeweler's for real, precious and enduring gifts.—*Heintz, Lexington, Ky.*

In selecting commencement gifts why not commemorate this event—one of the most notable in your child's life—by choosing a diamond? Even a small one, coming as it does on that occasion, carries with it a great deal of sentiment, and the recipient will cherish and remember it a lifetime.—*J. S. Lewis Co., Ogden, Utah.*

A glance through our store offers many suggestions to parents, and friends, for the remembrances so appropriate at commencement time. Our watches, rings and brooches should interest those very near to the young graduates; their other good friends will also find many acceptable articles in our stock.—*J. S. Lewis & Co., Ogden, Utah.*

For the fair girl graduate. Just a few more weeks of school and then commencement day, the most important event in the school life of the girl graduate, will be here. With it comes the need of a graduating gown and all the requisites that are essential to this grand event. We bring to your attention to-day, a list that contains many things that will be needed by every girl who

graduates and which can be gotten to best advantage here.—*Gable & Co., Altoona, Pa.*

Batiste and net robes for *graduating dresses* or lovely evening gowns. They came in with the New Year, full of the lovely freshness of spring. We lifted the covers of their boxes a full three months ahead of time, so that graduates could select their dresses, and women their gowns for coming social events. These robes were made in France and Switzerland. The skirts are almost ready to put on, and there are trimmings and ample material for the waists. Very easy, indeed, to put together for any woman with a little skill.—*The J. L. Hudson Co., Detroit.*

Things for the *girl graduate*. Commencement day—off with the old life and on with the new. We've everything for girl graduates except diplomas. The gown comes first, of course. You'll find a handsome line of *white dresses* specially adapted to "graceful girlish figures." All desirable materials—very pretty and very cheap. These you find in suit department. Or, if you prefer to buy the fabrics and see to the make of the gown yourself, we can supply you with just the fabric you want at the price you want to pay. Then the accessories—the lesser part of the outfit, the finishing touches, but very important—fans, ribbons, gloves, shoes, hosiery, belts and perhaps a hat. You will find plenty of choice here. All very bright and cheerful as befits the occasion. Things to do honor to the last day of school. Let us show you these.—*Hills, McLean & Haskins, Binghamton, N. Y.*

"What's the difference between a gown and a creation?"

"I can't give you the exact figures, but it's a small fortune."—*Chicago Post.*

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She—"Do you believe that mosquitoes smile?"

He—"Well, if they are not smiling this season, with all the openwork waists around, they never will."—*Yonkers Statesman.*

GLASSWARE

She—"Why does the bridegroom always seem to enjoy his wedding breakfast so much?"

He—"I suppose because it is too early for his wife to begin throwing plates."—*Yonkers Statesman*.

After all what make a table look brighter and more inviting than a sprinkling of crystal glassware? We have been unpacking a beautiful line of these goods this week and they are now shown at the Glassware Department.—*Kay-W-Kay, York, Pa.*

Adorn your table and sideboard with this handsome yet economical press-cut glassware. It's beautiful. Wash in hot water and polish carefully—sparkles like cut glass.—*The 14th St. Store, New York, N. Y.*

A Fourth of July Boom in Tumblers.—Monday morning we began a sale of these seasonable goods which is scattering them in true cannon-cracker style.—*Brinsmaid & Co., Des Moines, Ia.*

Colonial glass, French china. A perfect reproduction of the beautiful designs of our early colonial days.—*Schlesinger & Mayer, Chicago, Ill.*

No other article of glassware is in such immense and universal demand as Table Tumblers and so it is perhaps natural that prices seldom vary. A cut of even two cents a dozen on the wholesale price is enough signal to set every dealer in the country to loading up to his full-est capacity.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The sale of glassware has begun with unprecedented success. Little wonder; consider the prices. This stock is the surplus of the best crystal maker in the country and probably the best factory in the whole Glass Association. By agreement we are not allowed to mention name. This glassware is all thin blown crystal.—*Gimbel Bros., Milwaukee, Wis.*

While this popular glassware is extensively used on account of its durability as a substitute for finer glassware in summer it is used by others at all times simply because of its inherent beauty and quaint design.—*Dulin & Martin Co., Washington, D. C.*

A Tumble in Tumblers from 35c. to 24c. a Dozen.—Two thousand dozen pressed glass water tumblers, with imi-

tation cut glass fluted bottom. News that will be appreciated by the prudent housewives. It means a saving that is considerable—when broken tumblers may be replaced at such little cost.—*Abraham & Straus, Brooklyn, N. Y.*

Do you drink? Well, it does not make any difference what you wish to use in them. We have a full line of tumblers, wine and whiskey glasses.—*The Savings Bank Store, Grand Forks.*

This will be the last chance to secure one of these beautiful sets, as we took all the factory had and this is the last lot. The pattern so careful an imitation of cut glass that only an expert can tell the difference. The glass is clear and sparkling. The set consists of one decanter with hand-polished stopper, and six wine glasses to match, with full-sized glass tray.—*The Fourteenth Street Store, New York, N. Y.*

Carlsbad gold engraved glass. Five hundred samples—about half. Probably the best gold engraved glass in the world comes from Carlsbad. Blanks of purest crystal are delicately engraved with intricate designs of flowers and foliage, and the engravings are backed up with pure gold leaf. The effect is very rich. From one of the chief makers of this glass we have about five hundred sample pieces, scarcely any two alike. And prices are about half the regular.—*F. Loeser & Co., Brooklyn.*

Correct glassware for summer serving. We have goods for every requirement, from the inexpensive, plain patterns to those richly etched and cut. Our colonial designs are very popular for use in summer entertaining and, while moderate in price, have a dignified richness which is very pleasing. We show appropriate styles for serving lemonade, ginger ale, iced tea and other cool summer beverages. Besides, we have the latest patterns in dishes for grape fruit, fruit salads, sundaes, sherbets, parfait ice cream and ices. If in need of granite ware we carry a complete line in laven blue finish.—*H. Watson & Co., Saginaw.*

GLOVES

A Boxer.—*She*—"What size gloves do you wear?"
He (unthinkingly)—"Five ounces."—*Topeka State Journal.*

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Mrs. Smart—"I see those new driving gloves of yours are marked 'Cupid.' What a ridiculous name for gloves!"
Mr. Smart—"Oh, I don't know. S'pose it means that they're undressed kid."—*Topeka State Journal.*

\$1 gloves in everything but price—and that is only 59c. If type could say what a look at these gloves will tell you, you'd come helter-skelter to purchase here to-morrow—*Kaufmann's, Pittsburg.*

Kid Gloves.—Fashionable women demand gloves that fit correctly. They're the finishing touch that distinguishes a smartly dressed woman. It has been our aim to make this an ideal glove store. From the best makers we've selected those that have given satisfaction, and as for style—we show the newest modes first. All our guaranteed gloves are carefully fitted to the hand.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Best Dollar Gloves.—Real kidskin in the first place; carefully selected, soft, but firm skins. Style and cut, and a nice attention to detail of finish, that usually marks the much higher-priced glove.—*Wanamaker's, New York.*

Gloves for Women.—Stylish, well-made gloves, in the various colorings that the season has brought forth, ready to give the finishing touch to the costume, at prices that are reasonable, indeed—isn't that an attractive combination?—*Harned & Von Maur, Peoria.*

Modish kid gloves for dress and street—a brand favorably known to the women of Chicago—brand new gloves in the original boxes—popular new tints, including black and white. A new pair for any that show flaws or imperfections after reasonable wear—95c.—*Mandel Brothers, Chicago, Ill.*

Kid Gloves.—New falls importation in and on sale—Dent, Reynier, Mazzoni, Crispi and other celebrated makers are represented. We call your special attention to the very best shopping glove, Dent's Knock Around, made of real cape and Saddler sewn, dipped natural tan dye—for real comfort and hard, everyday wear this glove has no equal.—*The New Store, Minneapolis, Minn.*

Warm Gloves.—Think of talking about warm gloves in September! And yet many a person has wanted them during the last few days. Why not be comfortable? We have just received a complete line of golf and Cashmere gloves. Men, women and children can all be supplied from it. We think likely, however, that a large part of your interest will be centered Thursday about an offering in ladies' Cashmere gloves.—*Minneapolis Dry Goods Store, Minneapolis, Minn.*

Women's spring gloves that don't cost much. Glace and suede gloves, in all the desirable spring shades. Gloves that will add a touch of smartness and style to the new tailored gown at a trifling outlay.—*The Wanamaker Store, New York.*

You'll swoop if you've got an eagle eye. Eighteen hundred pairs of gloves. Two-thirds of them were \$1.85 to \$2. Balance at \$1.25 sort. Tans, spring weight grays and a quantity of imported black gloves. All sizes, 95 cents.—*Rogers, Peet & Co., New York.*

Women's new spring kid gloves. Every correct shade, every novel embroidery—a kid glove showing of surpassing excellence and one in which your every wish may be quickly and satisfactorily gratified.—*L. S. Plaut & Co., Newark.*

Gloves and Mittens.—Our stock is large and our price very low. We can please you in whatever line of work you may be engaged.—*C. E. Wilson, Joilet.*

It is always a pleasant surprise, when one buys a glove because of its smartness and perfect fit to find it also has remarkable wearing qualities. The double woven finger tips of "Elsmere" silk gloves, which make the fit so much smoother than the old bulky, sewn-in kind, are guaranteed to outwear the rest of the glove. A new pair if they do not.—*Frederick Loeser & Co., Brooklyn.*

Women's Royale Gloves, \$1.50.—For \$1.50 you will find no better glove anywhere else—we are sure of that—and few gloves that are so good. The Royale is made to our order of fine French kid-skins. It comes in colors, black and white—two and three-clasp or three pearl buttons. We are selling a great many just now to go with new winter suits and gowns.—*Wanamaker's, Philadelphia, Pa.*

Glove Prices That Fit Any Purse.—And gloves that fit nicely. There is a decided decrease in the prices, because some are a trifle soiled, but all are excellent values.—*Abraham & Straus, Brooklyn, N. Y.*

Gloves Going at About Half.—It is getting rather late for several kinds of gloves we have. As this store cannot afford to carry this season's styles into the next—prices are made to prevent even a possibility.—*Edward Lang & Co., Memphis, Tenn.*

If it's gloves you want, you'll find the kind you want here, for we have every kind, from the canvas gloves at 10c. up to the fine fur gloves at \$6. The woolen knit gloves, the dressed kids, lined or unlined, the mochas, lined or unlined, all in excellent variety, and no end to the assortment of working gloves. And all are marked our regular way. Lower than the same qualities elsewhere. That's why so many people always wear Gardner gloves.—*J. P. Gardner, Salt Lake City, Utah.*

Good-bye to the Gloves.—Our glove section has long been considered one of the very foundation stones of our immense business—only gloves that were correct and reliable—words of big meaning from a glove viewpoint—could ever be found here. Gloves of the self-same kind—the entire section—are now going rapidly at these very low prices. Many kinds you have known well, such as "Perrins," "Centemeri," "Sovereign" and "Royale," all are included at the low closing out prices. These few prices on kid gloves will help to impress you with the need to hurry.—*Harned & Von Maur, Peoria, Ill.*

A gloved hand depends for much of its beauty and style on the glove adorning it. Everybody knows there are gloves and gloves—some that are mere rippers and shape-losers, others that are a glove of beauty, a joy for ever so long. Our clearance sale presents some remarkable glove opportunities, and Miss Taylor enjoys the daily spectacle of happy crowds at the glove counters.—*J. N. Adams & Co., Buffalo, N. Y.*

Light in weight, cool and perfect fitting are these fine fabric gloves. They should be included in every woman's wardrobe. From a stock that is most broad and varied a few styles are cited as examples of the standard qualities and satisfactory prices that can be obtained here.—*Jordan Marsh Co., Boston.*

If you do much driving you should have a pair of these new driving gloves which are made to stand hard wear. Several styles here to chose from, some with cuffs and some without in all the popular shades. We strive at all times to have the best and most complete glove stock in town but this present assortment of gloves, and in particular driving gloves, is by far the best collection we have ever shown. One thing you may be sure of—if your gloves come from here they will prove entirely satisfactory. It's worth something to be safe when you buy gloves. Don't you think so?—*M. Goldwater & Bros., Phoenix, Ariz.*

Universally, our dollar gloves for women are accepted as the standard of their class. The finest leathers, perfect fit and infinite grace of form have established it. Those which this offer concerns are our standard dollar gloves—about two thousand pairs of them, without fault or flaw—at seventy-nine cents.—*Saks & Co., New York, N. Y.*

At no point does our glove store falter toward perfection. It is complete; it is comprehensive; it is exclusive. Not just a few styles that are best, but every one mirroring the highest stype of correctness. With this sort of a glove store, we bid your favor.—*Simpson, Crawford, New York.*

Daintiness of shape, prettiness of color are distinctive characteristics of our matchless glove stock. But what would elegance be without perfection of fit? Somewhat like a harp with missing strings—imperfect in its power to please the ear. These gloves please the hand—they are faultless—and that is saying much.—*Joel Gutman & Co., Baltimore, Md.*

Saxony wool and the patience and skill of the Saxony knitters warrant the good service and proper proportions for these imported gloves. They are for the greater part seamless and full fashioned in white, gray, black, oxford and fancy weaves.—*Saks & Co., New York, N. Y.*

White Gloves were never so thoroughly welcomed as this season. We've a bargain in them for about eight hundred women.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Perhaps it is not generally known amongst those who lament the present tanned and freckled condition of their hands, that the constant and persistent wearing of kid gloves will bleach and beautify them sooner than anything else. But then they complain that this system is too expensive—which is true ordinarily—but owing to an advantageous deal—through which we became the owners of 50 dozen highest grade tan, brown, castor and white snap button kid gloves at about half price, we are enabled to offer full dollar grades this week at 69c.—*The Fair, Montgomery.*

What our 50c, 75c and \$1.00 silk gloves do. Keep the hands delightfully cool. Save them from uncomfortable sunburns and freckles. Fit as snugly and well as a kid glove. Wear about as well—double finger tips. Laundered easily as linen handkerchiefs—the white gloves.—*Connolly & Wallace, Scranton.*

A glove not only gives a finishing touch to a costume, but is extremely serviceable during warm weather to protect from tan and sunburn. A woman never has too many gloves, and, as they are constantly getting soiled, why not supply yourself with at least half a dozen pairs during this big clean-up sale of ours? You can make your pin money go a long ways in this direction.—*Hamburger's, Los Angeles, Cal.*

Those Mitts of Real Lace.—People seem to appreciate the bringing over of such fine and exquisite things. Many women saw them yesterday—and one bought three of the most beautiful pair.—*Wanamaker's, Philadelphia.*

The new gloves for summer wear are just in, and we really believe the best lot of kid gloves for a dollar we have ever had. The "Marvel" has always been a marvel in glove making, but it out-marvels itself this summer.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Every day contributes to the fame of our store in women's high-class wearables. If it is a Scott creation there is no doubt as to its fashionableness, quality or finish. If it's here, it's right, and you can find the smart things as nowhere else.—*The Scott Dry Goods Co., Cleveland, O.*

Women's \$1 Chamois Gloves at Fifty Cents.—That's the best glove news that could be told in July. Chamois gloves are wanted by every woman, for every summer occasion. They're most serviceable in the country, dampness at the seashore does not affect them, and they're smart and proper always.—*Wanamaker's, New York.*

These are cool silk gloves of fine quality and perfect in fit and workmanship. Every detail of the finishing is beautifully done. But the special feature which distinguishes them from all other silk gloves is that they have double woven finger tips, which insures the double wear and yet does not make the finger ends bulky as is the case with the ordinary silk gloves, which have an extra piece sewed in. A guarantee ticket with every pair of "Elsmere" gloves—a guarantee which will be redeemed with a new pair of gloves in case the finger tips wear out before the rest of the glove goes.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Elbow length silk gloves and mitts at about half. These are now very popular and much in demand, especially the new lace effects, as they are so practical for summer wear—they are so cool and dressy and comfortable.—*Gimbell Bros., Milwaukee, Wis.*

Every lady finds it necessary to protect hands and arms from sunburn and tan and there can be nothing cooler or prettier than fabric gloves for summer wear.—*Hamburger's, Los Angeles, Cal.*

Gloves for warm days. For all women who think gloves of kid too heavy for summer wear, or like to keep a pair of the coolest possible gloves in reserve for hundred-degree weather, here's a wide range for choosing.—*Lewis D. G. Co., Butte, Mont.*

Summer driving gloves. Here is new comfort for men and women. Driving gloves with the palms and every part that touches the reins made of leather. All the rest of the gloves of silk net. Dent's make and called the "Tropical." They are the coolest gloves for driving that have yet been devised.—*Abraham & Straus, Brooklyn, N. Y.*

Constant inspection from the time the skin is in the raw pelt until it is fashioned into a dainty covering, fit to add grace, beauty and shapeliness to the hand of a queen, is the price we pay for the glove perfection seen in our glove section. First the raw skins are inspected and specially selected from a particular quality that are celebrated for fineness of grain, durability and great elasticity. None other will do in the making of *Eaton* gloves.—*T. Eaton Co., Toronto.*

The cool fabric gloves are coming into their own now—such weather as this week has brought has kept the counters busy with women eager to share their comfort and coolness.—*Fred. Loeser & Co., Brooklyn, N. Y.*

GLOVES

Reynier hand-sewed French kid gloves are recognized by the world's glove experts as representing the highest type of glove making. Women who have had opportunity to make comparisons concede their superiority in style, fit and desirability.—*Carson Pirie Scott & Co., Chicago, Ill.*

You'll likely find just the gloves you want to wear with your fall gowns, for the new colors and styles for fall are here. The qualities and brands are all of the best—have been tried and tested by years of experience. The following gloves are much asked for.—*Kemp & Herbert, Spokane, Wash.*

We can't tell the name of the maker owing to the conditions of the sale—but you won't have any trouble in guessing, once you see the gloves. Then you'll understand why we jumped at the chance to get these four thousand pair under price; and then, too, we know all about these gloves, for we sell the maker's products the whole year 'round. Every pair is seasonable and the top notch of fashion—outseam or pique sewed.—*Snellenburg's, Philadelphia, Pa.*

The Sargent Glove—made upon honor and sold upon merit—a glove that is heat and waterproof and made without rivets. Seams are all on outside and the glove fits perfectly.—*J. L. Hudson Co., Buffalo, N. Y.*

The new styles are in unquestionably the richest and swellest novelties ever displayed in Washington. All our gloves are imported, thus you are always assured of the latest effects of the Parks glove world.—*Louvre Glove Co., Washington, D. C.*

One of the foreign glove makers stands above his fellows because of the absolutely perfect fit of the gloves which he fashions—gloves for the service of the exacting and discerning. The gloves which are presented here are not out of his hands more than a fortnight. They are of real kid, one thousand, two hundred pairs all told, in the new and desirable shades of tan, mode, gray and brown.—*Saks & Co., New York, N. Y.*

This fall's importation, just arrived. Women's Biarritz or Sack Gloves, suitable for walking, shopping, traveling, driving and general outdoor wear. This is to be a very popular glove for fall and winter, and owing to the fact that we purchased them at a concession we shall offer this first shipment at a price which will doubtless sell them all in a day.—*Woodward & Lothrop, Washington, D. C.*

The Best Kid Gloves for Women Ever Sold at 59c.—That's not alone our statement, but the verdict of the hundreds of women who've already bought them this season. At no other store in town, we are positive, can you get such gloves for 59c.—they were made by one of the best French glovemakers, of the most carefully selected glace kid. The backs are nicely embroidered, and you may select from all the leading fall shades, as well as black and white.—*Bloomingtondale's, New York, N. Y.*

The coolest hands are those which are protected from dust and sun by these splendid \$1 "Elsmere" silk gloves, 69 cents. They are much the finest gloves to be had for anything like the price. Made for us, with double woven finger tips instead of the reinforced finger tips, which are liable to make gloves bulky. Each pair is fully guaranteed, too—a new pair if the tips wear out before the body of the glove. We have them in white, black and modes.—*Fred. Loeser & Co., Brooklyn, N. Y.*

Kid Gloves.—Nothing in the way of apparel is more satisfactory to a woman than a shapely, nice-fitting glove, whether it has the glace finish, or the soft suede, and nothing is more annoying than just when she thinks she has capped the climax of a fetching toilet by drawing on the exactly right shade of glove to have it rip or tear. It is our especial care in buying gloves to avoid the possibility of such experiences.—*Hysinger & Rosenthal, Peoria, Ill.*

Gloves need to be beautifully fresh and spotless for wear with dainty summer costumes, and this year when gloves are to be so greatly worn the wise woman is going to have a generous supply on hand in the particular shades to match her frocks. The charming old-time fashion of elbow sleeves which has brought long gloves into full favor once more, has been so universally adopted that already the supply of long gloves in some stores is completely exhausted and hurried orders are being sent in for more. The Loeser glove store looked ahead and is prepared to meet the demand with a complete stock of exclusive gloves in all desired lengths and shades.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Gloves especially made for brides, bridesmaids and bridegrooms and ushers. Made by Perrin; their quality, exquisite finish and appearance can only be appreciated by actually seeing them. We invite your inspection.—*Perrin, New York, N. Y.*

Have you read about this newest and coolest of summer gloves? We're ready to vouch for everything said in its favor and there's a guarantee ticket in every pair to bind the bargain. When you see them, it will not take you long to decide that the Amsterdam is the glove you want. Of course you want to make a selection where the showing is largest.—*Simpson-Crawford Co., New York, N. Y.*

Yes—even in France, the land of Gloves, with no customs duty to pay—you could not find such an array of values as the Loeser Glove Store has to present. It is easy enough to make sure that you can get the best Gloves here; for every woman is by experience a good judge of Gloves—and the difference is so marked we will be glad to have you compare.—*Frederick Loeser & Co., Brooklyn, N. Y.*

If you want lowest prices you get them here. Every reason favors your getting gloved at Loeser's.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Women's gloves and lace mitts. A fresh supply of the lisle thread mesh gloves, so cool and well-fitting, is here to-day at half price. Then there's a fine group of silk lace mitts, in short and elbow lengths, at prices that don't begin to express their real values.—*Wanamaker's, New York.*

Wertheimer's Celebrated Carlton Glove embodies the acme of perfection and elegance in the genuine imported French article. The stock is of such high grade that its select quality is apparent not only to connoisseurs, but to any one, however slightly acquainted with the requirements of these high class goods. It is made with overseam, Paris point stitching, two elegant patent clasps and comes in all desirable colors, including the most delicate, fashionable shades.—*The Palace, Spokane, Wash.*

The best of glove news is this, for Fall Glove wants are near enough to demand attention; the woman who heeds this call will be the better off for a pair or two of the newest and best 75c kind much underprice. The glove is here in shades and styles right for evening wear, street and traveling.—*L. S. Plaut & Co., Newark, N. J.*

Seasonable and Reasonable these gloves for women and the prices. One clasp German kid at the unusually little price, for a new glove of this quality, of 49 cents. Pure silk gloves, in the champagne shades and black, 29 cents. Lace lisle, doubly woven finger tips, 20

and 24 inches long, in white and black, gloves that usually sell at 63 cents and 75 cents, 29 cents. Regina silk gloves, queen of all summer gloves, acme of quality, double tips that wear, but are not clumsy and bulky; three qualities, colors white, black, modes, slates and the new browns, 50, 75 and 98 cents.—*Abraham & Straus, Brooklyn, N. Y.*

The new Reynier Gloves have arrived and are presented in full assortments to-day. This distinguished manufacturer tells us that it is one of the finest lines that he has ever turned out. There are no better gloves in the world than the Reynier in Kid and Suede. They are shown in all the correct Autumn shades.—*Wanamaker, New York, N. Y.*

Those who wear Perrin gloves call them cheap, because they wear better and last longer than any other kind. They have the perfect form that gives hands that distinguished look and perfect comfort.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Our splendid preparations are sure to make this October Kid Glove Sale by far the most successful, not only in our sales, but in the satisfaction afforded every customer in every pair. The magnitude of the great assortments is in itself an advantage deserving of greatest consideration. All the favored styles are included in an exceedingly wide range of the season's newest and best shades.—*Marshall Field & Co., Chicago.*

Cool Fabric Gloves Make Cool Hands.—If you should watch the busy Glove counters for ten minutes any time these days, you would know without question that well made fabric gloves are to be worn this season as never before.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A fortunate glove purchase right at the height of the fabric glove season makes this remarkable offering possible. You certainly want to secure a season's supply, for you know a thoroughly reliable fabric glove possessing all the required style attributes at 35c., is indeed unusual.—*Simpson, Crawford & Co., New York.*

The question of satisfaction in the gloves you buy, depends on something more than the price. The fact that you pay enough to get a good glove is not always a guarantee that you are getting it. It's our special aim and study to get the best gloves offered by the manufacturers whether they are foreign or American made.—*Saginaw Dry Goods & Carpet Co., Saginaw.*

New shopping gloves for fall. One is the well-known Dent glove, which we bring from England. It is a stout, substantially constructed glove, cut much like a man's glove. Its durability makes it much liked for shopping, driving and motoring.—*The Crescent, Spokane.*

This Summer Glove Sale Creates a Price Precedent. Cotton and Lace Lisle at Very Little Prices.—No matter how warm the weather, a woman does not look well or feel comfortable without Gloves. Here are pretty Summer Gloves of excellent quality that are being sold so cheap that several pairs may be purchased where one usually is. A most interesting event. All in black, white or gray.

Seasonable and Reasonable these gloves for women and the prices. One clasp German kid at the unusually little price, for a new glove of this quality, of 49 cents. Pure silk gloves, in the champagne shades and black, 29 cents. Lace lisle, doubly woven finger tips, 20 and 24 inches long, in white and black, gloves that usually sell at 63 cents and 75 cents, 29 cents. Regina silk gloves, queen of all summer gloves, acme of quality, double tips that wear, but are not clumsy and bulky; three qualities, colors white, black, modes, slates and the new browns, 50c, 75 and 98 cents.—*Abraham & Straus, Brooklyn, N. Y.*

The "Mountfort" dollar glove is not a stock glove; it is made up across the water, especially for us, from selected skins of fine texture, quality and uniform thickness. It is a beautifully fitting glove and gives splendid wear. Our recent importation includes many of the new brown shades as well as a general assortment of fashionable colors.—*The Star Store, New Bedford.*

The quality of the gloves in this sale is absolutely above fault. The colors are the most wanted—including black, tan, mode, pearl, English red, gray, brown, white and black; sizes from 5 1-2 to 7 1-2 in all colors—and up to 8 in black and dark tans. All two clasp style. Every pair is perfect and will be guaranteed. This is undeniably the greatest of recent glove offers.—*Ehrich Bros., New York, N. Y.*

All the prices are considerably less than regular. No wonder hundreds are choosing our gloves for gifts in preference to others. They are those smart styles and new shades—the finest skins you ever saw—and don't cost as much. Main floor.—*Simpson-Crawford Co., New York, N. Y.*

Experience has taught us that most of

the glove makers incline toward specialization. They centre their cleverness and talent upon which they depend for their reputation. To the series of Patricia gloves, each of the famous glove makers has contributed the specific glove with which he sues for recognition—the glove which is a little better than the best the market affords.—*Saks & Co., New York, N. Y.*

The figures representing the increase of business so far this month over the same period of last year are as large as the entire sales of many a glove store of considerable size. This does not mean that our standard of excellence was ever anything but the highest, but that we have doubled the space, show more kinds of gloves than ever before, and have many sorts that are scarce or "missing" at other stores—notably these: Fur gloves; squirrel-lined gloves; buck gauntlets; oil tan gauntlets; lined flannel and wool; silk; some styles in kid and cape gloves; Fownes' children's gloves, lined or unlined.—*Strawbridge & Clothier, Philadelphia, Pa.*

The Trefousse—the best gloves for women that skill can make. Made of the best parts of the finest and most carefully selected French kidskins; fresh, soft, and dainty, just lately received from their French maker. Beautifully made, in the smartest, newest styles known to glovemaking. With nothing finer, choicer, more elegant in a woman's dress glove to be had at any price.—*Schipper & Block, Peoria, Ill.*

Our gloves come direct to us from one of the best glove makers in all France and you will find them here now and always in full assortment of sizes, in full range of the most beautiful colorings and every pair of the same grade.—*F. Loeser & Co., Brooklyn, N. Y.*

The Derby pique gloves are sewed by skilled pique sewers, under the accurate eye of expert examiners. The Derby glove fits to perfection and the wearing qualities are unsurpassed. No more serviceable glove made. Every pair guaranteed and fitted.—*Kemp & Herbert, Spokane, Wash.*

Are you wearing Ringwood gloves. "The proof of the pudding lies in the eating of it," and the way that women buy Ringwood gloves, year after year, is proof positive that they are not only dressy, but very comfortable. This season we are selling more of them than ever. Good reason, too. Quality and value couldn't well be better.—*The T. Eaton Co., Winnipeg, Can.*

A secret about "Elsmere" silk gloves. We thought women liked them because of the smartness and the fit and the low price, but we find there's another advantage that women haven't talked much about—it leaked out the other day. "You know," said the woman to her friend, "they make one's hand look so small." The reason is, the cut and the fit; and sometimes in the finish, too. And the double-woven finger tips, so different from the bulky sewn-in kind, have a good deal to do with it. We guarantee the finger tips to outwear the rest of the glove. All shades, white and black.—*Frederick Loeser & Co., Brooklyn, N. Y.*

In our kid *glove* section. The latest colorings and styles just received from the celebrated Trefousse factories of Chaumont, France, and other well-known makes in glace and suede gloves, for receptions, parties, weddings, street and outing wear. Every skin has been carefully selected. Sewing, coloring and finishings absolutely perfect. Every little detail has been given with special instructions that the opening of our kid gloves department will be correct.—*New Fowler Dry Goods Company, Kansas City, Mo.*

Mousquetaires lead again in *women's gloves* for fall. And as has been the case ever since the great demand for mousquetaires started several seasons ago, this store will be headquarters for the best qualities at the most reasonable prices. See the quality of these new gloves we have just opened and you will know the reason the Loeser glove store has such general preference. These gloves are the best product of the foremost glovemaking in France. They are absolute perfection in quality of leather, delicacy of color, fit and finish.—*F. Loeser & Co., Brooklyn, N. Y.*

Buy your long gloves here. The scarcity of long *gloves* has been overcome at last. We are pleased to announce to those who have been disappointed by being unable to secure certain shades that we can supply the 16-button silk gloves in the following shades: Black, white, red, champagne, tan, mode, blue, navy, reseda, pink, gray and brown. They are all double tipped fingers.—*Jodoin & Davies, Spokane.*

As a *glove* store we acknowledge no superior. Every woman in Trenton who would consider wearing gloves of the highest silk and French kid qualities should see our stock before buying. If you want gloves, no matter what the price, upon which fashion and the severe glove critic have stamped their approval,

you make no mistake in buying here, where quality and quantity can be found to suit the purse of every individual need. In silk gloves our line is one of the best and most complete in New Jersey, and especially so at this season, when all wanted kinds are here, two-clasp lisle thread. In kid gloves we stand side by side with some of the very best metropolitan stores for quality—and our vast quantity makes selections very easy and satisfactory.—*Kaufman's Trenton, N. J.*

Gloves for warm weather. For the summer time there's nothing more comfortable than a thin fabric glove for street wear, we take special precautions that our stock of these gloves contain only the best qualities, but we also take precautions that they shall not cost you any more than possible, and for that reason we buy them months ahead of time. Below you will find the results of our early buying.—*Lippincott & Co., Wilmington, Del.*

To-morrow at 8:30 we will place on sale 750 pairs of women's high grade silk as well as lisle *gloves*. The silks are in black and white, while the lises are only in white and gray. This is undoubtedly one of the biggest glove bargains we have ever offered, and it's a well known fact that our glove values are second to none. These gloves, in fit, finish and style, are up to the minute. The cheapest glove in the collection would be a bargain at \$1.50, the majority are worth considerably more.—*The Goerke Co., Newark, N. J.*

This sale is an event of great consequence to women who wear long *gloves*—kid or lisle. They're scarce—but they'll be scarcer in a short time. We have a plentiful supply now; although we have many more on order you cannot always be sure when they'll arrive. We get them from Paris. A few words about the prices—you won't see such low ones again this season.—*Gimbel Bros., Milwaukee, Wis.*

Good gloves. Those two words hardly describe them. They are good in every conceivable way, and especially they are good because the prices we are asking for them are so small. Many stores are asking more, because there is a great scarcity, but at this store the usual low prices will prevail until the manufacturer compels us to make a change. There seldom is a scarcity of gloves here—our buyer takes care of that—orders them months ahead—and that fact also has something to do with the little prices.—*Lippincott & Co., Wilmington.*

New 16-button silk *gloves*. Women who admire elaborately embroidered, yet dainty silk gloves will find them in this collection. There are also elegant plain silk gloves. Such tones as tans, browns and pongees are represented, as well as whites and blacks.—*Emery, Bird & Thayer, Kansas City, Mo.*

Hand in hand with style and elegance goes economy when you buy *gloves* at this store. Strong, neat, stylish gloves, in the most desirable styles for all occasions. We have always exercised the greatest care in buying our gloves, and have on hand always a large and varied stock. With these and the other lines of men's things, we are every ready to cater to the smartest dressers. Get the habit—go to *White & Manahan, Winnipeg, Can.*

Women's Amsterdam or Kayser silk gloves are the two-clasp style and are in black, white and all wanted shades, finished with three rows embroidery stitching on back to match.—*Hamburger's, Los Angeles, Cal.*

Just a few suggestions from the glove department. There will still be several weeks of cold weather, and for that time we offer warm gloves. In better gloves for dress occasions, we have some superb showings.—*Wren's, Springfield.*

These are the Kayser knit gloves with silk linings. This sale comprises only a limited quantity that will be sold out in a jiffy and included are black and white gloves, also a few grays and browns, full line of sizes, splendid values.—*Field, Schlick & Co., St. Paul.*

It is a very unusual thing to sell standard quality *gloves* at less than regular prices, but on account of congested freight conditions we have just received our stock of short kid gloves, which were ordered delivered in February, together with the stock ordered delivered at the present time. This makes our assortment larger than necessary and in order to remedy this, high grade gloves will be sold at reduced prices. Every pair is fully guaranteed.—*Rhodes Bros., Tacoma, Wash.*

We are the only direct importers of kid and fabric gloves on the Pacific Coast; we pay no middleman's profits, consequently are able to sell many of the most wanted lines at what other stores have to pay wholesale; another advantage that benefits our patrons is that some time ago we made arrangements to take the entire output of certain lines from one of the largest and most reputable makers of high-grade gloves, thus constantly having in stock a complete

assortment of all the most wanted styles; our prices are invariably at least a fourth less than you have to pay at any other store; the following are specially priced for Saturday.—*Hamburger's, Los Angeles, Cal.*

Gloves for spring, black, tans, browns, etc., the finest gloves from the famous houses of Perrins and Fownes. Selected abroad by our own buyers and imported direct in bond to Brandeis.—*Brandeis, Omaha, Neb.*

Every sign post points to a season of remarkable *glove* selling for this store. We'll not be surprised at anything, not even if our most sanguine expectations are surpassed. The prognostications are made on quality and values. Never such glove values—and we say it advisedly—as we are offering this season. As illustrations a fine French kid glove at \$1.00. That's a value that will give you trouble to equal. And our popular Majestic gloves are still selling at the same old price, though our Toronto store has been compelled to advance theirs. No, this glove scarcity is a wolf story. We were so fortunate as to place orders a year ahead of time. And wasn't that lucky?—*The T. Eaton Co., Winnipeg, Can.*

Black or white. Fine quality tricot silk. Double tipped fingers. Gloves that you may depend upon at a price that you'll be happy to pay. Five hundred pairs to go on sale to-morrow on center tables in our glove section.—*L. Bamberger & Co., Newark, N. J.*

Values out of all proportion to the splendid quality of these handsome gloves—fine French kid and best French make—gloves that will meet the requirements of the most fastidious women. Half a dozen pairs are not too many for your glove box—not at these prices.—*The T. Eaton Co., Winnipeg, Can.*

Because these kid gloves are odd lots we do not care to bother with them at inventory time. To clear them out at once we've reduced the price from \$1.00 a pair to only 69c. a pair. They come in a fine quality of Italian glace kid in black, white, mode, tan and brown, and nearly all sizes are to be found. The lot is not large, so don't put off coming.—*Sturtevant's, Zanesville, Ohio.*

Pre-eminently the *glove* store of Schenectady. No matter what the demand you will find our stock ready to meet it. At present we are particularly fortunate in securing some lines considerably under value.—*H. S. Barney Co., Schenectady, N. Y.*

Are unequalled for elegance, style and perfect fit. The kid is the finest obtainable. Look for the trademark. Sold everywhere by high class dealers.—*Perrin Gloves, Winnipeg, Can.*

What has made this glove store what it is to-day—New Jersey's foremost one—can be accounted for by just such gloves as follow. Remember, the prices are no higher than those of the kinds of gloves which even the merchant has but little confidence in when he sells them to you, doesn't warrant them, perhaps wouldn't fit them under any conditions. Every glove sold here at \$1.00 and upward is warranted. Every pair will be fitted if you ask.—*S. P. Dunham & Co., Trenton, N. J.*

Our gloves are cut from the finest grenoble skins. Style, workmanship and finish the best that can be produced. Plenty of all sizes here in long kid gloves, both dressed and undressed kid. Finest quality of 16-button, elbow length, glace kid gloves, in black, white, tan or brown, now selling in Los Angeles and everywhere at \$4.00 a pair. Are here \$3.75 a pair. All gloves carefully fitted.—*C. Cohn, San Bernardino, Cal.*

We have just received our direct importation of *kid gloves*, consisting of the most correct lengths, colors and kinds in the best grades that are produced. Gloves for every occasion, from the 2-clasp glace kid at \$1.00, to the 20-button length suede and glace gloves. 8- and 12-button lengths glace and suede are very popular. As every pair of gloves is guaranteed our glove department is a safe place to do your buying.—*Kennard & Co., Wilmington, Del.*

An extra pair or two of white kid gloves for the chap that is going out much this season is not a luxury—they are a necessity. These are value-tempting enough to warrant many buying half a dozen pair.—*T. Eaton Co., Winnipeg.*

As good an offering as could well be made, both on account of the scarcity of really fine Mousquetaire gloves and because of the increasing demand.—*Abraham & Straus, Brooklyn, N. Y.*

Yesterday's express brought us complete assortment of all sizes and all the shades of tans and browns in both twelve and sixteen-button kid gloves. This is the real swagger glove for street wear this spring. The sixteen-button length is \$3.75 a pair, the twelve-button length is \$3.25 a pair. All gloves carefully fitted.—*C. Cohn, San Bernardino, Cal.*

An eight o'clock special in kid gloves. Finest French kid gloves 65c. pair, in-

stead of \$1.00, \$1.15, \$1.50 and \$2.00. Less to pay for those gloves you have entered on your gift list than you had expected, for which thank the too previous arrival of a large shipment of these same kinds—finest French makes. A splendid assortment in suede and glace kid, in a complete range of colors.—*T. Eaton Co., Winnipeg, Can.*

Kid gloves have never been so indispensable for the completion of street and evening costumes. And with this noted preference in the winter fashions, there is a scarcity of skins which make kid gloves all the more highly prized as gifts. Such has been the abnormal demand that it is a very evident fact that many manufacturers have been unable to maintain their customary standard of quality in their productions. This condition has been avoided in our lines. They are being supplied by manufacturers who anticipated this scarcity. Accordingly the same standard of perfection is maintained throughout all our assortments. This is especially true in the matchless Alexandre-made gloves from our own factory. To men especially we emphasize the advantages our lines afford in qualities, assortments and prices.—*Marshall Field & Co., Chicago.*

Extra excellence in women's kid gloves. Brooklyn women who want the very finest kid gloves that France has learned to make ask for either the "Narcisse" glove at \$1.85, or the "Zara" glove at \$1.50. They are made exclusively for the Loeser store by Trefousse et Cie of Chaumont, France—a concern that has held the lead in glove making for fifty years. They are the finest real kid and the finest in every way that Trefousse can make. The colorings are exquisite.—*Frederick Loeser & Co., Brooklyn.*

Gift gloves are acceptable for Christmas. Of course a gift of gloves will be just as popular this season as ever it was, and our glove counters will be the popular place to buy them. Finest French kid gloves and lowest prices that good gloves can be sold at, why shouldn't it be? Each pair put up in a fancy Christmas box if you ask for it.—*The T. Eaton Co., Winnipeg, Can.*

Men's Cross gloves. The famous London gloves which fit best and wear best and which every man who has tried them prefers above all others. They can be bought in Brooklyn only at the Loeser store. These gloves are hand sewn with spear point backs and with one button, which never pulls off. English and biscuit tans and black and white.—*Fredrick, Loeser & Co., Brooklyn, N. Y.*

Men's gloves for Christmas gifts. Just inside the Fulton Street entrance to the East Building is the best store for men's gloves in this city. Boys' gloves are also sold here. Care is taken to keep the assortment complete in all the makes that men prefer. A pair or two of gloves is a present any man would appreciate.—*Abraham & Straus, Brooklyn.*

Men's *gloves* are shown in fashionable styles from both American and foreign makers of sterling reputation. The variety of styles for street, driving and motor wear is very extensive. Prices are in all instances very reasonable. Dent's English made dress and walking gloves are shown in tan, brown, gray and white. Updegraff's American made dress gloves are now shown in one of the Riverside windows.—*The Crescent, Spokane, Wash.*

The long-glove, finger points here. There's a dearth of long gloves everywhere. There's even a great famine in short gloves: It has been a glove season beyond the most lavish expectations of the makers. This store will take care of you. We have made arrangements to supply this long glove demand. The new glove section offers you gloves without a flaw in the full lengths at \$2.50 and \$3.00. In the short lengths at \$1.00 and \$1.50. No hard skins that will crack with the first few wearings. Instead they're every single one perfect—guaranteed so by us. All colors to match your gowns.—*T. W. Marse & Co., Taylor, Tex.*

Yard's famous *glove* gifts. We sell an enormous quantity of gloves. There must be more than the holiday spirit to account for it. We think quality accounts for much, and in no department in the Yard stores does quality exert a more salutary influence than in the glove section. Every glove in it has been chosen because we have proved it actually the best at its price—and that's why a glove gift bought at Yard's is so enthusiastically welcomed by its receiver.—*Yard's, Trenton, N. J.*

Glove talk! That's what this is; you're interested, surely. Sunburned hands are growing white again. Evidences of a summer in the free open air are gradually fading out, and additional clothing is the necessary transition. It's just here warm handwear comes in. To combine hand-comfort and style a man should wear a superior glove, something easily selected from our vast supply, of which the following is but an inkling.—*Manchester-Robertson-Allison, St. John.*

The kind of gloves that are hard to

get. Not everywhere—in fact in a very few stores anywhere—can you find gloves like these. Gloves in black and white—best styles and qualities—gloves of truly high degree—and they look it. Not an easy thing to buy good gloves, because there are too many of the other kinds. But we have more faith in these gloves than we have in our friends. We know they wear and last. Several pairs will not be too many after you see them, and the prices couldn't be lower.—*Lippincott & Co., Wilmington, Del.*

Golf and cashmere gloves at 25c. for women and children; values 35c to 75c. This great annual sale of golf and cashmere gloves is one of the features of the anniversary sale. Each year the markets are searched that the offering may be more meritorious than in previous years. The present collection consists of an almost limitless variety of styles and colorings. Every pair new, fresh and shown now for the first time. There are all wool gloves in plain colors, plaids, stripes and other fancy effects; also a variety of sorts knit from mercerized yarns for those who prefer them, choice 25c.—*The Crescent, Spokane.*

Don't worry at all because you don't know exactly the size of *glove* that fits the person to whom you wish to send a pair. We expect to be just as busy the day after Christmas exchanging sizes as we are the day before selling these most satisfactory holiday remembrances. And we'll do it happily, too. The color scale of the year runs riot among these satin-surfaced creations of imported kid. They're faithful, tasteful friends who choose gloves. The Trefousse, the Beatrice, the Centemeri and the Lady Estelle.—*The Stone, Fisher Co., Tacoma.*

Gloves for Christmas. For Christmas gifts that you must send some distance kid gloves are very suitable. They are easy to send, too, and make pretty and useful gifts. We have all sizes and shades both in the long and short gloves. Prices to suit all.—*Jodoin & Davies, Spokane, Wash.*

The reputation of Benner, Begg & Garvin *gloves* has been thoroughly established. We have an expert fitter in charge of this department. Buying gloves at the store is sure satisfaction for all concerned.—*Benner, Begg & Garvin, Grand Forks, N. D.*

The biting sting of winter is in the crisp December air, and men's hands must be kept warm. We believe that the largest and best collection of gloves in the State is at Schipper & Block's—yes, really!—*Schipper & Block, Peoria.*

This semi-annual sale of French kid gloves is an important price event, as every woman knows who has purchased gloves at the reduced prices which can be secured during these semi-annual sales. Trefousse et Cie practically control the output of high-grade skins for glove manufacturing in a large part of France, so when a season of scarcity comes they are not affected in the same degree as the smaller manufacturer.—*Mandel Bros., Chicago, Ill.*

For men—mitts and gloves it's a pleasure to wear and an economy to buy. Warm, comfortable and couldn't wish better values, that sums up Tuesday's offerings in men's mitts in a nutshell.—*The T. Eaton Co., Winnipeg, Can.*

A pair of McKay's gloves is the height of good taste. We have those good quality, snug-fitting gloves that please the particular ladies. You will like the celebrated Reynier brand in black, white, brown and tan; 8, 12 and 16-button lengths.—*G. D. McKay & Co., Winnipeg, Can.*

Extra. Long French kid gloves worth \$2.75 and \$3.25, Thursday morning, \$1.98. Women will just revel in this dainty snack of bargain news, for long gloves, you know, are long gloves this season. With coats and shirtwaists being worn with shortened sleeves—long gloves will be even scarcer than they were last summer.—*The T. Eaton Co., Winnipeg, Can.*

New gloves galore. From every point of view—style, quality, splendid completeness and price—our glove store presents a most pleasing front. We are extremely fortunate in still being able to announce a most varied and complete showing of long gloves, notwithstanding a daily increasing market scarcity. See our Main street window display.—*Crews-Beggs Co., Pueblo, Col.*

According to Dame Fashion, long gloves will enjoy a greater popularity than ever this coming spring. In the Loeser glove store you will find a complete assortment of the best Mousquetaire gloves made; the product of the best glove makers of France. They are here in all sizes.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Reorganization Glove Clearance.—A sale that will sweep from our stock every odd pair, all broken lines, all samples, and all mended gloves at prices far below original cost.—*Schlesinger & Mayer, Chicago, Ill.*

Women's Gloves, 55c.—And a Story Back of Them.—A factory secured a lot

of skins—some kid, others fine young lambskin—for a certain purpose, but they turned out to be too small. They are just right for gloves, however, and we got the entire lot at much below their worth and had them made into fall styles.—*Wanamaker's, New York.*

There are at all times attractions of some kind in this department. Special sales and arrivals of new goods are of daily occurrence. We call special attention to our sale of women's fine imported golf gloves. They are of either pure wool or mercerized finish, in plain and fancy colors. Most of them with long closed wrists; a few with clasps.—*The Palace, Spokane, Wash.*

Kid Gloves.—Nothing in the way of apparel is more satisfactory to a woman than a shapely, nice-fitting glove, whether it has the glace finish, or the soft suede, and nothing is more annoying than just when she thinks she has capped the climax of fetching toilet by drawing on the exactly right shade of glove to have it rip or tear. It is our especial pains in buying gloves to avoid these experiences. We spare no pains to secure the very best makes of the very best makers.—*Olds, Wortman & King, Portland, Ore.*

Clearance Kid and Fabric Gloves.—Every lady appreciates the necessity of wearing gloves to protect from action of wind and sun; and like most other articles of woman's wear, the vast majority of women know as much about the values as the merchant. In listing the numerous lines of gloves below you will be able to figure out just how much of your pin-money you can appropriate in order to fill your glove box.—*A. Hamburger & Sons, Los Angeles, Cal.*

Golf glove weather. When snow is flying and the mercury hovering near the zero point, it's time you slipped on a pair of golf gloves.—*Sibley, Lindsay & Curr Company, Rochester, N. Y.*

We don't know where you can find a more complete line of gloves than we carry. We have gloves made by the best makers at home and across the seas. Driving gloves, street gloves, dress gloves, gloves and mittens for the business man—a combination of style and comfort.—*Fred M. Nye, Ogden, Utah.*

Suede Lisle and Silk Gloves for Warm Weather.—Women may be gloved and still be comfortable in these days of lisle and silk gloves. So thin and light that they are not a bit in the way, but they keep one's hands free from dust.—*Strawbridge & Clothier, Philadelphia.*

Children's Gloves.—Youngsters up to twelve years, we mean by "children." But mothers needn't bother about the size—our salespeople are used to fitting children's hands, and know just what to pick out when a little tot comes up to the counter. Cape gloves for hard wear; lined gloves for warmth; mittens for school.—*Wanamaker's, Philadelphia, Pa.*

Seasonable Gloves at Sharp Reductions.—Saturday we begin our annual sale of winter gloves. An event teeming with interest. Goods that you need, at a time when your needs are most apparent. Our glove stock is now at its best, every line is complete, every popular style and color is represented—there's not a size or a finger length missing. This sale affords opportunities for replenishing your supply of gloves at a handsome saving. Prices are so low that the thrifty and far-seeing buyers will secure several pairs. We have a corps of efficient glove women who will fit you carefully, no matter the price of the glove you purchase they will be fitted to your entire satisfaction; almost every staple line of gloves in our stock has been reduced for this event.—*The Broadway Department Store, Los Angeles, Cal.*

The Centinerie kid gloves set a standard of excellence in softness and pliability of the skin, superior workmanship and skill in cutting. If you once put on a pair you are never satisfied with other makes.—*People's Store Co., Tacoma, Wash.*

Could we tempt you with fine kid gloves at half price? We are closing out some odd lines of Perrin's and Tre-fousse kid gloves at half former prices. Not all sizes left, to be sure, but call and look over the lines. We may have just your size and wanted shade, and if so you save half the price.—*Crews-Beggs, Pueblo, Col.*

Women's Kid Gloves.—The civilized world is full of glove trash. Degenerate Italian, French, German and Belgian gloves are constantly seeking a market, and through sham cheapness finding it. The retail buyer is responsible for the

currency of this glove rubbish. Good gloves may now be secured cheaply. We have divorced low price from poor gloves by uniting cheapness and uniformity with honest quality. All our gloves are regular in shape, making, color. — *Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

Cool Lisle Gloves.—Since we brought them out the other day, the corner of the glove store where the lisle gloves are sold has been one of the busiest spots. Reason—such fine lisle gloves were never before sold for such small prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

It is practical palmistry that graces women's sensitive palms and dexter digits with silk gloves—50c. to \$1.00.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

Our "Lauretta" and "Carmen" two-clasp glace kid gloves, respectively \$1.00 and \$1.25 per pair, have special merits that must commend them to discriminating women. They are made for us exclusively, from skins carefully selected—made in the best possible manner by skilled labor, fashioned by the best French artists in glove making, produced in the leading and fashionable colorings for this season, and absolutely the best glove values to be had at these prices. Every pair we fit and guarantee the wear of. If you have not tried either, let us fit you to a pair and be convinced of their superiority.—*C. S. Hills & Co., Hartford, Conn.*

Gloves to 'start the fall, 65c. When you take off fabric gloves, this is the kind to put on—the best we know of for 65c. It is not commonly known that there is as great a difference in quality among lambskins as among the finer and more delicate kidskins. Spongy skins that lose their shape when first worn never get into this store. Stretch these—they are elastic and yielding, yet spring back into shape again at a touch. All the good fall colors are ready—tan, mode, beaver, gray, black, all-white and white with black stitching. Overseams with two clasps.—*Wanamaker's, Philadelphia, Pa.*

GO-CARTS

It is fitting that the old war-cry of the Administration, "The full dinner pail," should have to give way to the Rooseveltian slogan, "The full perambulator."—Springfield Republican.

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Clerkley—Isn't this earlier than your usual time for going home?

Barkley—Yes, but my wife said if I came out by the 3:45 she'd meet me with the carriage.

"I didn't know you kept a horse and carriage."

"Er—er—it's a baby and carriage."

Baby will bump the rough spots in life soon enough. Ease the little toddler's way with a buggy—think of the convenience to yourself.—*Kelly & May, West Superior, Wis.*

These are the days that baby would enjoy a carriage ride—these are the days mother does not feel like carrying it—both mother and child will be happy in the possession of one of our handsome carriages or go-carts.—*Freimuth's, Duluth, Minn.*

Of course you know that baby buggies are entirely out-of-date. Go-carts are the only practical baby vehicle now in use. Their durability is due to the fact that the back can be lowered or raised according to the whim or need of the baby. The foot can also be raised or lowered independent of the back. This makes it possible to utilize the go-cart as a cradle or a chair.—*Barker Bros., Los Angeles, Cal.*

It's a trying time for babies—this month and next—and if you want yours to be healthy, don't neglect the daily ride in a go-cart or carriage. If you haven't bought yet, don't put it off any longer, but just come here and get it.—*Brown Bros., Cleveland, O.*

For Airing the Baby.—The best conveyance is a Go-Cart. This opinion is, of course, based upon the utility, durability and attractiveness of OUR Go-Carts. They are light to push and easy to manipulate. No wrench is necessary for the wheels.—*The Chamberlin Furniture Co., New Haven, Conn.*

Baby's health, is, or should be, a source of much consideration! Lay early the foundation of a life free from physical ailments by giving your child every possible opportunity to take ad-

vantage of health-giving elements. Fresh air and sunshine are absolutely essential to baby's welfare, and are the two best and most inexpensive doctors to be had. Let us show you our carts for the little folk.—*Alfred Edmondson, Morecombe, England.*

A pleasure for baby and comfort for you. This city is full of mothers that are tied at home because they are not strong enough to carry baby and the common style of go-carts can't be taken on the cars. No picnics or outings that would do both mother and child a world of good. The Interurban go-cart can be folded up as shown in the picture and carried under the arm.—*Miller & Darley, Marion Ind.*

"Prince Baby" has an added newness to his go-cart this season; it is collapsible. This differs from the folding style. The collapsible go-cart is full size, and so constructed that with a push here, a lift there and a twist in another place, the running gear closes in on itself beneath the body of the vehicle—and when collapsed the go-carts take up but little more space than a sitting room chair; quite an important feature when space is limited, and a big improvement over the old room-taking build. These go-carts are made by Heywood, and all come upholstered; all the springs are elliptical, making a very "elastic" vehicle—thus neutralizing jolts sideways as well as forward and backward. Another excellent point about these Heywood go-carts is that the pusher goes to the gear giving what is termed "ground" control of the vehicle—a more sure control by the one propelling than if the pusher were attached to the body of the cart.—*Gimbel Bros., Philadelphia, Pa.*

Go-Carts and Baby Carriages.—It is hardly fair to the little ones to keep 'em housed when you can send them out in charge of a nurse or one of the other children in a comfortable go-cart or carriage which we price to you cheaply. The expense is but nominal and the benefit to the child great.—*Hamburger's, Los Angeles, Cal.*

We enjoy talking to the woman who is interested in bargains. These high grade go-carts and carriages come under that heading. Equipped with all the latest improvements known, such as steel running gear, auto wheels, rubber hub caps; has deeply tufted and detachable upholstery of finest French velour in beautiful color combinations, and fine lace cover. Having bought a tremendous number, and not wanting to carry them over, we offer them to you at a great saving. They are smart, of endless variety, and very serviceable. They seem to be in a class by themselves—a particularly noticeable feature being that the less expensive kinds possess the same style, finish and artistic workmanship of the more expensive ones. You can buy them with the positive assurance that they are reliable throughout, no matter what price you pay for them.—*B. G. Carpenter, Wilkes-Barre, Pa.*

A special drive on go-carts for this week. Baby's health is, or should be, a source of much consideration. Lay early the foundation of a life free from physical ailments by giving your child every possible opportunity to take advantage of health-giving elements. Fresh air and sunshine are absolutely essential to baby's welfare, and are the two best and most inexpensive doctors to be had. Let us show you our carts for the little folk.—*Cohn Bros., Spokane, Wash.*

Nothing is better during bright summer days than long jaunts in the great outdoors. Little feet soon tire, though. And here is where one of these go-carts is needed. Light and easily handled, yet strong and durable, they meet every requirement perfectly.—*A. Brown & Son, Schenectady, N. Y.*

Our line of go-carts from \$6.50 to \$30 are just the proper article to give baby an airing. Plenty of fresh air will make your baby healthy and good natured.—*Frank Pryor, Pueblo, Colo.*

When the President comes. When President Roosevelt comes to Joliet he will be proud to see what Joliet can show in the way of big families. Joliet leads in this State. You'll want a nice baby carriage or go-cart in which to

take the baby out to see the president. The best place to buy them is of *G. L. Vance, Joliet, Ill.*

Mid-Summer clearance time finds us overstocked with Folding Go-Carts. Radical reductions placing them in easy reach of all, makes them all the more desirable. There's sufficient time left this summer and fall in which to use them to best of advantage.—*The 14th St. Store, New York.*

We have most positively determined not to carry over a single cart. We realize that they will not be in fashion when snow is on the ground, and our storage room is scarce.—*The Georke Co., Newark, N. J.*

Buy a Heywood cart for baby. You won't be satisfied with an ugly, awkward go-cart for the baby. The little one deserves the very best that's to be had—in other words a Heywood cart.—*Rhodes, Haverty Furniture Co., Atlanta, Ga.*

They're real bargains. Marked down a lot of our best go-carts and baby carriages, need the room. Several styles in our window with prices plainly marked. Glad to show you, others inside. It's a real opportunity to save money. Better investigate.—*J. Crawford Green & Son, Troy, N. Y.*

Another lot of those small reclining go-carts just received. They are very handy carts and have proven very popular this season. They fold up, have adjustable back and front, heavy tires, bicycle wheels and patent foot brake. They are roomy, substantial, comfortable and cost but very little to buy.—*The Fair Store, Binghamton, N. Y.*

We are showing a complete line of up-to-date go-carts and baby carriages. These goods come from the foremost makers of the country and have all the new and desirable features. They are certainly beauties and should be inspected by all intending purchasers. You will find the prices and quality right.—*Simpson's, Elmira, N. Y.*

Beautiful weather to give baby an outing. This special in go-carts will help you to secure a good one reasonably.—*Chapman & Co., Brooklyn, N. Y.*

Sample go-carts to go.—*Schlesinger & Mayer, Chicago, Ill.*

You won't be satisfied with an ugly, awkward go-cart for the baby. The little one deserves the very best that's to be had—in other words, a Heywood cart.—*Rhodes-Haverty Furniture Co., Atlanta, Ga.*

Don't Carry, but Wheel Your Baby.—If you have hesitated because of the attendant expense of a suitable cab, just apply common reasoning to what you should get for your money—and if you are satisfied that you are getting more than your money's worth—do a little judicious investigating in one of these perambulators, and feel satisfied that you are not asked to pay exorbitant prices for the comfort you derive from wheeling your baby; and realize that it enables you to either take baby out with you or send it out in charge of some competent person.—*Hamburger's, Los Angeles, Cal.*

If baby had its own way it would be out in the fresh air and sunlight almost every hour of the day in one of these comfortable go-carts enjoying those helpful gifts of nature that put color in the cheeks and lustre in the eye.—*W. S. Aaron, Altoona, Pa.*

Baby Carriages and Go-Carts.—Easy choosing from our line of forty odd beauties. Here you'll find the prettiest parasols in New Bedford—quite different from the carriage man's stock, for our business brings us in touch with the lace workers, and we buy this part of the carriages—also at first hands.—*C. F. Wing, New Bedford, Mass.*

All the new vehicles for little folks to ride in are now here and ready for the outings which this bright spring weather invites.—*The Wanamaker Store, Philadelphia, Pa.*

The fact that we sell a goodly share of the go-carts sold in Binghamton speaks for itself. It shows that we have the most complete line, the best and strongest makes and the very best values. Our carts are made of the very best reed, are adjustable and folding, have cushion rubber tires, ball-bearing wheels, anti-friction wheel fasteners, patent brake and dozens of other good features. They are light, easy running and very substantial. We show fully 100 different styles, at all prices from \$2.50.—*The Fair Store, Binghamton, N. Y.*

The Alwin Folding Go-Cart.—That folds as flat as a Sunday newspaper and is not very many times more heavy—yet so strong it can be subjected to almost any treatment. It is not a complicated machine that can be used as a table, a lawn seat, hammock or a lawn mower—it is a simply constructed, perfect little go-cart, made of finest steel tubing, rubber tired wheels, leather cloth cushioned seat and beautifully nicked and enameled metal parts. It is strong enough to bear the weight of a grown

person, yet within a few seconds it is collapsed and folded into so small a package that it may be stowed away in the tiniest cupboard or pushed under the bed. If you are boarding, traveling, visiting or living in a small apartment—even one room—this is the go-cart for you—at \$9.98.—*Abraham & Straus, Brooklyn.*

These Go-Carts are highest grade manufacture—from such fellows as Heywood Bros. and Wakefield, Block, Dann and Monumental. All made of fine reed, handsomely finished; fitted with the newest auto running gear; green enameled wheels with rubber tires and rubber hub caps; reclining back and adjustable dasher. Some have China handles.—*Adams Dry Goods Co., New York.*

The season is here when baby will be on the street more than in the house: that is why we are so well prepared with baby carriages and go-carts; we have them at all prices, but at whatever price they are marked you are assured they are less than elsewhere.—*Whalen Brothers, Brooklyn, N. Y.*

Folding Go-Carts.—What a marvel of lightness and compactness is this folding go-cart! When you go to the park, lake or country, the go-cart is easily carried on the car or train and your little tot can enjoy her equipage.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

To make room for Xmas we want to sell all our go-carts this week. We have them from the simple fold-up kind to the most elaborate Block make—made like a \$2,500.00 auto. See our fold-up cart for \$3.98. It's the most sensible vehicle ever invented for ma, pa and the baby. See how little priced the other kinds are.—*A. D. Matthews' Sons.*

Give your heir the air in one of our go-carts with light running and noiseless gears (wheels being fitted with rubber tires) and soft "springy" springs.

"Our" go-carts make baby's afternoon out one of continued pleasure, both to baby and mother. Call in and see our new styles.—*John Newson, Charlotte-town, P. E. I.*

Another great opportunity for you to economize. We have purchased the entire surplus stock of a prominent factory at a great price sacrifice. You've never before had so great a chance to buy high-grade go-carts at such a low price. We have an immense variety all new 1905 patterns with all the latest improvements. If you have any idea of buying a go-cart we are quite sure you cannot afford to miss this sale.—*Denhard Co., Louisville, Ky.*

We have just received a shipment of Go-Carts, which are longer and roomier than other kinds. The automobile gear is as light and easy running as a bicycle.—*Schipper & Block, Peoria, Ill.*

Baby's go-cart to-morrow should be one of the compactly folding carts that you can shut up like a camp chair and take on train or trolley. Relieves you of the fatigue of carrying baby and is not cumbersome in itself.—*Strawbridge & Clothier, Philadelphia, Pa.*

The "Heywood" Go-Carts are rightly named the "Go-Carts of Quality" and the leaders in styles and new improvements — elliptical springs, automatic clamp, patent wheel fasteners, metal handles with wood grips and cushion tires.—*Sticklely-Brandt Furniture Co., Binghamton, N. Y.*

We picture here a few of our easy running Wakefield Go-Carts, both the folding and reclining styles. The bodies are made from selected hand woven rattan, finished in shellac, and the gears are of steel, enameled a brewster green. All wheels are striped and rubber tired. The reclining styles are fitted with A1 grade of cushions and parasols, which may be had in any color desired. The reclining adjustment operates both back and dash from one point and is one of the exclusive features of the line.—*The Grote-Rankin Co., Spokane, Wash.*

We only quote two styles as a criterion of price reductions for the entire line of celebrated Gendron carriages and go-carts, which is equal to the best makes in the country.—*The Palace, Spokane, Wash.*

Fine weather for the new baby. There's health in every breath of fresh air. Give the baby a chance to be healthy. To help you do this and so you may have a new go-cart for the holiday we are giving a straight 10 per cent. off every carriage and go-cart in the store.—*A. M. Souter & Co., Hamilton, Ont.*

English perambulators, reduced prices. Handsomest and best made. They come from Simmons, of London—only 18 of them, and we will not order duplicates at these prices. The reductions are made as a pre-inventory offer—the maker's prices are the same as ever—the loss in this instance is ours—the gain yours. \$36.48, \$37.98, \$44.98 and \$40.48.—*Abraham & Straus, Brooklyn, N. Y.*

The baby should have frequent airings these summer days, and if the mother has a go-cart it will be no trouble at all to give him a daily spin.—*Gable & Co., Altoona, Pa.*

Baby ought to be provided with a nice and comfortable go-cart for its daily outings. While the little one enjoys the benefits of sunlight and fresh air, mamma or nurse derives benefit from the exercise outdoors.—*W. S. Aaron, Altoona, Pa.*

Better values in baby carriages and go-carts. We always lead in this line with larger and better assortments, lower prices and easier credit terms. Forty styles of go-carts and carriages to choose from—every one new, with or without leather hoods and lace parasols. Special values in the new English perambulators with leather tops.—*The Household, New Bedford, Mass.*

The new baby coaches. Just arrived in time to go out to the little tots any nice mild day when sunshine will bring the roses in baby's cheeks. We never showed so many pretty styles nor priced them at such little figures.—*Kaufman's, Trenton, N. J.*

In winter weather prepare for spring. The new go-carts and baby carriages are here. A fine line and one that will command your admiration.—*C. F. Wing, New Bedford, Mass.*

Baby carriages. Too previous? Not a bit of it. There are many bright, sunshiny days at this time of the year, and to get the youngsters out in the clear fresh air is too important a matter to bother about the date.—*Flinn & Barker, Fall River, Mass.*

Give the baby a sun bath. All mothers know that there is nothing to compare with sun and light and good fresh air to bring the roses to the little cheeks of their toddling sons and daughters. Our baby carriages are built to off-set the stuffiness and lack of ventilation so common in the cheaper grades, and what we want to sell you will be found to be the cheapest in the end. Built for honest service at an honest price. Every mother takes an honest pride in her little ones. She wants her baby to have just as pretty and comfortable a carriage as anybody's baby.—*Morey Furniture Co., Bangor, Me.*

It shows that we have the most complete line, the best and strongest makes and the very best values. Our carts are made of the very best reed, are adjustable and folding, have cushion rubber tires, ball-bearing wheels, anti-friction wheel fasteners, patent brake and dozens of other good features. They are light, easy running and very substantial. We show fully 100 different styles, at all prices, from \$2.50.—*The Fair Store, Binghamton, N. Y.*

More new go-carts are here. Beauties, every one. With restful reclining backs, easy springs—and parasols so carefully lined as to be proof to the glare of the summer sun. There's real merit as well as beauty in our baby vehicles—and we are sure you'll buy when you get the prices.—*C. F. Wing, New Bedford, Mass.*

Our go-carts are the Pullman cars of Babydom. A mighty bargain is the 1903 adjustable go-cart.—*The Economy, Scranton, Pa.*

Have you a little baby in your home? Then by all means take him out in the air every fine day. There haven't been so many good ones lately that you can afford to miss any of them! We've got such a pretty line of carts that you should have no trouble in getting suited. Made with the bicycle tubing gear and good, thick rubber tires, and made in a manner that is sure to appeal to the person who is looking for style as well as stability. Our carts are made by manufacturers with years of experience; manufacturers who have profited by their past mistakes and who now offer you *go-carts* and carriages that are practically perfect. These carts come in every conceivable style, but to-day we call your attention to the Alwin folding cart, the original one of its kind. There are many copies of this cart, but none of them have quite caught the point of construction that singles the Alwin cart out of a crowd. Very light weight, nickel trimmed and will fold so that it can be put in a suit case for traveling. They are even made with a folding leather hood like the larger carts.—*Lippincott & Co., Wilmington, Del.*

Come and see the difference in *go-carts*. When you come to look over the immense line of go-carts and baby carriages, you'll be able to see the real perfection in manufacturing, and it's all in the "making" and materials whether you get your money's worth or not. We'll show you the best go-carts built—we'll show you every modern device for durability and comfort, and the prices are sure to be within the reach of all.—*Hurley-Tobin Co., Trenton, N. J.*

Go-carts and carriages in all the latest models, from the little folders to the stylish English perambulators. All strongly constructed with enameled running gear; light and durable. Some with heavy roll sides. They are the handsomest carts we have ever shown, but sooner than carry them into another season we have made these radical reductions.

Come and see the new figures.—*Edw. H. Brennan, Wilmington, Del.*

We have now ready for your inspection our 1907 line of English perambulators, folding and reclining *go-carts* with all the latest patented attachments, and the newest fads and prettiest designs from all the high-class builders of baby vehicles, such as Heywood, Wakefield, Whitney and Block, and our prices are the lowest. All have rubber tires.—*The Golden Rule, St. Paul, Minn.*

Sixty-five bright new patterns for your selection, all the best makes, including the block. Come in, look them over. We have a style that will suit you. Folding go-carts, \$2.50 up. Regular *go-carts*, \$6.00.—*Meharg's, Wilmington, Del.*

There is no time like the present to get a go-cart for the little one. The weather is fine, and he will just crow with delight at the prospect. His cheeks will grow ruddy and the fond mother will be delighted. Our line is very complete and makes possible an entirely satisfactory selection. All important improvements are found on our go-carts, such as the folding and reclining devices, parasol attachment and brake. The reed work is carefully selected to avoid imperfections; the frames are made of thoroughly seasoned hardwood; the tires are made of best rubber, and the cushions and parasols are of best quality. Make your selections while the line is at its best.—*Goble, Pratt & Robbins, Spokane, Wash.*

Baby carriages and go-carts, low-priced. All kinds and all prices to choose from—a new consignment, a wider range, has just arrived. English, Canadian and American styles—the newest designs—some fold up into little more than half full size. They range from plain but comfortable folder with hardwood seat, fancy feed back and rubber tires, to the luxurious style with adjustable drop front, reclining back, rubber tires and foot brake. Beautifully upholstered, with silk or lace all-over parasol. Better values can't be found—nor as good.—*The T. Eaton Co., Winnipeg.*

Baby's trip around the block. Baby's best outing days come with the month of May and a trip around the block in a Doyle carriage, perambulator or go-cart brings very real returns in health and good nature. Our new spring lines of juvenile wheeled goods are the handsomest you ever saw, and a look at them will do both you and the baby a world of good—so also will our fairest of prices and terms.—*M. Doyle's Sons, Troy, N.Y.*

GROCERIES

*To-day no credit comes to you
For being noble, wise or great;
The advertisers say it's due
Entirely to the foods you ate.*

—*Washington Star.*

Silver Moon Coffee will help to make your breakfast one of the pleasantest memories of the day. All who drink this coffee can not fail to appreciate it on account of its flavor and delightful aroma.—*Oliver Finne Co., Little Rock.*

Peeled Peaches. Handsome, bright, soft, mellow peaches, free from skin. They looked so good we couldn't resist buying all we could lay our hands upon. After we tried 'em, we were glad we secured them. Buy all you can use, they'll be gone in a jiffy.—*McCaffrey, Philadelphia, Pa.*

Our famous Mocha and Java Blend. More of our customers drinking it than any other one kind. Roasted fresh every day and blended by a man who knows how to blend coffee. Makes a rich, fragrant, strengthening coffee with a most delicious flavor.—*H. Jevne, Los Angeles.*

Coffee Knowledge. If we didn't know just how to roast coffee to a nicety we wouldn't have a coffee roaster. If we didn't know how to blend coffee perfectly we would hire someone who did. And if we didn't know that Alley's Fancy, roasted fresh daily, is the best coffee in New Bedford, we wouldn't tell you so.—*A. G. Alley, New Bedford.*

Cider Vinegar. The real thing. Clear as crystal, with a clean, clear-cut flavor that adds a zest to appetite. One of the most necessary of ingredients in the perfect mince pie. Not always to be had for the asking, but we make it a point to constantly carry it in stock. Send in your jug to-day before you forget it.—*O. C. Elwell, Portland, Me.*

Malt Wheat Biscuit. This is something entirely new. The most healthful and perhaps the most palatable health biscuit you've ever tasted. Had a couple of samples sent us, gave one to a lady to try. Reply was, that they were fine. They're ready to eat, just as they are. Call and try them—testing is the best way to judge.—*Gedney's, East Orange.*

Libby's Chicken Loaf.—A very desirable article, indeed, for luncheon or

picnic supplies. Fresh, dainty and deliciously flavored chicken, finely minced and delightfully spiced. Put up in convenient sized key-opening cans. Turn the key and an appetizing lunch is ready in an instant.—*McCaffrey's, Philadelphia.*

A man is what he feeds on. The better his food the better is the man who eats it. A man who wishes to be healthy will buy his foods where he knows he will get them pure and high grade, and our reputation for reliability in this line is unquestioned. Our canned goods are the best made; our cereals and foods are from the choicest kernels, and our fancy and staple goods are without a peer.—*J. S. Carver & Sons, Ogden, Utah.*

Potato chips, sliced thin, fried just right, and served while they are fresh and crisp, make a most appetizing addition to any meal. Our potato chips fulfill every requirement. We get them fresh from the frying pan; order only enough for immediate use; and so can guarantee their crispness and fine flavor. If you will only try our toothsome chips, you won't wonder why we sell so many of them week after week.—*Jas. H. Snow & Co., Bangor, Me.*

Good Mocha and Java Coffee.—Some grocers will mix any kind of coffee together and call it "Mocha and Java." Our policy is different. We buy the finest Mocha coffee we can get and we buy the finest Java. We roast it ourselves, skillfully, not over done so that all the goodness is cooked out of it, but just right. Then comes the blending, and upon the skill of the blending depends the final goodness of the coffee. Our Mocha and Java is blended by men who have had years of experience at it and blend it to your taste exactly. For this pure Mocha and Java coffee, roasted and blended and cared for with all this skill, we ask only 40c. the pound. How many times do you pay more than this for a coffee not half so good?—*H. Jevne, Los Angeles, Cal.*

Soups All Prepared.—With a can of our good soups in the house, all ready to serve with heating, you'll be prepared for most every emergency. If company happens in, if you want something good to eat in a hurry or at any time when you want a delicious, appetizing soup, it's ready for you if you have one or two of these cans of prepared soups on your shelf. There's every variety and the soup could not be finer.—*H. Jevne, Los Angeles, Cal.*

Golden German Salad.—Not a salad dressing. It's a combination of vegetables and rich spices. A condiment that is especially pleasing to the palate, and very appetizing.—*Gedney's, West Orange, N. J.*

It's not hard to keep the family in good humor if you have good, wholesome things to eat. You can select a delightful lot of good things here. They are the nicest and best specialties of the season. The quality makes them a pleasure—our price makes them an economy.—*O. W. Johnson & Bros., Galesburg, Ill.*

Claret and Raspberry Shrubs.—Either of these charming fruit juices combined with ice water makes a beverage at once refreshing and stimulating, without any deleterious after effects. Being made from the true fruit and by reliable and trustworthy manufacturers, you can rest assured of their purity and wholesomeness.—*McCaffrey's, Philadelphia, Pa.*

"When the Frost Is On the Pumpkin."—Shorter days and longer nights now. Soon a nipping frost and the leaves will glow with crimson and gold. Then appetite, sharpened by the crisp, invigorating morning air, will plead for biscuits and smoking pancakes deluged in maple syrup.—*Austin, Nichols & Co., New York.*

An appetite for good things to eat is born in one. If that appetite is not properly cared for nothing will "taste right." With us you can find the best the grocery market affords.—*Comrie, Kenton, O.*

Do you enjoy your meals during the hot weather? There is no reason why you should not. Eat good fresh groceries and you will be all right—the kind we sell, for instance. Not a stale article finds its way into our store. Nothing is sold over our counters that is not just right in every respect.—*M. F. Delahant, Albany, N. Y.*

Our fall stock of pure, fresh foods were never so varied and complete as they are at this season. Every day large

shipments are being received of the new supplies—canned goods of all the choicest kinds, bottled delicacies, fresh new cereals and farinaceous foods, fruits and vegetables—everything that is most wholesome and nutritious. The quality is kept up to the high water mark and, as usual, we cut our retail prices down to the very smallest fraction of profit over actual cost. No grocery house in the world buys closer than we do and none can sell the same goods for so small a price. That is why all our customers, make a saving on every purchase, and every housekeeper who wants the best for the least money trades at one of our stores.—*James Butler, New York, N. Y.*

Cheap coffee is a poor investment. What is the use of drinking coffee unless you can do so with pleasure? Cheap coffees have that heavy muddy taste that will spoil any meal no matter how elaborate it would be. The difference between good coffee and cheap coffee is so great that we can't see how some people can buy some of the preparations masked as coffee.—*Lehman & Co., Trenton, N. J.*

Welcome Home Again.—Now that you're back from your vacations, from the seashore and the mountains, opening your houses for fall and winter, we take this early opportunity of again reminding our old customers and everybody else of the completeness of our store service and the price advantages to be gained by trading here. We can supply your table with the choicest of everything—groceries, meats, vegetables, bakery goods, fruit and fancy delicacies of all kinds, without any fancy prices. To those who are about to stock up their pantry, this list will prove a money saver.—*Alley's, New Bedford, Mass.*

Sweet pickles, sour pickles, chow-chow and onions—too many of 'em here and they're not selling as fast as we'd like.—*McCaffrey's, Philadelphia, Pa.*

Table grapes.—Red Emperors and Cornichons—sweet, juicy, highly flavored and delicious. Grown in the Santa Cruz mountains; hand assorted and repacked. Like most nice things, they are only found here. Order some—you'll be delighted.—*Ludwig & Matthews, Los Angeles, Cal.*

New buckwheat honey.—The first lot of buckwheat honey we've received this season, and it's very fancy, the finest quality we have had in years. That rich, dark, fine flavored, pure buckwheat honey that so many are fond of; fact is, many prefer the flavor to the white clover.—*Gedney's, East Orange, N. J.*

The most fastidious epicure will here find everything suited to his taste, while the economical housewife will find every known brand of staple food at the lowest possible prices consistent with high quality. In fact, this grocery store of ours will more than hold up the well known high standard of the Simpson, Crawford Co.—*Simpson, Crawford Co., New York.*

Making Salads.—You can't make a good salad with poor Olive Oil. That's sure. And you can't be sure of getting good Olive Oil unless you buy at a store where only that kind is sold. Our Olive Oil is strictly pure, every drop. It is "first press"—the richest and best-flavored to be had—and works into the most delicious salad dressing you ever tasted.—*J. H. Snow & Co., Bangor, Me.*

Sardines—All Kinds.—That means all good kinds. And then there are all sizes and all prices, so that we can fill any order for Sardines you may send us. The genuine French Sardines and the Domestic, and we have some California Sardines as fine as any we get from any place else. Sardines are delightful, cool food for summer, especially fine when you get such high quality as we carry. Plain Sardines, Sardines packed in truffles, vegetables, tomato sauce and mustard, and the splendid boneless sardines.—*H. Jevne, Los Angeles, Cal.*

Your boy or girl buys at any of our grocery stores with every assurance that they will receive the same fair and courteous attention that would be accorded to yourself. No expert knowledge is required when dealing with us. Our prices are always the lowest. Quality governs the price and price the quality. The dime or the dollar of a child will go as far and bring you as much value as the same amount in the hands of the wisest food expert. This absolute certainty of getting what you pay for (and saving money on every purchase) is one of the foundation stones on which James Butler has reared the largest, most popular and most satisfactory retail grocery business in the wide world.—*James Butler, New York, N. Y.*

Our lines of canned vegetables, jams, jellies and preserves are the finest put up in tins and glass in this country and Europe. We sell them in dozen lots at wholesale prices. You will find it eminently to your advantage to buy your fancy groceries from us in quantities.—*The Lathrop Company, Hartford.*

And said the "Golden Gate": "Not everyone cares for high-grade coffee; some prefer the cheap, rank kinds. Some

dealers prefer to handle bulk goods instead of coffee packed in aroma tight tins. I'm uniform in quality; I was aged in my native country; I'm smooth drinking—rich—aromatic; I'm full weight (honest). With all this in my favor I cannot fail to please. I'm 'sold on merit,' merit will win!"—*J. A. Folger & Co., San Francisco, Cal.*

Tea is a very healthful drink if properly made—and good tea. And it isn't necessary to pay an awful price for it. Some of the most particular tea drinkers declare that Montauk has a smooth, delicate, soothing, sweet, aromatic, just-strong-enough flavor that no other teas have and we sell it in great quantities at the regular price, which is much lower than the same quality can be purchased anywhere else. Other teas may be more expensive but we do not know of any better flavored. Carefully selected leaves, perfect blending, great care in packing cleanly, net weight pound boxes have made them the most favored teas in Brooklyn. No mail, telephone or hurry box orders filled. Teas sold tomorrow will be delivered during the week.—*Abraham & Straus, Brooklyn.*

The Japanese are the most persistent consumers of tea in the world. They drink it at all hours, in all circumstances and in great quantities. And they are, moreover, less afflicted with "nerves" than any other people on earth. Better still, tea drinking entirely destroys and annuls all craving for alcohol; a tea drinker is never a drunkard. Drink tea yourself, and give it to your children ad libitum. But always get the best. We carry pretty well every known variety of tea, and sell it very close to cost.—*Torraine, New Bedford, Mass.*

We want to see the people who are careful about the quality of their groceries. Whatever business we may build up we expect for it to stand upon merit. In buying we select only pure, wholesome goods, and if they are not just as we represent them to you, we will cheerfully take them back. On that basis we invite your trade.—*A. L. Young, Baraboo, Wis.*

A Little Talk About Butter. In buying butter there are just two things which have weight with the consumer—price and quality. Poor butter is expensive at any price. For a good article everybody is willing to pay a fair price. Our prices are not simply reasonable, they are extremely low. Our qualities are not merely fair, they are absolutely the best.—*Cobb, Bates & Yerxa, Taunton, Mass.*

Good coffee isn't accidental! You must make it from well cared for, well fed coffee beans that have been properly cleaned and knowingly roasted. For you can't make good coffee from improperly nourished, dirty and improperly roasted coffee beans. We secure our coffee from the best coffee plantations of the world. It is "upland" coffee, slowly grown in the clear, cool, pure air of the mountains. So that the coffee bean extracts to the full its rich fragrance and aromatic flavor from the bounteous soil. Seal Brand coffee is rich in the two brain nourishing and body building principals that make good coffee—Caffeine and Caffeone. And because it is well grown, well roasted coffee, there is no trace of any injurious ingredient usually found in poorly nurtured, improperly roasted cheap coffee. There is absolutely no injurious Caffeic. For Seal Brand coffee is certified coffee! It has behind it our guarantee for quality. It will make you a rich, nectar-like, health-giving beverage. It is all good coffee.—*Chase & Sanborn, Boston, Mass.*

Putting Up Pickles? Don't put them up in vinegar that you "guess" is good; use guaranteed good vinegar—the kind we sell. We've just gotten in a supply of extra choice pickling vinegar, both the pure cider and white wine varieties. It's ideal for pickling purposes, and will insure best results every time. We'd advise that you send us your jug early before this special "make" is all gone. Best of pickling spices are also an important part of our stock nowadays. State your needs.—*James H. Snow & Co., Bangor.*

People are impressed by the unusual—the best. And the public looks to this great grocery store for the good service we've promised—and are giving. Orders come from far-away Florida and from the good housekeepers at home.—*Gimbel Bros., Philadelphia, Pa.*

You or your neighbor may trade with us. If it's you, we have endeavored to please you at all times, both in quality and price; if your neighbor, ask them about our goods and service. We claim to have the best service of delivery in the city; the most alert, thorough and fastest clerks and butchers in the business. We give our customers the benefit of a wide experience in what we deem best for their interest. Give us some of your orders and we will prove to you that your trade is appreciated here.—*J. P. Cronin, Binghamton, N. Y.*

It's simply wonderful the way our grocery business has been increasing in volume during the past year. There can

be only one logical reason for the liberal increase of your patronage and that reason is the well known purity and cleanliness and wholesomeness of all food stuffs bought from our grocery department. If you are a customer the usual Saturday and Monday offers will be eagerly taken advantage of, if you are not a customer read these items offered. Sample them and if you do not find them better bargains than you ever bought elsewhere don't buy your groceries from us.—*McKelvey's, Youngstown, O.*

Wise, the grocer who harkens to Experience. Experience has taught us something about cheese. We had a good trade on domestic cheese when we sold only the Kessler brand. A combination of circumstances led us to put in cheese made elsewhere—and it didn't take our customers long to manifest their disapproval of the change. So we've made another change—back to Kessler. This is a delicious full cream cheese—and it is always the same. If you have used it—enough said. If you have not, take our word for it, you won't like any other cheese as well.—*S. F. Arnold & Co., Binghamton, N. Y.*

Our constant aim is to make this grocery a better one, a more desirable source of supply, an efficient aid to thrifty housewives. We aim at perfection in all details—in quality, price and service. If not already a customer, we solicit an opportunity to please you.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

If you would have fine groceries and save money be sure to get our October Grocery Catalogue. It is an index to all the best the world affords in eatables at the littlest possible prices. In spite of the fact that for these delicious and wholesome edibles the prices are the lowest, we are prouder of the quality than of the economy afforded.—*Abraham & Straus, Brooklyn, N. Y.*

This is undoubtedly the most eagerly awaited sale that is held in New York City. Besides its incomparable saving advantages, you have absolute assurance of the very highest quality, strictly pure foods. It's an event occurring twelve times a year, coming at the beginning of each month—just the time when you can consistently lay by a supply of table and household necessities.—*Simpson, Crawford Co., New York, N. Y.*

Good Groceries.—It's the precaution we take against impure foods that makes housekeepers feel safe in buying here. Back of that are the lowest prices found anywhere.—*Jones Dry Goods Co., Kansas City, Mo.*

Pure, unadulterated foods, edibles and drinkables that are chosen by the most skilled experts are what's always expected of Bloomingdales'. That our customers are never disappointed in the quality is proven by the vast business this model grocery store of ours does.—*Bloomingdales, New York, N. Y.*

The coffee of your fathers was good coffee. It was grown carefully, sorted wisely, roasted perfectly, sold pure, made strong, and served steaming hot. Doctors never thought of telling patients to use it "only once a day." And the men and women of three generations ago were not less sturdy because they enjoyed of it as much as they could drink as often as they wished. Then it was that the Gillies coffees won the good name that has endured. Gradually many of the old-line houses have ceased to exist or have found new owners with different policies. The Gillies House has gone on unchanged, familiar to the descendants of old New Yorkers, but naturally not so well known to the welcome thousands who each year come to make their homes in and near the Greater City.—*Gillies Coffee Company, New York, N. Y.*

A trip to-day to these busy stores will convince you that we are selling groceries as fast as an army of trained clerks can wait on the crowds that throng these stores daily. We are selling many carloads of all sorts of eatables each and every day in the week, and are buying so cheap that we can sell at prices so much below the prevailing prices around town that the housewife can afford to come from any suburb of the city to buy even a single article, the difference in price being great.—*R. H. Williams Grocer Co., Kansas City.*

It's a long time now since we have had one of our old time special grocery sales, and the announcement of this first one of the new year will be glad news to the food providers of home, hotel, or boarding house. At all times our prices on groceries are lower than elsewhere. For that reason sale offerings here have a particularly strong drawing power by the extra cut rates. All the goods offered are fresh, reliable, and just what you will be glad to lay in a goodly supply of.—*Brown, Thomson & Co., Hartford, Conn.*

The food you eat is the first step toward perfect health and increased vitality, provided it is absolutely pure and wholesome. And quality and purity are the most potent factors of all goods sold at Prager's. None but the very best are

here but at prices that are astonishingly low.—*Prager's, San Francisco, Cal.*

The clear, crisp weather of the coldest week of this unusually severe winter has sharpened the appetites of young and old and makes the children want to eat all there is in sight. We will smooth the maternal pathway, so far as we may, by offering a very tempting array of good things to eat and drink at exceptionally low prices. This week is the housekeeper's golden opportunity to stock her pantry with the best of pure food necessities at a cost far below what is usually charged.—*James Butler, New York, N. Y.*

Goldberg-Bowen have devoted 50 years to the scientific study of groceries. They have sifted the kernels from the chaff and only the kernels remain. The result of this training is their successful position as purveyors of food stuffs. Their groceries are healthful, pure and unadulterated. Their groceries build up the body and help the mind to do its work. Their groceries make food a pleasure worth while, not solely a necessity to sustain life.—*Goldbery, Bowen & Co., San Francisco, Cal.*

Thoughtful housekeepers of an economical turn, will bear this in mind and embrace the suggestion when made—it's one entirely out of the ordinary and one that you cannot resist—just you watch—in the meantime whatever your pantry may need can be had here best at the least cost. Just think of next Friday.—*Longshore Grocery Co., Birmingham, Ala.*

Worthy groceries—low prices. That single line explains the phenomenal success of our great food market.—*Boston Store, Chicago, Ill.*

If you like something good to eat and want to buy it at the right price, we believe here is the place to get it. Our goods are always fresh.—*Rosenthal Dry Goods Company, Peoria, Ill.*

Now for Christmas! This food supply market is shaping itself for the biggest Christmas trade in its history. Food buyers will find it the ideal place to get their Christmas supplies and save money on everything they will buy. Tons and tons of good things for Christmas. See us for your Christmas wants.—*Bresnahan Grocery Company, Woonsocket.*

Coffee That Suits.—*Newton, Robertson & Co., Hartford, Conn.*

True economy in groceries is in the buying of such high-grade goods as the following, at these low prices.—*Kaufman, Pittsburg, Pa.*

It'll be wise to stock up heavily with groceries to-morrow. Don't let your table supplies run short on a stormy day, when you can't go or send out. Take advantage of these money-saving Anniversary Sale prices to lay in a good supply.—*The Fair, Chicago.*

Groceries at Wholesale Prices.—This is the largest, finest and cleanest grocery store in Pennsylvania. All our goods are bought direct in carload lots from the largest producers and manufacturers, paid for in spot cash and sold at the closest possible margin of profit. Compare these prices with what you are now paying. Every article is guaranteed first class in every respect. Profit-sharing coupons given with each and every purchase.—*Clarke Brothers, Scranton, Pa.*

Just as easy and convenient to buy groceries here after leaving the city as it is while in it. We make a specialty of packing and shipping supplies of all kinds for country homes, yachting, camping parties and the like.—*R. H. Macy & Co., New York.*

It's the unexpected that's seen in our aggregation of food specialties. A jollier collection of surprises cannot well be imagined than our cans and jars and boxes of tempting delicacies which would whet an epicure's jaded appetite. Mere words and glances cannot describe what appeals directly and exclusively to the taste. The banquet is ready, don't stay away from the feast.—*O. E. Baldwin, Muncie, Ind.*

Try our fresh fruit, also canned goods. They are as fresh as an eastern breeze and have a flavor that would please the gods of old.—*M. W. Hansen & Co., Grand Forks, N. D.*

Bungaloe Tea, 35c. Usual price, 65c —the only store in town authorized by the Ceylon Planters to sell this tea at 35c. Grown in iron soil—nervousness left out—and the extreme of tea-blenders' art in its place.—*Mitchell, Fletcher & Co., Philadelphia, Pa.*

Why our teas have gained a reputation: Because we put our heart and soul in the tea business and look after it with a zealous care. We're particular that each tea is blended just so, because, now that we have you suited it would be poor policy to allow the quality to depart from its usual high standard.—*Lehman & Co., Trenton, N. J.*

Difference of opinion regarding the place to buy groceries will not occur if you buy here. It is a common saying that you get better goods for less money

here than elsewhere.—*Tony Hill Jonz, Denison, Tex.*

World's greatest grocery. Frequent-ed every day by increasing crowds of delighted purchasers who know that here are to be found the choicest products of sea and land—fresh, wholesome and low-priced.—*Siegel-Cooper Co., New York.*

Good groceries. Just as easy and convenient to buy groceries here after leaving the city as it is while in it. We make a specialty of packing and shipping supplies of all kinds for country homes, yachting, camping parties and the like. Orders once filled will be promptly duplicated upon request. This plan is a particular feature of our grocery department. Orders are filed and filled at stated intervals, according to your instructions.—*R. H. Macy & Co., New York.*

This grocery opportunity unquestionably your greatest! Dwell on what it means to you that this is the busiest grocery hereabouts! Best values to be had anywhere is the potent factor that is bringing us larger crowds than you'd find in most any two other grocery stores combined. This immense trade makes necessary enormous stocks. Buying enormous stocks gives us great price concessions, which places us in position to quote and give you lower prices than any other store. Besides, you get fresher goods.—*New York Grocery Co., Pittsburg, Pa.*

Take up the paper and read over the advertisements carefully—you may find a coffee cheaper than Pon Honor, but you will not find a single one that can give you a good cup of coffee for as low a price.—*Wm. T. Reynolds & Co., Poughkeepsie, N. Y.*

There are so many different kinds of butter on the market it is hard to tell just what you are getting unless you buy the best. The Antlers Creamery Butter. This is not a 25c butter sold at 20c to introduce it, neither is it a cheap ranch butter worth 17½c and sold for 24c to fool the people. But it is the best separator creamery butter and will please all who buy it at 25c.—*F. B. Ross, Colorado Springs, Colo.*

A chapter about cheese. We make a specialty of fine butter and cheese.—*Croffut's Market, Binghamton, N. Y.*

Cold snaps are not the only kind you can get these days. Come and see us and we can give you ginger snaps and any other kinds of snaps.—*The Spot Cash, Joliet, Ill.*

Grocery facts. When you come right down to grocery facts, it is price and quality that tell the tale. We don't know of a store anywhere that meets the two requirements more faithfully than the "West End." We are certain no store in the city offers superior goods. We invite comparison of quality and price with groceries offered elsewhere. Buy your groceries at the "West End" and save twenty to twenty-five per cent.—*West End Grocery Co., Victoria, B. C.*

Red Rose Tea is composed of what are known in the trade as "high-grown" Ceylon and Indian teas. These teas are grown at high altitudes on the mountain slopes, where the tea bushes grow more slowly and are more carefully cultivated than in the valleys, where the climate is warm and humid. High-grown tea is not only a finer quality, but contains much more tea juice or extract than valley-grown tea.—*T. H. Estabrooks, St. John, N. B.*

Purity, freshness and absolute cleanliness are factors that add their attractiveness to the low prices that you will find in the pure food grocery.—*Siegel Cooper & Co., Chicago, Ill.*

The crowning features of our royal stock of groceries is first—high quality. Second—completeness. Third—the perfect condition of the goods, and, fourth—the moderate prices at which we sell. Cheap food may be popular with those who do not know that it is cheap because it lacks nourishing elements and that twice the quantity must be purchased to get results equal to those given by our groceries. Everything in this stock is fairly priced.—*The Star Grocery Company, Logan City, Utah.*

World's greatest pure food show opens Monday. It will positively be an event without parallel. There will be 46 demonstrations daily by experts. An elaborate musical programme will be rendered daily. All the food producing centers of the world will practically be represented. Extraordinarily low prices will be quoted daily. In no other store is such an exhibition possible. The Siegel Cooper Company is the originator in New York of the Pure Food Exposition, and that the idea should find ready imitators is not strange. You are invited to attend our pure food show.—*Siegel Cooper Company, New York.*

You like good things to eat, don't you? Here they are, at prices at which you can afford to buy them.—*Moore Bros., Galveston, Texas.*

Sale of Groceries. This model store of ours is by all odds the most perfect,

beautiful and attractive in the world. Nowhere is there another like it. A broad statement and a true one. First of all, it is sanitarily perfect. Everything in it, everything about it, is clean, wholesome, reliable. Its stocks represent most fully the best things to eat from every quarter of the globe.—*Simpson Crawford Co., New York.*

We study your wants relating to provisions. Our tastefully displayed stock of Good Things to Eat are invariably of qualities above criticism and are sold at prices below what you would expect.—*Fred Wolferman, Kansas City, Kan.*

The secret of success is to take advantage of every opportunity. We give you the nicest, freshest, groceries, canned fruits and vegetables at prices that will swell your savings account.—*Todd's Bee Hive Grocery, Kenton, O.*

A school teacher lately put the question: "What is the highest form of animal life?" "The giraffe," responded a bright member of the class. In one sense of the word the boy was right, for he had not been inoculated with the Darwinian theory. Now, had this same teacher put the question: "What is the highest grade of butterine known, and where is it sold in Altoona?" she would receive a chorus of answers something like this: "Moxley's Special; at the Green Front Market; twenty-two cents per pound; better than butter; it's pure," etc. It has been wisely spoken, that "children and fools always speak the truth." We wouldn't for the world have you class us with the fools, but we do insist that you take the children's answers on Moxley's high grade butterine for the truth.—*Green Front Market, H. C. Leslie, Manager, Fall River, Mass.*

Groceries, fruits, vegetables and fish. A large up-to-date stock of the finest and freshest goods the market affords.—*H. A. Smith, Reno, Nevada.*

You cannot buy better butter anywhere at any price than Colonial Creamery butter, made of sweet cream from grain-fed cows.—*Hoyt's Colonial Creamery, New Haven, Conn.*

Try our ceramery butter—if you'd escape all the disappointment that follows in the wake of the poor sort. Our creamery is the most satisfactory butter we ever handled, and that's saying a good deal, as we've always striven to give our patrons the choicest of everything. You'll find it of the right color, sweet, toothsome and salted just to suit nine out of ten people. It's the same every day in the week; good all the time.—*O. C. Elwell, Portland, Me.*

Butter! Butter! Butter that's butter. Butter at prices better than the other fellow's butter. Get your good butter at *Howard Bros., Denison, Texas.*

What everybody says must be so. They say—that Wagner's Bread is the best; Warner's Cheese is the best; Baker's Chocolate is the best; Ohio Maple Syrup is the best. We buy the above lines of goods direct from the producers and we will give you the short prices on Thursday.—*Donsereaux's, Lansing, Mich.*

This model food store helps you to better things to eat, and no more to pay. The natural instinct of folk is for good things to eat. This Model Food Store teaches a lesson to the economical housewife. It shows her how edibles are rightly kept to maintain perfect sanitation and health properties. It brings to her larder the best things to eat—at no added cost. On a good many things all this betterness brings her a saving. The best teacher is over the path of experience—a walk through this sixth floor will prove a more convincing argument than words from us.—*Simpson Crawford Co., New York.*

More delicious than the fresh vegetables you have to put up with now—in comes the first consignment of new canned goods that's been announced this season. And the prices—they're so much lower than you usually pay for the highest grade that there's an additional relish to every preserved article you select from our complete gathering. Plucked when rounded out in luscious ripeness and preserved under the best sanitary conditions these vegetables are even more palatable than any procured fresh in the height of the season. Their delicious flavor was preserved with them and a purchase here to-day will bring it right to your table.—*Simpson Crawford Co., New York, N. Y.*

Fard dates are those handsome, black fellows, with firm flesh, small pits and delicious flavor. For filling they haven't an equal. Chopped and mixed with the morning cereal they are an innovation. Or chopped and mixed with chopped English walnuts and served on a leaf of lettuce, with French dressing—they are divine.—*McCaffrey's, Philadelphia, Pa.*

SNAPPY SNAPS.—The morning or evening meal is much improved with these little ginger snaps. They are put up in one pound boxes of about forty to the pound for 10c.—*Russell, Binghamton.*

BIG SLASH IN BUTTER PRICES.—Reduced prices on only the choicest grades of butter possible to obtain. Deliciously

fresh-made, direct from the creameries to your homes, which saves you money and guarantees high quality.—*Ginter Grocery Co., Boston, Mass.*

DUFF'S REFINED NEW ORLEANS MOLASSES.—Ever try that? Do, if you want a treat. It's the genuine, old-fashioned, Simon-pure stuff and will give the finest satisfaction. We will sell a limited quantity at this special price.—*McCaffrey's, Philadelphia, Pa.*

Cool comfort is hard to obtain at any price these hot days. It is not so with pure teas and coffees, as by going to the Oriental you will always find a large and fresh stock of teas, coffees, spices, baking powders and extracts, at most reasonable prices. Quality and strength of all our goods fully guaranteed. We wish a trial order from you and we are satisfied that once a customer always a customer.—*Oriental Tea Co., Peoria, Ill.*

BUTTER.—We think it's quite a treat to our customers to give them ten stamps with a pound of butter.

Saratoga potato chips. Fresh and crisp. Fine, sweet-flavored chips, too, for they're cooked in pure lard. Salted just enough to make them tasty.—*Gedney's, West Orange, N. J.*

EVAPORATED APRICOTS.—Beauties—handsome, bright, meaty fruit, with a delightful flavor. Added to the morning cereal they make a combination dish at once healthful, tasty and charming.—*McCaffrey's, Philadelphia.*

Every recognized variety of imported and domestic cheese on the market is here; kinds to suit all tastes—the mild, medium and very strong. You will find that our cheese department is a complete little store in itself and a very attractive place to buy your cheese.—*H. Jevne, Los Angeles, Cal.*

A picnic for the children is assured if the comestibles are purchased here. If there's any high grade canned meat or fish we have not on hand, we'd like to know—anything short of that we don't care to keep. A whole lot of things to please grown-ups, as well.—*J. S. Carver & Sons, Ogden, Utah.*

Our butter is a treat, too, because we know that no better butter can be bought, stamps or no stamps. We just buy the finest butter that the creameries in Elgin, Illinois, can make, and offer it to you while it's fresh and sweet. We have two shipments a week, and the size of our butter consignment is enormous. The butter is of even quality—always the same—never rancid, and always sold at the lowest possible price.—*L. Lehman & Co., Trenton, N. J.*

SALTED BANQUET WAFERS.—These thin, crisp wafers are of dainty shape and texture, and made especially appetizing by the small quantity of salt which has been sprinkled on the surface.—*Ackers, Philadelphia, Pa.*

Spices for pickling. We carry the purest and best spices, and you know that the best is always the cheapest, and we believe that it is a waste to use anything else for such purposes. We buy what we know to be of the highest quality. They are a little higher in price, but are the best.—*Oliver-Finnie Co., Little Rock, Ark.*

Tea for icing. When you want to have iced tea, you must choose your tea. Some teas are all right for icing, but others would be bitter. When you order tea just mention that you want to use it iced as well as hot and we'll tell you just the tea to get. Jevne's is a pure tea store, so you'll never get any but pure tea here. If you want a comforting cup of delicious, refreshing tea—"You're safe at Jevne's."—*H. Jevne, Los Angeles, Cal.*

Tea! Tea! Tea! I can think of nothing more refreshing, at this time of the year, than a cup of tea, deliciously fresh, with the bloom of spring still on its tender young leaves, which, although only plucked from the bushes in June, I am now able to place on your tea table in Trenton, so rapid is the means of transit nowadays. In making this season's blend I have used only the choicest growths procurable, and I do not hesitate to say that a finer tea has never been offered in Trenton at 37c. per pound.—*Frank White, Trenton, N. J.*

CAKES AND CRACKERS.—As you know we make a specialty of having fresh cakes and crackers always on hand. Our assortment is varied, from the rich chocolate to the plain and popular butter thin.—*Oliver Finnie Co., Little Rock.*

A FAMILY LIST THAT BESPEAKS ECONOMY.—Yes, and the right kind—the best and truest kind—of economy. When you buy groceries here, no matter what you pay, you can rest assured that you have received the best—the best that money can buy. That's the only kind The World's Greatest Grocery Store sells.—*Siegel-Cooper Co., New York.*

Astræa shredded cocoanut is made from the very choicest grade of cocoanuts grown, and by machinery. The nuts are hulled, cleaned and shredded into beautiful, long, lace-like threads, and the juice or milk of the cocoanut mixed through it. If put in a comparatively

cool place it will keep sweet and moist for months.—*McCaffrey's, Philadelphia.*

Our cracker counter is an interesting place. The large variety of crackers and wafers we carry would astonish most anybody. For hot weather what is so nice as a box of dainty, delicious wafers? Some kind of a cracker should be on the table at every meal, should be in every lunch box and picnic basket. And the very kinds you should have are here.—*H. Jevne, Los Angeles, Cal.*

PICKLING VINEGAR.—What is more necessary for success in making pickles than that your vinegar should be of the purest and best? We have the purest and best, and the kind especially adapted for this purpose.—*Oliver Finnie Co., Little Rock.*

LA CRESCENTA OLIVE OIL.—We talk mostly about this brand of Olive Oil because we know for a surety just how pure and fine it is. Made here in California of the finest olives, so near home we can watch it at every step, and know when the bottle is finally filled that it contains nothing but pure olive oil.—*H. Jevne, Los Angeles, Cal.*

The exceptional prices we quote in the following list of excellent standard quality groceries, wines and liquors will hold good for to-morrow and Tuesday. Take advantage of the rare money-savings.—*Bloomington Bros., New York.*

Our pure food show. A magnificent, instructive exhibition of modern pure foods and their correct preparation and uses—combined with a stupendous cut price sale of table supplies, surpassing in scope any similar event ever attempted. A multitude of interesting special attractions Monday.—*Rothschild and Company, Chicago, Ill.*

Two ways of looking at the grocery buying problem. The wrong way—keep on paying high prices and at the end of the week be away behind as usual. The right way—Note our cut prices on high quality groceries, come to the store and see the goods, break away from high prices, leave your order with us, and the end of the week will find you with money in your pocket for other needs.—*M. Quinn, Kansas City, Mo.*

Vim Tea makes cream out of skimmed milk.

"There is a something about Vim Tea that is to be found in no other tea." So said a St. John lady to a grocer the other day. She did not know exactly what, or how to describe the difference, only there was a "something" Vim Tea had that other teas lacked. That something was a little more quality.—*Baird & Peters, St. John, N. B.*

Pure groceries. Such values as these are what have made this grocery department the best place in which to buy pure foods in Kansas City. Not per cent of profit, but volume of business, is the governing principle in the conduct of this department. This means that we buy pure foods at the lowest possible price and sell them at the lowest possible figures our volume of business will permit.—*Jones Dry Goods Co., Kansas City.*

Do you market in the Bloomingdale Grocery? Hasn't it yet enlisted you among the thousands of its regular day-in and day-out customers? What better sermon on economy can we preach than by quoting items like those below, unless it is by serving you once or twice with these good things to show you how safe and sure saving money in this great spotlessly-clean and ever fresh-looking grocery store is?—*Bloomingdales, New York, N. Y.*

One hundred sale persons—polite, attentive and experienced—are required to meet the wants of the thousands who are attending the great Harvest Festival to purchase a season's supply of groceries—the only time of the year when these high qualities are sold at the remarkably low prices listed below. Even then it keeps them hustling, for they are particular to see that no customer is kept waiting. The easiest way in the world to save money and at the same time insure the best on your table is to attend this great event.—*Simpson Crawford Co., New York, N. Y.*

Our cracknels are going out fast. The usual price is 25c per pound. Our price as long as they last, 12c. They are all right, fresh, crisp goods. Delicious eating. Just right for a picnic.—*Brunson's, Kenton, O.*

It's in the kitchen where the true advantage of the Lehman stores becomes apparent. When your groceries run low and you are about to replenish, it sets you a thinking where you can buy the cheapest and best. There's only one store that keeps ringing in your ears, and that is *Lehman's, Trenton, N. J.*

The Cooking Lectures Are No Small Part of This Great Exposition of Model Foods. Do you know that there are forty-three different ways of preparing eggs? That certain kinds of sugar absolutely spoil some puddings? That there is a certain knack in mixing "dough" for bread and pastry and the like? These Food Lectures, in connection with the Food Exposition, are designed to make it all plain to you. Besides, dainty dishes are prepared at every

lecture, and served to you free.—*Simpson-Crawford Co., New York.*

A department in which you can give your order at leisure, in a beautiful and spacious Order Room. It is a department that is complete, bright, up-to-date, in which good service is given, in which cleanliness and order are observed, and in which low prices are always quoted. The best brands are carried, and everything that is sold is guaranteed to be of the purest.—*Lit Bros., Philadelphia, Pa.*

The first requisite with us is quality, purity, freshness. We cater for those who insist on a high standard of living. The best fed are the healthiest and happiest—notably so when the element of extra expense is entirely eliminated. This important feature has always been a cardinal principle with us. Our customers live better for less money than those who buy elsewhere.—*James Butler, New York.*

We've gone to the trouble of comparing these prices with those of other high class grocery stores and find that they are absolutely the lowest for strictly pure foods—a great deal lower than any others, in fact.—*Simpson-Crawford Co., New York.*

It's the purpose of the Arnold Grocery to lighten the labors of the housekeeper, on whom rests the responsibility of providing three or more times a day food to tempt the appetites of the rest of the family. How much help we are to her, the daily growth of this business reveals.—*S. F. Arnold & Co., Binghamton, N. Y.*

If you go on a picnic, you'll want these supplies at these special prices, because no matter what you buy at the 14th Street Store, its purity and wholesomeness are guaranteed. Nothing is offered for sale that has not withstood the most rigid test to determine its reliability.—*The 14th Street Store, New York.*

The housekeeper will see in an instant where she can save much money on the buying of her provisions to-morrow, for this list is brimful of the sharpest kind of safe economics.—*Bloomingdale, New York, N. Y.*

Hello 407. We are in need of some groceries to-day and we have learned from experience that we get just what we want from you, and that we pay less than some of our neighbors pay at other stores. Then we know you have the union card, so here's the order.—*J. H. Dunn, Denison, Texas.*

Let these few items suggest others needed to supply your larder; and also consider them as invitation to share the economies the Grocery Store offers in good things to eat.—*Gimbel Bros., Philadelphia, Pa.*

Why not give your trade to us this month and be one of our big list of satisfied customers? We claim to be able to give you better service, better goods, on a smaller margin of profit than any store in town. Try us and be convinced.—*Shreeves Grocery Co., Denison, Texas.*

Oil, gas, coal or steam heaters cannot dispel the dullness of mind and chill of the cool October mornings like one cup of steaming-hot, strong golden coffee, made, if you please—and want the best—of our own combination.—*N. A. Moore Co., Indianapolis, Ind.*

Food for the children's lunches is assured if the comestibles are purchased here. If there's any high grade canned meat or fish we have not on hand, we'd like to know—anything short of that we don't care to keep. A whole lot of things to please grown-ups, as well. Staple and fancy groceries always in stock, without question. Our stock of fruits is the best. Always nice and fresh.—*J. S. Carver & Sons, Ogden, Utah.*

If there is any one article of food which appeals to us all, rich and poor alike, it is pure, sweet butter. Such is the butter that we are offering, not for profit, during this sale, strange as that may appear, but solely to convince you that quality such as ours is hard to find. We receive our supplies direct from the leading creameries of this country, and after its arrival in New York every pound passes the most rigid examination of our butter experts. The price we quote speaks for itself. A trial will explain what we mean when we speak of our "Butter Quality."—*James Butler, New York.*

Sound digestion following the feast of turkey waits on every family whose groceries and table supplies are furnished by a James Butler store. Our foods are pure—the best that can be had in every line—and they are fresh, for our immense volume of business causes a constant stream of goods to be continually passing through our stores from the producer to the customer. Nothing can become stale that we handle. What is delivered to us one day is usually sold the next. That is why the same brand of groceries often tastes better when bought from us. Then the prices are always lower.—*James Butler, New York.*

Best service—that's the idea—best

goods, best attention, fairest prices, careful delivery. There will always be imperfections—and we want you to report any you know. There's no telling how good we can get this store if the public keep on helping by telling us of our faults.—*Gimbel Bros., Philadelphia, Pa.*

Good butter on the table is always a certainty if you buy your butter at the "Standard Stores." "Not how cheap, but how good," is our butter rule.—*Standard Grocery Co., Peoria, Ill.*

Peaches Worth Eating.—We have some sliced peaches in cans that are so delicious that they fairly melt in your mouth.—*Public Market, New Bedford.*

"All's Well That Ends Well."—A cup of good coffee at the end of the dinner quiets any misgivings of indigestion, obliterates all suggestions of ill humor. Any of Chase & Sanborn's high grade coffees always receive a hearty welcome at the end of any and every meal—a promoter of good humor, an indispensable aid to good health.

It costs more in price than ordinary coffee, because it is so much better, yet it is the most economical of all coffee because of its absolute purity and great strength. It will go so much further, make so many more cups to the pound.—*Fuller & Douglas, Salem, Ore.*

For the balance of this week we hold another one of our famous Cut-Price Grocery Sales. We invite every housewife within trading distance of our store to attend. Come even though you do not buy. We're only too pleased to have you visit this great modern, sanitarily appointed Grocery of ours. If you do buy, however, you're sure to save money, as the following example items prove.—*Wise, Smith & Co., Hartford, Conn.*

This is the finest Rice grown anywhere on this terrestrial globe. Large pearly grains that are delightful to the eye and pleasing to the palate. Any doctor will recommend boiled rice for a hot weather diet. There are many toothsome dishes that may be made with this healthful cereal. And it's nutritious, too.—*Abraham & Straus, Brooklyn, N. Y.*

The leading grocery is located at 801 Main St. Here you get big bargains in high-class groceries and extra special stamp premiums.—*The Banner Grocery, Peoria, Ill.*

Food for the Gods! Of the ancients and the mortals of modern time, our delicious, pure and wholesome bread, cakes, pies and pastry rival the best ever made. All this may not sound modest, but it has the virtue of being true.—*Alex. Mergell, Dennison, Tex.*

This coffee's a taste tickler.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

The Flours that Make the Best Baked Bread. Every pound of flour that goes out of our store is fully guaranteed to give perfect satisfaction. Otherwise your money back or flour exchanged. We believe in the flour we sell—so do our customers.—*Cobb, Bates & Yerxa, Taunton, Mass.*

We have the Beckwith's Peas that cannot be excelled anywhere at the price, because they are really twelve-cent peas. Some folks will go to different grocers and get disappointed when they buy a ten-cent can of peas. Quite likely because the quality they sell you at ten cents can't compare with ours.—*L. Lehman & Co., Trenton, N. J.*

This is the time of the year when the grocery store can help you most. Let's see if we can relieve you of half the responsibility of that picnic or excursion. You will get the proper foods, if you come here, and they won't cost much, either, and you are almost sure to get something that the other folks have not heard about as yet, and their surprise and delight will be worth the time you spent in shopping for them.—*Charles E. Seymour, South Norwalk.*

This department stands second to none in the United States, either in point of stock or prices. Everything imaginable for the table will be found here—always of best quality, strictly dependable in every way. The enormous outlet, together with ready cash, makes us particularly desirable customers, and brings us special concessions. Big savings thus to be had are shared with our patrons, who will find it money in their pocket to deal here.—*Lit Bros., Philadelphia.*

The ever-increasing and well-deserved patronage of our big grocery is mainly due to the fact that we at all times sell standard quality pure groceries at lower prices than any other store in the city. Then again, the spic and span cleanliness for which this grocery of ours is noted wins many friends. Thus day by day the volume of business increases, and the mere announcement of a special grocery sale at our store is welcomed by hundreds of thrifty housewives—for it means even more money saving than usual.—*Wise, Smith & Co., Hartford.*

The third and last week of the greatest food show in this country. Already the success of this show has exceeded all expectations, and we attribute the cause to the fact that our customers know that the goods we offer are not only reliable, but priced at figures that mean economy

in purchasing. Every article we have has merit. We eliminate all others from our stocks, so that what you buy will assuredly give perfect satisfaction. We guarantee to do so, or your money back.—*Siegel Cooper Co., New York, N. Y.*

Nothing brings out so clearly the advantages to the people of our unique profit-sharing method of retailing than the steady growth and expansion of our business in public favor. The neighborhoods immediately realize these benefits, and every branch flourishes from the day it opens. The old-established branches also continue to grow and prosper. Customers continually tell their friends, and the trade of every store increases, almost day by day. Every retail store draws on the largest retail stock of groceries in the world, insuring variety, purity and freshness. Our low prices are too well known to talk about. One trial means a customer satisfied with the quality.—*James Butler, New York.*

If you are interested in reducing your living expenses you should come to Ginter's grocery store and learn our plan of selling groceries and meats at wholesale prices to consumers.—*Ginter Grocery Co., Minneapolis, Minn.*

Even with the precarious market that covers the foods in our mammoth fourth floor grocery, our prices do not fluctuate to the extent that purchasers are confused. Always the lowest prices for choice, wholesome goods prevail, and customers multiply because of the stability of our prices.—*Siegel Cooper Co., New York, N. Y.*

You get the finest groceries here and pay the smallest prices. You can also get at all times whatever is wanted in the line of staple and fancy groceries. We carry all the recognized brands of "Table Luxuries," both domestic and imported.—*G. G. Cornwell & Son, Washington, D. C.*

If you pay cash why should you pay more for your eatables than we sell them at? Buy where you can buy the most and best for the money. Here is a list for to-morrow that we know to be at least 10 per cent. lower than the same quality of goods can be bought for at any other store in Kansas City.—*M. Quinn, Kansas City, Mo.*

There's much to study in conducting a successful grocery. Not only must the stock be kept that everybody wants, but also those things that not everybody is familiar with. You will have no trouble in varying your "menu" if you buy here regularly.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Groceries for the holidays that are pure and unadulterated. We handle nothing but the best. Our goods are fresh and first class, and our prices are as low as good groceries are sold for.—*F. A. Har-tenstein, Youngstown, O.*

To-morrow's grocery list points out the way to a quick solution of that ever-recurring problem of what to eat, where to buy and what to pay.—*Kaufmann's, Pittsburg, Pa.*

Best Table Syrup. Rich, golden color, good body and fine flavor. Just fine on buckwheat cakes, pancakes or for general table use.—*Geo. M. Dunlap, Philadelphia, Pa.*

There's a good deal in the cooking of a meal, but there's more still in the buying of the groceries. If you want on your table the best food products that are produced in the world, buy of a store you know carries only good products—buy of Jevne. There's all the difference in the world in the taste and flavor of a good product and a poor one. Buy Jevne groceries and enjoy the finest, richest flavor.—*H. Jevne Co., Los Angeles, Cal.*

What do you eat? You will have to come here to get it right. Come Saturday or Monday. The wonderful price-saving you'll reap will be all the argument necessary to bring you back when you want pure, fresh groceries again.—*New York Grocery Store, Pittsburg.*

Unmatchable prices in groceries. Exceptionally low prices on dependable qualities of table foods. We carry only the purest articles, but establish prices—lower than the same qualities can be sold for elsewhere.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

A noteworthy offering of fine groceries. An offering such as this means much to the thrifty housewife.—*O'Neill's, New York.*

Don't expend all your patriotism in "bang and smoke" on Labor Day. Save a little for the dinner. Get one of Acker's Patriotic Cakes. You should have one for the picnic too.—*Acker & Co., Philadelphia, Pa.*

It's what you eat that gives you the energy necessary to meet the daily grind. Phone or send us your orders for groceries. Always the best.—*S. W. Hall & Co., Knoxville, Tenn.*

Test by Taste.—This is the sure way of detecting the good from the other kind of tea. Maybe you are hard to please. You will have no fault to find with "Fruits and Flowers" tea.—*F. J. Keisel, Ogden, Utah.*

Grocery orders may be given at your leisure in the Japanese Tea Room, on the fifth floor. It is a charming little Oriental nook—cool, quiet—presided over by Jap-garbed folk, who are there to minister to your immediate wants with dainty refreshments. At your call are the order clerks, to take such orders as faultless quality and matchlessly low prices encourage you to give.—*R. H. Macy & Co., New York, N. Y.*

Convincing values in fine groceries. Our customers appreciate the splendid values we are offering in highest class groceries and pure food products. They know they get pure, fresh goods at prices which enable them to save money. Get our canned meats for picnics or outings, you'll find them delicious.—*W. D. Beers, Wilkes-Barre, Pa.*

A trite saying: "Tempt the appetite and satisfy it as well." You can do it when you eat delicacies bought of us. The chill of winter brings keen appetite with it. We are prepared for the winter appetite with as choice a collection of seasonable groceries as was ever shown in Hartford.—*Hills & Co., Hartford.*

To those whose custom it is to lay in a supply of groceries the first of the month, and who have not been buying here, we would suggest that it will cost them nothing to get our prices and examine qualities sold here—a chance to compare our goods and prices with others is all we ask—in fact it's all we need.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

It is a little early yet for nice sweet corn, but we have a little lot of it to-day that is very nice indeed. We shall sell it for 40c. a dozen.—*Newton, Robertson & Co., Hartford, Conn.*

Canned sliced peaches.—One pound cans of delicious California peaches, packed in an exquisite heavy syrup. One of the necessaries for that picnic basket.—*McCaffrey's, Philadelphia, Pa.*

This grocery comes about as near meeting every gastronomic want as it is possible for any one store to provide. Fine select groceries of all kinds, the freshest of country produce, fruits and nuts of all kinds, the best of every variety of canned delicacies—nothing lacking for your table or your culinary preparations. You save money by buying here.—*J. A. Schneider, Montgomery, Ala.*

The "new style grocery" is progressive and reliable. We have all the new things, but we make sure of value and purity before we make a purchase or write a price tag.—*The Schoch & Shafer Co., Philadelphia, Pa.*

McCaffrey's full cream sharp cheese has that rich mellowness that compels one to smack his lips and reach for more. It is the cheese par excellence for all occasions. If you are a lover of good, old, rich, creamy, sharp cheese, get some of this by all means.—*McCaffrey's, Philadelphia, Pa.*

Not only the very groceries you need at this time, but at surprisingly low prices as compared with other stores—and the quality is, of course, superb.—*Abraham & Straus, Brooklyn, N. Y.*

Huntley & Palmer's imported English crackers are so fine and choice that they make the best things made in Berlin and Nurnberg look and taste like the traditional thirty cents. They are simply inimitable. America has tried to imitate them—but here is one of the places where American ingenuity fails. We have these unrivaled goods in half-pound airtight packages, fresh and free from dust or contact with any extraneous thing. They have never seen the light since sealed at the factory, and will not till you open them.—*W. W. Walker Co., Hartford, Conn.*

Our delicacy department makes cooking at home seem almost useless when you realize the resources of our delicacy department. So easy to get up the daintiest kind of a meal with almost no trouble if you buy some of Jevne's delicacies. Everything well cooked, and fresh and clean and delicious. Meats, fish, cheese, chipped beef, pickles, olives and hosts of other good things all ready to serve. If there's a lunch to be put up for a day's trip, the very thing is to buy what you want of Jevne.—*Jevne's, Los Angeles, Cal.*

When quality counts. In these hot summer days the appetite is prey to whims and fancies. The thought of food not properly cared for is even worse than food imperfectly cooked. Do you want that everlasting satisfaction of knowing that your meats, fruits and vegetables are the best in the land—selected by experts—kept under sanitary conditions and delivered to you free from the least dust, dirt and taint? Of course you do. Then buy at Courtney's. The sanitary refrigerators used throughout this establishment keep meat, fruit and vegetables in a state of perfect sanitary refrigeration.—*Courtney & Co., Omaha, Neb.*

Creamery butter. Our "Prairie" brand of creamery butter is proving very popular. It is pleasing a lot of people that know good butter when they see it. Freshly churned, a beautiful color and

a flavor that just touches the right spot. Try it next time you want butter; it will please you.—*Gibson, Gage Co., Winnipeg, Can.*

Delicatessen.—This is the department that gives you an appetite. There's so many tempting, ready-to-eat foods displayed that whenever you are at a loss what to have for a meal, just visit these counters. Everything is clean and tidy, and the prices are certainly lower than those of the stores who make delicatessen their only support. If it's cheese you want, we have American or store cheese, imported Swiss cheese, Edam cheese from Holland, Pineapple cheese, or the genuine Limburger. What's your favorite? There's a varied assortment, so make your choice.—*L. Lehman & Co., Trenton, N. J.*

We are not jugglers. Our goods are not deceptive in quality. The grocer who sells unreliable foods just for the sake of making a few cents more, is not a safe man to trade with. Unreliable things can't come into this store. We know enough about these things to know when they are pure and when they are not. It isn't wholly a question of price with us. We get the best that money will buy, and then sell it with just a fair percentage of profit added. Finest fruit in town.—*E. E. Nichols, New Haven.*

Dependable eatables. All must be good, fresh and pure or the meal will be a disappointment. You can always depend on having them just as they should be if you buy at Greenough's. Largest stock, freshest and best selections always here—so different.—*Greenough's, Spokane, Wash.*

Evaporated milk. For the unexpected guest, after the theater or Sunday night supper, you will find a can of Caravan Evaporated Milk so handy, for it can be used the same as fresh cream and milk. Caravan Evaporated Milk has all the nutritive properties of fresh cream, for Caravan Evaporated Milk is entirely pure, full-cream cow's milk, sterilized, evaporated and cleansed; free from all germs, bacteria and foreign preservatives. Two cans for 25c.—*M. W. Hansen & Co., Grand Forks, N. D.*

Malted milk. It is pure, rich milk with the extract of selected malted grains in powder form. Instantly prepared by stirring in water. More beneficial and delicious than tea, coffee or cocoa. Very digestible and nutritious as a lunch. The best food for invalids, dyspeptics and those run down. Nothing finer can be found as a beverage for mountain picnics.—*Owl Drug Store, San Bernardino.*

When it begins to come along toward spring the appetite craves the form of food which is represented in our stock of fine evaporated fruits. The rich juices with their iron and other medicinal properties have been safely sealed up by nature, aided by scientific process, and are ready for instant use. Apricots, prunes, peaches, pears and the whole family of native and California fruits will be found here in the very best qualities at low prices. Send us your order by 'phone if you can't come to the store.—*New Sugar Grocery Co., Lebanon, Pa.*

Does your milk sour? If so try our perfectly Pasteurized milk. It is delivered right to your door on ice. If your baby is sick and the other milk does not agree with it try ours. If you need a stimulant take a glass of our milk, it is the nearest to a balanced ration of any food or beverage on the market to-day and will refresh you more than anything you can take. A card or telephone call will bring our representative with a sample bottle. I guarantee its purity. Always yours to please.—*A. O. Mitchell, Waterbury, Conn.*

Turn over a new leaf. Turn to purity and wholesomeness. Turn away from chance and possible contamination. Turn to Beech Glen Farms' milk. You're always sure—because it's pure. Start the New Year right.—*Cleveland, Ohio.*

A mere taste of the royal feast of good things that you will find in our grocery store. Add this resolution to your other 1907 resolves: Buy your groceries where you can save and where the stock must be best in quality; where you can find all wantable things for table use—at the big store.—*Jonas Long's Sons, Scranton, Pa.*

No let up. Now that it's colder is no reason why a dairy should let up on precautionary measures for purity. Beech Glen farms' milk receives the same conscientious care the year 'round. It's always a clean, pure milk. Cuyahoga Central 2598. Bell East 1862.—*The Lander-Phillips Dairy Co., Cleveland, Ohio.*

Your grocery money goes farthest here. Everybody can see that our expense account is less than the expense account of the merchant in the high-rent district. If we give you the benefit of this expense difference, will it not show in the price of your groceries each week? We give you this benefit and that's why at our reduced prices, we sell you a better line of groceries and provisions than you can buy elsewhere for the same

money. And this is one reason why grocery money goes farthest here. Think it over seriously, and you'll buy clothing here.—*Jos. Szold & Son, Peoria, Ill.*

Hours of delivery. All orders received up to 9 a. m. are delivered in the morning of same day as ordered. All orders received after 9 a. m. and up to 3:30 p. m. are delivered in the afternoon of same day as ordered. To eliminate all possibility of error and disappointment, and wherever possible and convenient for patrons, we suggest early ordering of goods. The entire aim of our delivery system is centered on giving patrons a highly satisfactory service in every instance. Whenever our method fails in any particular, depend upon us to promptly, pleasantly, and, if possible, to effectually right every flaw.—*The Crews-Beggs Co., Pueblo, Colo.*

Combining quality with low price. You have probably been impressed, when reading our advertisements, with the fact that our prices are at all times unusually low, and to-day we want to add to the impression of low prices another—quality. You know price is not all there is to the game of buying—it's the real value you get for your money that counts. Every article offered for sale at The Palace is a good article, worth a hundred cents for each dollar of its price. In no other way could we stand at the back of every purchase with our unconditional guarantee of "satisfaction, or your money back." We invite the most careful comparisons of prices and quality, knowing that you can do better at The Palace than anywhere else. Let us show you.—*The Palace, Spokane.*

This great grocery store of ours has won its tremendous trade by reason of the merits of the food stuffs it sells, but, not content with offering quality and purity alone, the prices are made lower than you are asked in the average grocery store, and on special occasions, such as to-morrow, these low prices are cut still deeper, making it advantageous to home keepers and boarding house and hotel keepers to anticipate their present and future needs.—*Hahne & Co., Newark, N. J.*

One of the most particular as well as important articles for the table is butter. At the present time the Pure Food Law does not allow coloring put in butter. Our butter is free from coloring, being sweet, and made from pure cream, coming to us from one of the finest as well as most sanitary creameries in the Connecticut Valley.—*Johnson & Bro., New Haven, Conn.*

The tea rooms are gaining. Maybe it's the novelty of the thing, but just the same the business being done in these tea rooms is increasing daily by big margins. People are coming here for their noonday lunches. The service is now fully up to the standard—prompt and accurate. It's a pretty satisfactory habit to form—this eating lunch in Field-Schlick's new tea rooms.—*Field-Schlick & Co., St. Paul, Minn.*

Lenten season is here, and finds us with a large supply of dry and canned fish. Our boneless codfish, put up at the new Souris fish drier, is excellent. Also the Acadia and Halifax brands of pure boneless codfish, in two and three pound boxes, are delicious, clean and tempting. Our stock of canned salmon, clams, sardines, etc., are the best obtainable. Call or telephone.—*McKenna's Grocery, Charlottetown, P. E. I.*

"Confidence." The foundation stone of this store. Webster defines confidence as firm trust or belief; self-reliance; firmness; boldness; security; full reliance. And that's just about what this business is founded upon. Without the full confidence of the people the man nowadays will find he's working under the greatest handicap and sooner or later must give up and admit defeat. As regards this store, the management made "Confidence" their motto, and that they enjoy the results from day to day is thoroughly demonstrated by the splendidly growing trade being worked up. Without confidence, all is lost, and it's only a matter of time; with confidence a business is on as solid a foundation as the sturdy Rock of Gibraltar.—*Dancer-Brogan & Co., Lansing Mich.*

The psychological moment to buy canned goods is now. Never were such canned goods seen, never such rich, red, ripe, luscious tomatoes, such sweet, tender corn, such delicately flavored peas, such delicious pears, pineapples, strawberries and all the fruits and vegetables taken just at the moment nature had ripened them, and canned just at the psychological moment when nature had given them their most delicate, richest, luscious flavor—right from the field or orchard into the cans, and thus to you. And they were canned scientifically, under the most rigid sanitary regulations—so that they are not only as delicious, but as wholesome as if you had plucked them and cooked them yourself.—*Abraham & Straus, Brooklyn, N. Y.*

Send or telephone in your daily or semi-weekly grocery orders. We fill them according to your say-so, and don't try

to palm off something just as good on you. We are always at pains to recommend new articles or to give you our opinion as to the relative merits of goods, but once you tell us what you want it is up to us to give it to you without any argument. Prompt delivery is one of the strong points of the model grocery store.—*New Shugar Grocery Co., Lebanon, Pa.*

The reason we are always about the busiest grocery store in Altoona is because our prices on goods we can guarantee, are the lowest. Then too, you get prompt service and courteous treatment. When you buy here you can feel confident you are getting the best goods and we meet any and all competition.—*H. E. Swigert, Altoona, Pa.*

This butter does not bear fake endorsement of the medical State journals, but every pound is in a carton without extra expense to the retailer.—*Wm. T. Greenly, Terre Haute, Ind.*

The biggest and best vegetables are raised from our seeds, and they keep best through the winter. The seed potatoes we sell always give the best crops. Did you notice what good results our White Rose potatoes gave in the crop? Just notice how good these potatoes are keeping.—*C. Meyer, San Bernardino, Cal.*

Outing suggestions. "Variety is the spice of life." The delight in fishing comes from the uncertainty—you're always certain of getting things just right at Greenough's. The variety the greatest, freshest and best in these parts. Take a stroll through our big grocery and see the many tasty, appetizing good things we have prepared for your table or that outing party—a veritable palace of pure foods. Items of interest displayed on every counter and in every corner of our big store.—*Greenough's, Spokane.*

Fancy table raisins specials. The "Sweet Briar" are the choicest table raisins. We import them direct, especially for our Christmas trade. They're packed in handsome and convenient 2 1-2 lb. and 5 lb. boxes. Have you seen them?—*Finley Acker Co., Philadelphia, Pa.*

Sparkling sale that beams with satisfying groceries. Last week we convinced thousands that Simpson Crawford's Food Market surpasses all others in quality, price and service. Your every whim is gratified here. There is no limit to our efforts to please. Our facilities for serving out-of-town customers are unsurpassed. Send us a trial order. Our food catalogue, "Good Eating," mailed on request.—*Simpson Crawford Co., Brooklyn, N. Y.*

Milton's Big Butter Store. Creamery butter sale. Fresh churned, extra creamery, 25c. The biggest butter bargain St. Paul has had for a long time. Strictly fine, fresh churned creamery butter, right from our own churns to your home, at less than the wholesale price. Don't pass this by as an ordinary advertisement. If you knew how fresh and good this butter is you would not look further for butter. Headquarters is the place to buy your butter and save the storekeeper's profit of 4c to 5c per pound. Telephone for a small jar. Prompt delivery.—*Milton Dairy Co., St. Paul, Minn.*

Xmas dinner dainties at independent prices. In your hurry to do your Christmas shopping, don't neglect the Christmas dinner; our grocery department is well stocked with the goodies that you'll want for your great annual feast, and in every case, by independent buying, we are enabled to save you materially.—*The Broadway Department Store, Los Angeles, Cal.*

Good things to eat. Fresh stock of cranberries just received. All kinds of good eating apples. Concord grapes, fine. All other vegetables in season. Prompt delivery is our motto.—*Knaur-Brown Grocery Co., Denison, Texas.*

A few cents a pound saved on this, a few more on that, is the way that economical housekeepers can serve the best interests of their table and their pocket-book by shopping in the Eaton grocery. And isn't it astonishing how quickly the savings mount up?—*T. Eaton & Co., Winnipeg, Can.*

Old homestead canned goods. Perfectly sound fruits and vegetables put up at Picton, Ontario, with strict regard for scrupulous cleanliness in every stage of the process. The exclusion of everything of an unsound nature results in remarkable preservation of the natural flavor.—*T. Eaton Co., Winnipeg, Can.*

Pitted red cherries in their own juice. That's what makes these fancy York State red cherries so fancy. It really makes them the best flavored and finest goods of the kind put up in tins. Don't cost much—25c can, \$2.75 a dozen. Whole red raspberries. They are hard to put up at all, but these are put up just right. These York Staters are very successful putting up whole red raspberries. With all their quality they are just as reasonable as the cherries—25c can, \$2.75 a dozen.—*W. W. Walker Co., Hartford.*

You and yours are cordially invited to come to see us. You will be welcome whether you wish to buy or not. We are

not expecting to sell every one this payday, we just want to get acquainted with you. We can show you where you can lose several days during the month and have as much money as if you had put in full time. How can we do it? Because we are selling groceries you're wanting at prices you're tickled to pay.—*Tucker-Jonz, Denison, Texas.*

Our grocery sale is constantly increasing, as the prices and quality of our goods cannot be met by our competitors. Be sure and look our price list over and leave your order with us and we will give it our prompt attention.—*Waterbury Market Co., Waterbury, Conn.*

Ontario cheese. That good kind, you know; the kind that has made Ontario famous; the kind that everybody likes, with that rich, full flavor that helps to sharpen up your appetite. And, listen! We have installed a patent automatic cutter and you can have just the sized piece you want. No crumbs or dry chunks; every cut fresh as a daisy. Would like you to try our cheese, it is sure to please, and the price is no higher than you have been paying for ordinary cheese. Our introduction price for a few days is 18c per pound.—*Gibson, Gage Co., Winnipeg, Can.*

How to get pure milk. No need to "wonder, sit and ponder, sit and think" as to how to be absolutely certain of the purity of your milk supply. Use guaranteed milk, from a responsible dairy—the production and handling of which is open to your inspection.—*Beech Glen Farms Milk, Cleveland, Ohio.*

Not often advertised; that is, by us. We refer to cheese, butter and eggs. They sell pretty lively without publicity. They are bought by people who place freshness and quality before price. The price is small enough, these excellences considered, but it might seem large to small-price hunters. Hence the price is given when the goods are called for. Our object in touching this subject is to inform customers where prime cheese and butter and eggs are sold.—*Boston Grocery, New Haven, Conn.*

Only one best store in town at which to obtain your supplies of groceries, and that's at our store. Don't accuse us of boasting. We are only repeating what hundreds of satisfied patrons have said and are saying about us. Beside excellence, we also lay claim to promptness and carefulness in the filling of all orders. No extra charge for all these good points. It's just our way, that's all.—*The Dunning Grocery Co., Binghamton, N. Y.*

Price cuts in groceries. Every little helps in home economies, particularly in regard to groceries and such like things of everyday consumption. Worth-while savings soon accumulate from a price advantage of a few cents here and there.—*The T. Eaton Co., Winnipeg, Can.*

Pure milk. Every ounce of milk sold by us comes from clean dairies and is clarified to insure absolute purity. Every utensil used is sterilized with boiling water and live steam. Every bottle and can is sterilized before using. We heartily support and will aid in the agitation for universal inspection of milk. We make every effort to obtain a pure milk supply at the farms, and not satisfied with that clarify the milk in such a manner that the injurious germs which are inevitable in the natural milk are destroyed. It costs money to do this, but we are confident that no diseases can ever be brought into your family by our clarified milk. Ask any person who has been investigating the local milk conditions about the test of our clarified milk. Though we are doing our part, we know that universal inspection by efficient officers will help us by increasing the use of pure milk. The sanitary conditions of the New Haven dairy are as perfect as brains and money can make them. We invited inspection and cordially ask every person interested in pure milk to come and inspect this modern plant. Twenty-six pint tickets for \$1.—*New Haven Dairy Co., New Haven, Conn.*

The fear of a grocery bill has driven many a man down the hill. It doesn't drive the Lehman customer very far. There's nothing to fear here, people. If you have the fear, come to Lehman's. If living has got out of all reason, try the most reasonable thing—Lehman's splendid cash system. Grandest layout of meat, fish, groceries and fresh vegetables that you have seen in many months. Freshness! Goodness! Beauty! Cheapness! Greatest grocery combination on earth. All in line at Lehman's Department Food Stores this Friday and Saturday.—*Lehman's Dept. Store, Trenton.*

Milk editorial. The Lander-Phillips Dairy Co. does not depend for support on any fad, but only on the intelligence of the public. We bottle all our milk—it's the proper way, because every bottle is absolutely sterile when filled. You can come and see our advanced methods. To get pure milk order Beech Glen Farms Milk.—*The Lander-Phillips Dairy Co., Cleveland, Ohio.*

Interesting Grocery Items.—This is the time of year when the grocery

store can help you most. Let's see if we can't relieve you of half the responsibility of that picnic or excursion. You'll get the proper foods, if you come here—and they won't cost much, either, and you are almost sure to get something that the other folks haven't heard about as yet, and their surprise and delight will be worth the time you spent in shopping for them. Get a grocery catalogue when you are in doubt—or better still, come to the store.

Good health and ready money are two of the best friends in the world. Our regular customers are largely blessed with both, for we supply them with wholesome food at low prices. The quality of the food insures their health, and our profit-sharing method of selling to them direct from the producer enables them to save money on all they purchase. The money they save also helps their health, for it brings contentment, and digestion. Every one of our 130 retail grocery branches, in selling pure foods at such moderate prices, is also radiating health and ready money all around. That explains the ever-growing popularity of our stores and why it is that the sensible, home-loving, thrifty housekeepers deal with us by the scores of thousands.

In planning this grocery department we have given first thought to the quality of the goods; nothing but the best finds or ever will find a place in our stock. Our next thought has been to see for how little we could sell the very best. Our prices and pleased customers (they grow in number daily) are ample proof of our unqualified success. It will be well worth your time to visit this department. It is beautiful and convenient in its arrangement, and offers you the choicest food stuffs from the world's best markets at savings not possible anywhere else.—*Lit Bros., Philadelphia, Pa.*

The clean, fresh and pure kind that will make your meals delicious and give the housewife an easy task in preparing it, because she knows it will be good. Prompt delivery is our hobby.—*Geo. F. Bitzer, Columbus, Ohio.*

Canned sliced peaches.—One pound cans of delicious California peaches, packed in an exquisite heavy syrup. One of the necessities for that picnic basket.—*McCaffrey's, Philadelphia.*

Salt, cheap as it is, needs watching. Why buy damp or soggy, hard or lumpy, coarse grained mixtures when the pure, dry, fine grained, free running article can be had at so cheap a price?—*James Butler, Brooklyn, N. Y.*

Picnic goodies must be fresh and dainty to be toothsome and delicious. We make a specialty of luscious picnic eatables—all the good substantial standbys and the greatest abundance of dainty "side lines" that you'll find in town.—*J. H. Snow & Co., Bangor, Me.*

Fancy crackers—biscuits.—There is always something new in this line—somebody making a new kind of cracker or biscuit all the time. Whatever is new, and is good, you'll find at Jevne's. Our cracker department is nothing small, you'd be surprised to know how many different kinds of crackers we carry. Some small delicious crackers that simply melt in your mouth. Good fresh soda crackers, too, and all the fancy kinds. Go to Jevne's for any kind of a cracker you want.—*H. Jevne, Los Angeles, Cal.*

Groceries for your cottage at the shore.—No need for paying the high prices usually asked at summer grocery stores. Our big grocery, with its crisp, ever-changing stock of fresh goods and its modest department store prices is at your service. Send in your order by mail and if \$5 worth of goods are ordered, we'll deliver them free at your station.—*Wise, Smith & Co., Hartford, Conn.*

For the Thanksgiving dinner, special efforts will be made to supply all the dainties suitable to the occasion. Here are a few hints.—*Carsley's, Montreal.*

Purest olive oil.—Every cook agrees that the purest olive oil is the best. The question is, which is the purest. We carry one brand—the "La Crescenta"—which we can vouch for as being absolutely pure. It is put up under our own supervision, so we know what goes into the bottles.—*H. Jevne, Los Angeles.*

If you have been a stranger to the flavor given by using Tone's spices, get acquainted. There is nothing but spice—no woody (perhaps poisonous) adulteration—just purity—just spice. The package keeps the flavor always the same as the day we ground the spice.—*Tone Bros., Des Moines, Ia.*

Picnic supplies must be fresh and seasonable to be appreciated on your outing. We make a specialty of picnic eatables—all the good substantial standbys and the greatest abundance of dainty "side lines" that you'll find in town. Send your order: we'll fill it most temptingly.—*Dunning Grocery Co., Binghamton, N. Y.*

Does your butter suit you? Has it got a moldy, back number, aged sort of a smell that takes away your appetite for the other things on the table? Our

Riverside creamery butter will give an added zest to everything else on the table. It will create an appetite, not take it away. You'll have a hard time finding anything at our store that you won't like. We have to be extra careful, of course. We wouldn't expect success if we bought things in a hit or miss fashion. It's because we're careful in our grocery buying that you won't have to be careful with yours—just order your dinner from us—it will be all right. Our word for it—also our money.—*Whalen & Taylor, Battle Creek, Mich.*

Spanish sweet peppers with fried eggs are delicious. Cut the peppers in slices or round pieces and put in a frying pan in melted butter or good olive oil, and a little onion, if preferred. When the butter or oil is lukewarm, drop the pieces of peppers into the frying pan along with well-beaten eggs, frying until the eggs become more or less hard, according to the taste.—*McCaffrey's, Philadelphia, Pa.*

Home bakery and steam table. These two departments are a blessing to the ladies. They save you time, labor and worry. The finest pastry, bread etc., at our home bakery counter. Hot meats, side dishes, etc., ready to serve at our steam table. Mail orders. Just because you do not live in Denver is not a good reason for not buying from us and saving money. Write for a catalogue.—*The John Thompson Grocery Co., Denver, Colo.*

All our foods and groceries are fresh from the farm, the creamery or the garden, the packing-house, cannery or factory. The shortest cut from the producer to your table is through a *James Butler* store. It is also the cleanest, cheapest, most economical route—no rehandling or repacking. Better quality, fresher goods are not to be had. Then the price—if that concerns you—is always lower, for the simple reason that no other merchant buys so largely or so closely; nor can he afford to sell on the scant margin that is profit enough on our immense daily volume of sales. Thrift is the highway to prosperity and happiness, and every one of the *James Butler* groceries is an entrance to this pleasant road. Here are a few prices for the next three days that will interest every housekeeper who would rather save the pennies than squander the dollars.—*James Butler, Jersey City, N. J.*

Salted Jordan almonds, genuine Jordan almonds, salted specially for us by a lady who uses in salting our extra fancy creamery butter. Ours you'll always find crisp.—*Gedney's, East Orange.*

That's certainly good coffee. Couldn't be otherwise if bought of Carvers. We have several grades, as a matter of course—some cheaper than others; but each one is the best any honest dealer can afford to sell for the money.—*J. S. Carver & Sons, Ogden, Utah.*

The best preserves and jellies. We have many kinds and varieties of fruit preserves, with a wide range of prices. The lowest priced are good—the highest priced the very best anywhere. Many are put up by women in their homes, with all the care and pride that a woman will take in her special work. Dainty for desserts or a fillop to appetite, they are admirable and economical.—*Abraham & Straus, Brooklyn, N. Y.*

Come here for your groceries. Our prices average fully one-fourth less than you would pay elsewhere for goods of same quality. Bring in a sample order and prove what we say.—*Gt. A. & P. Tea Co., Binghamton, N. Y.*

There are just as many different kinds of coffee as there are different kinds of people. Some good, some bad, some indifferent good, and some indifferent bad. Coffees are same way. We have great patience and skill in selecting coffee, for we have a coffee trade that is the best in Connecticut. The people we cater to demand the finest coffee in the country, and we realize that it is up to us to provide it.—*Newton, Robertson & Co., Hartford, Conn.*

The ordinary grocery store is often disappointing. Not so here. We always have something in our choice stock to tickle the palate of those whose appetites need forcing a little. To-morrow we have an unusually good lot of fruit, green vegetables, home-baked goods, staple and fancy groceries. Pay us a visit. 'Twill be mutually helpful.—*Cornell's, Binghamton, N. Y.*

The prime object of this pure food show, inaugurated to-morrow morning, and which will be the grandest, largest and most complete ever held in the West, is to make a proper exposition of all nutritious and wholesome foods. The demonstration and preparation of them will be done by experts, so that all will be able to witness practical and interesting tests. Many valuable ideas will be collected by those who attend and are interested in the scientific and beneficial use of foods according to health laws. Our entire fourth floor has been turned into a veritable fair, with its clusters of booths, its carnival dress and its buzz of busy workers. In connection with this grand pure-food show every depart-

ment of our store will conduct special sales. New stocks are arriving daily, so that unusually fine bargains may be secured. Special attractions will be announced daily. Watch the papers. During this show special prices will prevail on groceries and liquors.—*Prager's, San Francisco, Cal.*

Now is the time you are purchasing your supply of groceries for February. Just look over these prices and if you are asked more at your trust groceries give us a trial order. No matter what you may be told by the fellow looking for his big profit, our goods are strictly reliable and of the best quality; higher prices and smooth talk will not make their goods of any better quality than ours.—*The Bartlett Merc. Co., Leadville.*

The value of groceries depends on how good they are. If you buy a poor grade of groceries that you are unable to use, it doesn't comfort you very much to know that you got them cheap. If you buy your groceries from us you will have the standing assurance that everything is the purest and the best that can be obtained. You will enjoy knowing, too, that the price you are paying for them is as low as can be found anywhere—often lower. This hot weather makes the preparation of a heavy dinner quite a task. Telephone us, and we will make a few suggestions that will help you out. Our Herkimer County York State cheese is the best that can be obtained any place. Better try it the next time you want cheese.—*Whalen & Taylor, Battle Creek, Mich.*

These dainty, fresh, crisp graham crackers are unequaled as an every day article of food—ideal for lunch at picnics and parties. And the price—a supply for the summer may be had to-day at a good saving.—*Evans Bros., Wilkes-Barre, Pa.*

Sour Jumbo Pickles.—Big fellows, just as crisp as it is possible to have them and with a flavor that is all their own. You'll be sorry if you don't have some of these with you on your trip to the woods.—*McCaffrey's, Philadelphia, Pa.*

El Verde Grape Juice.—Put a few bottles in your ice chest—keep some there all the time. Then when you want a refreshing drink, when you want something to serve a guest, pour out a glass of this delicious, cool, grape juice—how you will relish it, El Verde grape juice is the best summer beverage you could possibly have; it is something different from what is generally served and it is absolutely pure.—*H. Jevne, Los Angeles.*

A continuous feast of pure, fresh foods and delicacies is being set before our customers at prices so low that the daily task of supplying the household with necessaries is changed for them into a perennial pleasure. Witness our specials for this week—potatoes by the basket at carload rates; the finest flour below present cost of milling (wheat is so high); hams and bacon at prices almost discouraging to the pigs; rice and prunes cheaper than you could raise them; and so it goes through our whole stock. Thrifty women are not slow to take advantage of these money-saving offers, and our stores are thronged more and more as appetites sharpen with the approach of winter.—*James Butler, New York, N. Y.*

Some grocers have to bait their customers with sugar to keep them in a good humor—just like a fellow does his sweetheart. The best bait that we have ever found was the best goods at a reasonable price; the best assortment to be found and courteous treatment. If you are a good liver you cannot make a mistake by giving us your business.—*Tony Hill Jonz, Denison, Texas.*

A sale of dainty appetizing edibles, just suited for the Lenten season. The prices are low, the quality the best in each instance. This is what makes the bargain-saving so rare.—*The Bronson and Platt Co., New Haven, Conn.*

Something good to eat! Follow the crowd to Puss and Tad's new, up-to-date grocery. Staple and imported goods received every day. We are here to stay, and will do our best to please you in quality, price and prompt delivery.—*Hannah & Holstead, Waco, Texas.*

Huntley & Palmer crackers. The famous cracker makers of London—but their fame is not confined to London, it spreads over the world. The daintiest crackers and wafers made come from the Huntley & Palmer factory.—*H. Jevne, Los Angeles, Cal.*

Pfeiffer's. When you want the best groceries leave your order at Pfeiffer's grocery.—*Pfeiffer's, Kenton, Ohio.*

It pays to buy good coffee. In our 28c J. & M. you get a coffee that combines strength and flavor. You can use less and get better satisfaction than with cheaper goods.—*S. S. Adams, New Haven, Conn.*

Did you taste that coffee at the lawn fete last night? Honor bright! Now wasn't it just excellent for 20c? Isn't it just as good as you have bought at 25c or more? New lot of that Santo and Rio Blend coffee in yesterday. It's so good

for 15c. One pound is worth two pounds of package coffee. It's absolutely pure. Makes a rich delicious cup.—*Brunson's, Kenton, O.*

Baked beans in cans are handy at this time of the year. Open the can and they're ready and it's most likely every one in the family is partial to beans. We're sure they'll like these because they are extra delicious—plain or in tomato sauce.—*Lehman & Co., Trenton, N. J.*

We have welcome news for housekeepers in our prices of canned vegetables this week. All former figures are broken. Quality considered, the prices offered today have never been approached, far less equaled. Where other prices approach ours, the quality will be found so disappointingly inferior that comparison is out of the question. We buy and sell in such immense quantities that no other retailer can hope to compete with us. Ten thousand cases, or twenty carloads, furnish no more than about a day's supply when we make a drive on special prices, as we do now. We purchase by trainloads—often the entire output of the high grades—and not by the car. Buying so largely, we control the price, making sure of the quality, and far outstrip all competition. We offer customers for this week values that are peerless. Better be on hand early and get your share of the bargains.—*James Butler, New York, N. Y.*

We received yesterday a ton or more of extra fancy Oregon prunes. They are big, fat, fine flavor. We bought them to sell and they are going to be moved this week.—*Newton, Robertson & Co., Hartford, Conn.*

Eatable attractions are the features at our store to-day. The flag of high grade quality at low prices waves over our stock and we can please every buyer who wants to be economical.—*D. R. Kendall, Pueblo, Colo.*

Were we to tell you of all the wonderful values obtainable when marketing in our grocery store, it would take a page of type talk—we therefore have culled the following specials as typical of the hosts of others waiting your picking.—*Bloomingdale Bros., New York.*

Wanted—A woman, who after using our goods will not say that they far surpass anything she has ever used at far higher prices.—*Mills Tea and Butter Co., Springfield, Mass.*

Rich, juicy, sweet oranges. A carload just received by us. Remember, we can make low prices because we buy the quantity.—*H. S. Chase & Co., Des Moines, Iowa.*

Guava Jelly. A most charming and delicious jelly, made from a fruit grown in Cuba—the Guava. Its flavor is hard to describe—here's the flavor of the orange, the quince and the pomegranate combined—can you imagine anything more exquisite?—*J. A. McCaffrey & Sons, Philadelphia, Pa.*

Tea and coffee. A customer said yesterday: "You're harping a good deal on tea and coffee."

We know it.

What's the use of leaving good things alone. By no means are they the only good things in the store. Everything here is good. But somehow people kind o' judge a store by its tea and coffee.

We are willing you should.

Ask your neighbor. She knows about our tea and coffee and our other good things.—*The N. A. Moore Co., Indianapolis, Ind.*

Wouldn't you prefer to have your morning cup filled with rich, fragrant, delicious coffee than with a flavorless, tasteless, weak beverage? Why don't you? In our coffee department there's nothing but the pure, good coffee berry sold. We have Mocha and Java coffee at 40c the pound that makes a most delicious cup of coffee—and you pay that price many places for a coffee that is worthless. Ours is so skillfully blended, always fresh roasted—and it's pure.—*H. Jenne, Los Angeles, Cal.*

Canned corn, Indian brand. This corn certainly makes us friends. It is a small, tender, sweet Maine corn, natural in color and as near perfect as corn can grow.—*A. L. Knauer, Denison, Texas.*

Your Sunday dinner will be the better for a little shopping in our grocery department. Coffee that is best. One sip and then your verdict—if it isn't better than any you've been buying for the same price, no matter where, send it back.—*Fontaine & Angliner, Crookston.*

The biggest sale of its kind, covering the freshest, most wholesome, most "toothsome" canned fruits, game, fish and vegetables Newarkers ever tasted—the country's leading canneries gathered, selected and packed them, so we know they're best! Close, cash buying in car-load lots, at just the right time, gave us low prices no organization anywhere could get! And now we're turning over to you the entire stock, without a single reservation, at prices no store can beat, no matter what their claim! Remember every brand's put up under the packer's label—every can is guaranteed as advertised, or your money back.—*S. Scheuer & Sons, Newark, N. J.*

A full house of choice, fancy groceries—the fresh kind. Poor groceries are dear at any price. Our store is clean. Our goods are pure. Our prices the lowest for the best, as we handle no other.—*Anderson Bros., Spokane, Wash.*

Every coffee drinker should read this. We want to bring before the public more prominently the delicious blends of coffee to be had here. We employ an interesting means to do this. Read our offer and take advantage of it.—*The Fair, Chicago, Ill.*

Dunlap's India and Ceylon Tea.—We are gaining ground very fast in the popularity of this tea; for lovers of tea with a heavy body it is unsurpassed. Comes in lead foil packages, thereby retaining all the flavors as grown in the gardens of Ceylon.—*Geo. M. Dunlap, Atlantic City, N. J.*

Don't pay fancy prices for rancid butter. You can find none better, at the present season, than our Mifflin County roll. The price, 18c per pound. Our sales reached 1,000 pounds last week, a saving to our patrons, in the aggregate, of \$112.00. Did you get some of the change we handed out?—*Green Front Market, Altoona, Pa.*

A reward for good hard work, honest dealing, a clean and well kept grocery and meat market is an increase of business and more customers. We think we have earned that reward, as the growth of our business shows it. We can always take care of one more. Try us and see for yourself.—*J. P. Cronin, Binghamton.*

Enjoy life while you live, for you'll be a long time dead. Man wants but little here below—except when it comes to the matter of eating, and then he wants plenty of it and of the very best quality, too. Every wife knows that our groceries fill the bill in every particular and that they are fresh, pure and wholesome.—*W. P. Hickman, Crowley, La.*

"This Gillies coffee seems to go further. The weight is full, the coffee rich, and even if it cost more per pound than I paid elsewhere (which it doesn't), it would still cost less per cup. As to body and flavor, I have never tasted a more delicious coffee."—*Gillies Coffee Co., New York, N. Y.*

If there is any business that needs quality injected in large quantities it is the grocery business.—*Lem Wright, Grocer, Knoxville, Ia.*

Don't use a white starch on black goods. Durkee's Mourning Starch, at 10 and 15 cents, is the thing.—*T. E. Burns Company, Knoxville, Tenn.*

Good tea is an aid to the digestion. Its fragrant aroma excites the flow of the digestive fluids. It softens food so that the gastric juices act readily upon it. Its warmth brings blood to the stomach. It promotes the assimilation of nutrition by the blood. It supplies food for the nerves and body. Its principal constituent is theine—a tonic that reinvigorates and freshens mind and physique. Good tea is an actual health benefit for women and children and men. Chase & Sanborn's Package Teas are good teas. They are the selected growth of the best tea estates of the world. They are made from tender, delicate top leaves and shoots of "hill-grown" tea.—*Chase & Sanborn, Boston, Mass.*

This week there is again "something doing" in the "best butter line." All spring we have been fighting the creamery and dairy force of the country for lower prices. The combine is powerful and stubborn, but we broke through their defenses a few days ago, when we smashed the price to 27 cents a pound. The ten carloads we offered at this figure melted away like snow in July before the eager demands of our customers. But other purchases have arrived—this time the "Cream" of the Western product, fresh and fragrant as the first breath of spring, although the quantity is not half what we expected. These shipments are now being distributed to every store. We won't stop to reckon the cost, but will gladden the hearts of all our customers and of every housekeeper within reach of one of our stores by keeping the price at 27 cents a pound. We are content to lose our profit if we can break up the "high-price" combination. So call around this week. Better butter is not to be had in any market.—*James Butler, Jersey City, N. J.*

Tea experts have to look and taste a number of times before they're satisfied. We think, however, that you'll be well satisfied with one taste of our teas.—*J. R. Terall & Co., Raleigh, N. C.*

A cup of Mocha and Java blended in the right combination and of choicest picking, makes an aroma richer than all the perfumes of Arabia, and a beverage that for flavor, body and deliciousness is unexcelled. Our coffees are unadulterated and of the choicest quality, and our teas are a dream of luxury for the palate.—*J. S. Carver & Sons, Ogden.*

Our sale of pure foods is well worth your thoughtful attention—mince meat, of course, the pure kind; relishes, condiments, flour, sugar, coffee, teas, spices—all the staples and all the luxuries you

can think of—many you may not call to mind. Our goods, our service, our prices are right in line with those of the best groceries in the land.—*Bergen Center Market, Jersey City, N. J.*

Our butter, eggs and produce suggest the rolling meadows, the country farm and the fertile fields. These things come from farmers who know how to raise them to perfection. Like all other things in this excellent stock of groceries, they are fit for the best tables, and will be appreciated by those who know what good food is.—*The Star Grocery Co., Logan.*

Butter Oration.—Tell everybody about this butter, because it's worth telling about. If you are lucky enough to buy it, you know what it is. You know it's pure and sweet and wholesome. You know it is made by people who know how to make good butter. If you don't know about this butter, just take our word for it, it is the best butter in India to-day.—*S. M. Dairy Co., Bijapur, India.*

Preserved rose leaves in the model grocery store. Is that not the personification of delicacy in foods? We lead with this item merely to call attention to the fact that while we sell hams, bacon, flour, canned corned beef and the like staple, ordinary kinds of foods, they are not sold in the ordinary way, nor are they ordinary hams, bacon, etc., and that at the same time there is not a delicacy in the world we've heard of that cannot also be purchased here at particularly moderate prices and handled in particularly dainty style. It's a dainty as well as comprehensive, appetizing and low priced store. Preserved rose leaves, a novel dainty from Turkey, good addition to the afternoon tea, 24c a tin.—*Abraham & Straus, Brooklyn, N. Y.*

Be careful of what you eat.—Particularly in the summer—as poor and impure foods in the warm season very quickly result in a siege of sickness. The safest plan is to have "The Big Store," Pittsburg's great pure food mart, supply all your grocery wants. You can order by 'phone just as well as in person—and we'll always assure you of the highest satisfaction—and, too, guarantee to save you considerably. The appended list is ready proof.—*Kaufmann's, Pittsburg.*

We cordially invite our friends to call and inspect our line of new and up-to-date groceries. Courteous treatment and prompt delivery will make you a steady customer. Our prices are as low as first-class goods can be sold for. Visit our store and we are sure you will come again.—*Bliss Grocery, Wooster, Ohio.*

Is it not sensible to buy your eatables from a clean store? Many people deal here because this store is absolutely clean. This is an excellent reason—But there are others! Many buy here because we save them money. The following partial list for to-day's selling will save you money. If not already a customer, call to-day and look our grocery department over.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Highest honors at St. Louis exposition. Old-time dairy methods produced a butter that was sometimes good—more often not. No uniform product was possible. Twentieth century creamery science gives the consumer the perfect butter. Gold medal creamery butter is the finest butter made—no better butter is possible. The cream is pasteurized that it may hold no harmful germ, and every care taken, from start to finish, that the butter may be uniform in quality and always best. Indeed, it is so good an air-tight and odor-proof package is used to protect it, so as to bring all the goodness from the creamery to you. 500,000 people in Connecticut are now eating Gold Medal butter. Are you one of them?—*Dillon & Douglass, New Haven.*

Groceries for the quality-cupboard at sharp savings.—Our strict scrutiny of quality prevents any other than best getting into our grocery and wine stocks at any time, so when special prices are quoted they mean more to the careful buyer than "ordinary bargains."—*Bloomington, New York.*

Butter! Butter! Butter that's better. Butter at prices better than the other fellow's butter. Get your good butter at *Howard Bros., Denison, Texas.*

A chapter about cheese. We make a specialty of fine butter and cheese.—*Crofut's Market, Binghamton, N. Y.*

Fancy groceries.—Many of our customers do not seem to know that we carry groceries as well as meats. We wish to emphasize the fact that our stock of strictly high-grade groceries includes everything the fastidious housekeeper could desire. Teas and coffees, pickles and relishes, fancy crackers, canned goods, etc., and each is the best of its kind.—*Washington Market, Scranton, Pa.*

Our coffees are all rich, full flavored and aromatic. Pure blend represents a standard of excellence. The women of St. Ann's parish, Brooklyn, who served this famous Russian Samovar Tea, praise its high quality. The only botan-

ically blended tea in America, sold in the interest of the consumer only in the original sealed packages from 60c up to \$4.00 per pound, in 1-4, 1-2 and 1 lb. packages; you will never know the real luxury of a cup of tea until you have used Russian Samovar tea. As to economy, it is sufficient to mention that one ounce of this tea produces 20 cups.—*Chapman & Co., Brooklyn, N. Y.*

Quality counts. Yes, quality counts, every time. This is amply demonstrated in the rapidly increasing sales of our Capital Brand butter—the best butter ever made. We take especial care to keep our creamery clean. Come in and inspect it any day. We use only the best cream from high-grade dairy cows—ask our dairymen, we'll furnish you their names. We use only modern machinery, kept scrupulously free from impurities—you can see it, any time. Our workmen are experienced—our price is right. Can these reasons account for our butter's popularity? We think so.—*Capital City Creamery, Salem, Ore.*

Tempting grocery offers. Some of the specials that make this the most interesting grocery store in the city. All the world contributes to it, sending to us the most famous, most likable edibles of each country—at prices that permit every one to enjoy the delicacies that only the few used to enjoy.—*Abraham & Straus, Brooklyn, N. Y.*

Butter fresh from the best dairies. Pure and sweet, the product of some of the best managed dairies in the country. You'll be interested in the low prices as well as in the goodness of the butter. Phone us an order, try it, and you will order more.—*Alex. Cooper, Winnipeg.*

Good butter. Our Rose brand of dairy butter is day after day and week after week being placed on the table of an ever-increasing number of homes in the city. We do not claim for this butter that it is the best thing in butter that ever happened, but we do claim that it is without doubt (in this season of high butter prices) the best butter value in the city for the price. Our Prairie brand of creamery is put up in one of the best creameries in the East, shipped to us in 56-pound boxes, and in our own clean, bright, marble-countered, up-to-date butter room, it is cut into pound bricks, nicely wrapped in parchment paper and is ready for your table. Try our butter. We think it will please you, and we know it will save a little money for you.—*Gibson-Gage Co., Winnipeg, Can.*

GROCERIES—FLOUR

Sylph flour in plenty now ready.—In our announcement the other day concerning the supply of Sylph flour we promised a plentiful supply in a few days. That promise has now been fulfilled. Five carloads have arrived and more is on the way. Our plans comprise orders for the delivery of two carloads a day until further orders. From the rate at which the sale of this superb flour is increasing we do not expect even to reduce these orders, but rather to make still heavier demands on the mills.

We owe the public an apology for allowing ourselves to run out of Sylph flour, since we made such exhaustive tests before advertising this flour that we knew it to be the very best. We should therefore have anticipated the demand. However, we are proud of the record that Sylph flour is making and will not allow ourselves to run short in the supply again. We repeat what we have so often said, "Sylph flour is the best, without qualification."—*Day & Bailey Grocer Co., Memphis, Tenn.*

Gluten goodness. The truly nourishing part of flour is the gluten and phosphates. These are often lost, or impaired in the process of milling, but they are preserved in the highest efficiency in Angelus flour which we mill, by a special process of our own, from the best hard spring wheat. That is what makes Angelus flour so rich, and enables it to yield the purest, whitest, most fragrant and wholesome bread and biscuit ever eaten by mortal. If you have not yet tried this flour there is a great treat in store for you.—*Thompson Milling Co., Lockport, N. Y.*

A substantial foundation upon which to build a good, healthful body and a vigorous mind is in using discretion as to the bread your family consumes. This is the main article of food and for that reason should be of the best quality. To get that best quality all that is necessary is to insist upon your grocer sending you Elect Flour.—*B. B. Busby Co., Memphis, Tenn.*

About a year ago we thought we were doing well to sell one hundred barrels of Henkel's flour each month, but since the ladies have learned what excellent light bread and delicious pastry can be made with Henkel's, we are selling over

1,000 barrels a month.—*Newell & Truesdell, Binghamton, N. Y.*

Boyer's "Silver King" Flour at four dollars a barrel.—This most excellent flour is the housewife's pride. We get all kinds of compliments about it. This special price is for strike times and may help out where "economy is the law."—*Boyer's, Scranton, Pa.*

How can we emphasize sufficiently the goodness of Henkel's, so that you will order a sack, next time in preference to any other. Henkel's flour is so good for bread, biscuits and pastry, that many housewives will use nothing else after trying Henkel's.—*Newell & Truesdell, Binghamton, N. Y.*

Sylph flour makes biscuits better than the best king on earth is entitled to, and pastry that would melt the heart of the most critical queen.—*Day & Bailey Grocer Co., Memphis, Tenn.*

Best flour on earth is our best flour. There is none made anywhere that is superior to it in any respect. It makes the finest, flakiest, whitest bread; the lightest biscuits, the most brittle and appetizing pie crust; the most superb cake. Try it and you will be convinced.—*The Globe, Peoria, Ill.*

It is bound to strike you that there is better flour than that you have been using when once you see the results obtained by your neighbor who bakes with the Royal Gem brand—less flour, more and better bread indicate the cause of your dissatisfaction. Why not follow her wise example and use Royal Gem flour?—*Perkins Grain and Milling Co., Sacramento, Cal.*

Dickson's Best Patent Snow White flour is wholly unlike any other flour ever milled. It's better, unquestionably better. No other brand imparts to the bread a taste so appetizing; no other makes lighter or more wholesome bread. *Dickson Mill and Grain Co., Scranton.*

There's a best in everything and the best of bread is that made from Olympic flour. We don't claim Olympic is best without having good grounds to make our claims on. No other miller gives the close expert attention to the details of flour manufacture that we do. Our machines are new and modern and use only the best Washington wheat.—*Portland Flouring Mills, Spokane, Wash.*

Spring wheat flour makes wholesome, nutritious bread. Winter wheat flour makes light, white, delicious bread. Neither makes perfect bread, but Beaver flour, a blend of Manitoba spring wheat, and Ontario fall wheat in the right proportions of each, makes perfect bread—whitest, most inviting and nutritious. Beaver flour will make your baking successful.—*T. H. Taylor Co., Charlottetown, Can.*

A perfectly "balanced" flour is one which contains the greatest amount of nutriment in its most easily digestible form. No single variety of wheat will produce "well balanced" flour. It requires the careful selection of different kinds. The makers of Royal Household flour have more than a hundred elevators scattered throughout the greatest wheat growing country in the world, which enables them to secure the very pick of the wheat that will yield perfectly balanced flour. The kind of flour that produces the best, the largest and strongest loaf. The loaf which contains the greatest amount of bone, muscle and brain-making protein and the lowest percentage of waste. Royal Household makes bread which reduces the labor of digestion—and gives greatest nutrition for least stomach effort. It's the "balance" in flour that makes bread easier to digest and gives it many other qualities which are usually attributed to other causes.—*Ogilvie's, Quebec, Can.*

It is very strange "to say the least" how the people appreciate a good thing. If you want to know where you can find a good thing in the way of a bargain, just simply follow the crowd to the Plymouth Public Market next Saturday and see for yourself. On Wednesday of next week we shall have one of the greatest bargains in flour that Plymouth ever saw. For that day only we shall sell one of the nicest flours on the market for 69 cents per bag. Come early and get the whirlwind before it is too late.—*Plymouth Public Market, Plymouth, Mass.*

It isn't "knack" that makes the bread and rolls good, it's good flour, such as "Ceres" Flour. You can always count on turning out the lightest, sweetest, purest bread and rolls and the most delicious cake and pastry when you use "Ceres" flour. It is the real quality flour—the flour that is recognized as best by all competent judges. Try "Ceres" the next time you bake. Your grocer will supply you with "Ceres" flour. Refuse substitutes.—*Wm. M. Galt & Co., Washington, D. C.*

The house of quality. The Delmonico invites every housekeeper in Savannah—regardless of where she usually trades—to take advantage of its enormous line of delicacies. You are sure of quality when you buy here—there is no element of chance—but an unquestioned certainty. Many food products cannot be judged until they reach the table, hence it is desirable that you be certain of the quality of things making your feasts. That certainty is yours when your foods come from Savannah's pure food store. Our service is replete with all pleasure-giving features. Our prices are just as low as goods of the same quality can be sold. It's real economy to use pure foods—it's folly not to use them when they cost no more.—*Delmonico Co., Savannah, Ga.*

Royal Household flour. Your protection comes from us. We make it, know its goodness and guarantee it to both you and the grocer. It is always sold under our name and trademark, so you cannot go wrong. Ask your grocer for Royal Household flour. It's the key to better living.—*Ogilvie Flour Mills Co., Ltd., Montreal, Can.*

The Levy Grocery Co. undersell all others. Just received new and complete line jellies, preserves, etc., in glass jars. Fresh comb honey, one pound squares. Best goods at bottom prices.—*El Paso.*

Our grocery sales are always on the increase; each month has been better than the last. If you are not already dealing with us you do not know how well we can please you in quality and satisfy you in quantity. We look after the buying end so well that when we send out orders we are sure we can please. Prompt delivery.—*The Carrow Cash Market, Ottumwa, Iowa.*

Germ and weevil proof graham flour, pancake flour, entire wheat flour, rye flour, self-raising pancake flour, white corn flour. Prepared by the celebrated Everett process. We do not hesitate to recommend these flours to make the most delicious bread and cakes and to be superior to all others, every package contains a little book of recipes. You get a profit dividend certificate with every purchase.—*McKinney & Co., Binghamton, N. Y.*

Every one's favorite. There's no flour that has such a strong hold in the homes of Washington as Olympic flour. Its splendid bread-making qualities have won for it this position of trust.—*Portland Flouring Mills Co., Spokane, Wash.*

GROCERIES—VEGETABLES

Canned vegetables.—The freshest of everything, carefully prepared to retain the flavor that nature gave it.—*Mitchell, Fletcher & Co., Philadelphia, Pa.*

New vegetables, too. Plentiful and fine, if you buy right. We're extra particular about the vegetables we buy; some farmers think we're cranky, and some dealers do, too. Anyway, it's a crankiness which gives our customers better goods than they'd get if we weren't particular in our buying, so you'll probably not worry over that. These in now—new potatoes, cabbage, egg plants, tomatoes, lettuce, and whatever else makes its appearance in the market. Luscious strawberries, fine pineapples and rhubarb. All at lowest possible prices.—*Philadelphia Grocery Co., Trenton.*

Fresh vegetables are gone now. This is the season for canned goods. For the best try ours.—*Tappan & Co., Atlanta.*

Our canned peas are equal to those direct from the garden, and all you have to do to find that out to your own satisfaction is to try them. We will sell for a few days our highest grade canned goods at wholesale prices.—*The Lothrop Co., Hartford, Conn.*

"The pick of the garden." That is what you will likely say when you try some of our just unpacked fresh canned vegetables. We have just received a carload fresh from the factory. They are the nearest approach to the just-from-the-garden vegetables that art and skill can produce.—*W. N. Burgess, Colorado Springs, Col.*

Several thousand cases of high-grade vegetables, fruit, fish, etc., at a very great saving. The prices are even lower than those we quoted last year for the annual sale, and the emporium's absolute guarantee for purity and perfection of pack is behind every can. It is advisable to lay in a supply of canned goods for months to come, as it is highly improbable that these prices will be duplicated again this year.—*The Emporium, San Francisco, Cal.*

We've built a reputation by selling only fine, fresh fruits and vegetables. We maintain our reputation by scouring the country for the best products that are grown with which to fill our customers' orders.—*Althouse Fruit Co., Los Angeles, Cal.*

Fresh vegetables daily from South Texas. The winter has been so warm they are extra fine. You had better eat a little green stuff, so you can shed off in the spring.—*Tony Hill Jonz, Denison.*

Fresh Roasting Ears are rare at this season, but we have them as fresh as when pulled from the stalk. You will like this corn much better than the ordinary canned corn, as it is on the cob and has all the flavor of freshness of sweet corn.—*W. N. Burgess, Colorado Springs, Colo.*

These are the best of the canned goods. Tomatoes. There are a great many brands of canned tomatoes—some good—some indescribably poor—some in well-filled cans—some very thin and watery. To get the best quality means careful market-searching. That's what we have done. We have secured a limited quantity of extra fancy, red, ripe tomatoes, put up as nearly whole as possible—some of them may be used for stuffed tomatoes—and every can well filled. We recommend these tomatoes to you at 15c. can, \$1.65 a dozen. Buy your winter's supply of them, and you will not regret it.—*W. W. Walker Co., Hartford, Conn.*

For this special market day at Lehman's we've prepared some very special offerings. They ought to equal last week's in desirability, and last week's made a record for themselves. We did an enormous business, especially in *vegetables*. At our prices we had no competition, nor could we have any. Come on Tuesday and get more bargains. Keep in mind our suggestion that you send us word of the things you'd like us to make specialties of during our special market days. We shall only be too glad to do what our customers want; that's what we're here for, and we know no better way of finding out than by asking. We've already had quite a number of answers to our first suggestion; we shall be delighted to have others. Address suggestions to Lehman's talker.—*L. Lehman & Co., Trenton, N. J.*

People come to our store for fresh vegetables because we usually have a variety to select from. Spinach, mushrooms, egg plant, cucumbers, Boston lettuce, tomatoes, parsley, watercress, celery, also sweet potatoes.—*D. L. Bradt's, Rome, N. Y.*

GROCERIES—FRUITS

We think our strawberries are generally the best in the city. At least, our customers say so. This week we receive them fresh every day from the berry fields. Let us have your order, for we know our stock will more than please you.—*John E. Angle, Mansfield.*

Have you been disgusted? Have the strawberries been mussy, the oranges punky, the bananas snippy or the grapefruit footbally? Try ours once. They are the other kind. Notice to invalids—new hothouse grapes are here from England.—*J. B. Judson, New Haven, Conn.*

Poor Season.—Two college students were once traveling through the New York fruit region, just as pears were ripe. One evening they stopped at a farmhouse where there were luscious and inviting pears. At the supper table their host asked them, "Will you have pahr or apples?" One of the students was very precise, also polite. He would not say "pahr" and he could not hurt his host's feelings, so he took apples. The other one took "pahr." We don't care whether you call them pahr or pears—we've got a lot of fine ones for canning—New York Duchess pears, big and sweet and delicious. \$1.25 a bushel gets them.—*The Globe, Peoria, Ill.*

Oranges. If these oranges had not been extra good, and if we had not been possessed of a big lot of them, we should not have made such a halloo about 'em. If you haven't secured any you want to move lively, or you'll not get the chance. They're going!—*W. W. Walker Co., Hartford, Conn.*

No one thinks of upholding Mother Eve in her action on the apple question, but if it was an Oregon Spitzenburg the temptation was certainly very great. This fruit is the perfection of apple production. It is packed in boxes like oranges and costs more than the best of the latter; is not sold by the bushel or quart. We have been out of them for a few days but will have them regularly now as we have a supply of them in cold storage.—*J. B. Judson, New Haven.*

The berry season is at its height, the berries in their prime and the price low. We are well stocked with the choicest.—*Knaur, Denison, Texas.*

Buying is the important thing in the fruit business, and our patrons have

learned to depend upon us to supply them regularly with good fruit. Just depend upon it all the time, that you will find something nice to start the breakfast each day at this store.—*J. B. Judson, New Haven, Conn.*

Half the fruit you buy isn't good fruit. It is either over ripe or not ripe enough. All our fruit is in perfect condition and fit for immediate use. It has been gathered at the right moment and properly protected from contact with anything injurious. Being constantly fresh, it is of most delicious flavor.—*The Star Grocery Co., Logan, Utah.*

Dried apples, the old-fashioned sundried kind. They are good ones, too.—*Cobb, Bates & Yerxa, Taunton, Mass.*

Much of the pleasure of the Sunday dinner depends on the quality of the fruits and vegetables. Our assortment is always the largest and selections the best.—*Fontaine & Anglin, Crookston.*

Where fruit abounds! In Fredericton you will find this store the headquarters for all kinds of fruits. From the sunny South we are receiving shipments of fruit almost daily; the best of the season of every variety. We make it a point to handle the best of quality. That's the reason we have built up such a trade, not only in fruit but all our other lines. We are following the market closely and our prices are right at all times. When you want fruit remember this store.—*E. G. Hoben, Fredericton, N. B.*

How about peaches? Better put up some. All canned goods are quoted much higher than for years. All orders given us up to Thursday morning will be filled at 90 cents per bushel for the finest grade of Elbertas. If you want cheaper ones we have them. We do this 'cause we are selling peaches you're wanting at prices you're tickled to pay.—*Tucker-Jonz, Denison, Tex.*

Golden Gate canned fruits. This brand of California canned fruits is well known for its exceedingly high quality. The fruit that is put into the can is perfect fruit, and it is put up in a very heavy syrup, making a quality of canned fruit that is absolutely unapproachable. Let us show you the goods and give you our price by the dozen or case.—*Newton, Robertson & Co., Hartford, Conn.*

HANDKERCHIEFS

Tough Youth—"Say, I want to buy some handkerchiefs for a young lady."
Clerk—"Plain?"

Tough Youth—"Naw, she ain't plain; an' I kin lick the man that says she is."—*Philadelphia Record*.

Handkerchiefs flutter. It's sale time—the usual summer event—and prices are down a half and a third.—*Wanamaker's, Philadelphia, Pa.*

To-day the usual summer event in handkerchiefs—first listen to this incident: A New York importer offered us only a few days ago a big lot of handkerchiefs—several thousand dozen—at a "very special price—only to you; less than cost even"—he was overloaded and wanted to retrench. "Why, my dear man" we answered, "we are going to sell at retail in Philadelphia Monday handkerchiefs at much lower prices than you ask us to pay wholesale." How can we do it? By going direct to the manufacturers abroad, and establishing such relations with them as are mutually beneficial.—*The Wanamaker Store, Philadelphia, Pa.*

Handkerchiefs for Christmas.—If you want handkerchiefs for yourself or for gifts, here's the opportunity—both the saving and the delight are yours.—*Schlesinger & Mayer, Chicago, Ill.*

There are so many pretty novelties in handkerchiefs that they are especially desirable for gift purposes. The handsome patterns and fine qualities appeal to every woman, and the ready-to-use handkerchiefs as sold in retail stores nowadays are nearly equal to those made by hand, and the utility is just as good. We do our own importing of handkerchiefs, and we are convinced that in no local store can you find the same grades of handkerchief unless they are priced from 10 to 25 per cent. higher. Let us suggest that you make your Christmas purchases now, for the lines are all complete, and you will not appreciate them so much when they have all been picked over.—*Hamburger's, Los Angeles, Cal.*

We have never had as many handkerchiefs in stock as we have at the present time; nor so pretty; nor so good values. Whether you desire the real lace trimmed beauties or the ordinary sort, we have them in infinite variety.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

Sale of Irish Linen Handkerchiefs.—A New York importer sent special repre-

sentatives to Ireland to canvass among the peasantry for these handsome linen handkerchiefs. After supplying the trade, he had a large surplus left and preferred to take a loss to carrying them in stock. You get them for less than ordinary cost abroad.—*Mandel Brothers, Chicago, Ill.*

Women's handkerchiefs, Monday 9c. each, 3 for 25c. if you care to take them that way. These handkerchiefs are of sheer linen, laundered, ready for use. They were imported to sell specially for 18c. each. On Monday you can buy them for just half this price. Remember there are but 4,200 of them, and they will not last long at the price. We have divided them into two lots.—*Joseph Horne, Pittsburg, Pa.*

25c.-50c. Handkerchiefs, 12 1-2c.—You will hunt pretty hard to find the little hurts in the making of these dainty handkerchiefs—and yet they must be there or they would never have been sold to us for half or a quarter of their worth. All for women—Swiss and embroidered linen with hemstitched and scalloped edges. All were made for this season and there are many very pretty patterns.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

A Clearance of Fine Linen Handkerchiefs at 12 1-2c. Each.—This is a most important announcement to every man or woman who can scrape up a reason for buying handkerchiefs. It concerns about two hundred and fifty dozen of men's and women's fine linen handkerchiefs, fresh from our reserve stock, in their original boxes, and meant to sell at 35c., 50c. and 75c. each. To-day at 12 1-2c. each.—*Simpson-Crawford Co., New York.*

We have secured from an importer a line of ladies' handkerchiefs that he is dropping from his stock because he cannot duplicate them in foreign markets at prices which would allow him even a small profit. In this lot are 1,535 dozen ladies' extra sheer cambric handkerchiefs, all linen, fresh and clear laundered, finished with narrow hemstitched hem. The price for this sale will be 60 cents a dozen.—*Keely Company, Atlanta, Ga.*

Handkerchiefs at a Shilling.—There is a constant determination at our handkerchief department to outdo the best former accomplishments. Here are a few results of the most recent efforts.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Handkerchiefs, 5c. to 25c., regularly 10c. to 69c. Both for men and women. Our handkerchief selling last week caused quite a stir. Quantities were exceptionally large—so large, in fact, that we are able to again offer to-morrow a lot of these fine handkerchiefs at half and less than the regular prices.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

Within the week we have received through our Paris branch a large shipment of the daintiest handkerchiefs it has ever been our good fortune to own. Beyond question, there is no similar collection shown in any other department store in America.—*Macy's, New York.*

Handkerchiefs bought here will satisfy because we know how to supply just what you want and at just the right prices.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Sample handkerchief bargains. The semi-annual distribution of our agents' sample handkerchiefs begins with the stroke of eight o'clock this morning.—*Sibley Lindsay & Ceur Co., Rochester.*

We are now showing in our lace department many delicate little novelties in neckwear and handkerchiefs, made of real laces, all appropriate for holiday gifts. The assortment this season is enormous and the prices much more moderate, putting them within the reach of many who have hitherto been debarred so great a pleasure.—*Ehrich Bros., New York.*

You cannot buy your holiday handkerchiefs too early. You're going to buy them here—that is, if you carefully consider our high qualities at the low prices we ask, and really want the best values. So come early—come to-day. Our handkerchief department is four times as large as usual and is already crowded all the time. So it's no more than fair to you that we urge your making an immediate selection.—*Simpson-Crawford Co., New York, N. Y.*

Another of those great offers of handkerchiefs at a price so low that you won't believe they are linen till you see them—but seeing is believing. The lot is made up of women's handkerchiefs in sheer and medium weight linen, with 1-4-inch hems, and men's full size, pure linen handkerchiefs.—*The Fair, Chicago, Ill.*

Fine Handkerchiefs for Little More than a Song.—Such dainty, exquisite and charming kinds of handkerchiefs were never before offered in Peoria for prices so paltry. All kinds are embraced, as silk, linen, lawn, mull, Swiss, etc. You will at least want a dozen at the closing-out prices.—*Harner & Van Maur Peoria.*

Underpriced Handkerchiefs.—One man said: "Give me a dollar's worth of those all linen at 10c. each; my wife says they'll be all right if they come from here." A woman telephoned: "Send me a dozen of the 14 cent ones; I've had them before and found them just as you said." And so we might multiply expressions of confidence and liberal buying that have made the handkerchief sale a great success.—*Ruggles & Ellison, New Bedford, Mass.*

Hurt handkerchiefs. Because they are mussed or have a dropped stitch—some insignificant hurt in every case—we can sell about 6,000 women's handkerchiefs to-morrow for 5c. to 25c.—worth 10c. to 75c.—*Fredrick Loeser & Co., New York.*

Nothing is cheap to the person who can't use it—but everyone can use handkerchiefs like these—and at these prices buying for the future needs is the wisest economy.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

Our handkerchiefs, whether the price be big or little, are always all linen—the only stock of this nature in the city. Another feature that we pride ourselves upon is the variety we show—we depend on this a great deal. Women like to carry something unlike what their friends have. Every kind of linen handkerchief, from the plainest to the richest—as low as 5 cents and as high as \$20.00.—*The Scott D. G. Co., Cleveland, O.*

Our Christmas assortment of handkerchiefs is now ready, and in connection with this event, offer handkerchief buying opportunities that are bound to make this store, as heretofore, Christmas headquarters for fine handkerchiefs.—*Simpson-Crawford Co., New York, N. Y.*

Bordered handkerchiefs that border on the fancy.—*T. A. & L. F. Newman, Brooklyn, N. Y.*

Nearly a million handkerchiefs are here; enough to complete the million will be in to-day or to-morrow. More handkerchiefs are sold for Christmas gifts than of any other one item. Just now, the selection is at its best, and shopping is easier. The handkerchief store has spread to neighboring sections and we're primed for good service.—*Gimbel Bros., Philadelphia, Pa.*

Paris is sending us some novel and stylish handkerchiefs of fine linen in the natural color, with a band of black, white, pink, lavender or blue woven in them about half an inch above the hem. They are very pretty when worked with an initial to match the bands.—*Wanamaker's, Philadelphia, Pa.*

Slightly soiled *handkerchiefs* for half price and less. All from our regular stock. Handkerchiefs that were soiled by the handling they got in the great holiday business. There is a wide variety in the lot and there are many unusual values for both men and women.—*Frederick Loeser & Co., Brooklyn.*

Women's embroidered *handkerchiefs*. One of the best handkerchief sales we ever held—there are dozens and dozens beautifully embroidered by hand. Indeed, we get these handkerchiefs as a clearance from the importer who found he could not get any more to sell even for the regular prices. They are pure linen, all pretty patterns, many with scalloped edges and some combining dainty machine embroidery with the hand embroidery.—*F. Loeser & Co., Brooklyn.*

An excellent assortment of women's *handkerchiefs* of fine sheer linen and cambric; many with dainty embroidered edges, others with fine Val. lace and insertion, also plain lawn with narrow hem or drawn borders; others with initial or medallions; some slightly soiled from display, on sale "as is."—*Hamburger's, Los Angeles, Cal.*

Linen *handkerchiefs* at half and less are going fast. Altogether there were eleven thousand handkerchiefs in the lot—"seconds" from one of the best handkerchief makers in Belfast. Not a single handkerchief in the lot worth less than 25 cents, and many worth as high as 50 cents each. But because of insignificant hurts such as a thick thread, because the maker could not sell them as "firsts," they come to us and are marked at the low record price.—*F. Loeser Co., Brooklyn, N. Y.*

Handkerchiefs. A necessity at this season especially. And as usual, just when you need an article the most, this always helpful store comes forward with some especially good numbers at remarkably little prices. A few odd initial handkerchiefs, all linen, for women, the regular 25 cent values; special 10 cents. Women's and children's handkerchiefs, the new plaids, just what are in demand the most.—*Lippincott & Co., Wilmington, Del.*

Handkerchiefs. Lots of them. Here you can get dainty handkerchiefs for 5

cents and on up to \$5. And taking the materials and work into consideration, the \$5 ones are as reasonably priced as those we sell for a few cents. You'll see lots of handkerchiefs here, ranging from 10 cents to 75 cents that will make you wonder how any one could put so much work on them even if the prices were twice as much. We have a way of getting the best as well as the prettiest handkerchiefs for a good deal less than the general run of stores, and as a consequence we give you more varieties, finer qualities and daintier designs than any other Marion store at equal prices.—*Goldthwait & Sons Co., Marion, Ind.*

Handkerchiefs in the basement. It is a very sizable store in basement which supplies the less expensive handkerchiefs. It has a big variety of qualities and kinds—handkerchiefs which almost everyone wants a few or many of at the Christmas season. Sure of splendid handkerchief values here always.—*Sibley, Lindsay & Curr Co., Rochester.*

Christmas *handkerchiefs* for little. Dainty lawn and cambric 'kerchiefs with fancy lace edges and corners, hem-stitched and embroidered edges, tucked edges and corners, etc. Really the gathering comprises most surprising value. Holiday buyers will choose by the dozens, that's a certainty. Never before has a nickel purchased such attractive handkerchiefs at Crews-Beggs. Be on hand promptly to-morrow morning. None laid aside or sold until hour of sale.—*The Crews-Beggs Co., Pueblo.*

By far the greatest and most attractive stock of handkerchiefs in Philadelphia is in this store. We are the largest distributors in this city, and only three other houses in America are in the same class with us. In our retail stock alone are more than three thousand different styles—and some of these styles we buy in lots of 20,000 dozens. About three-quarters of our handkerchiefs come from abroad—Ireland, France, Switzerland, Japan; the remainder are made in America.—*Strawbridge & Clothier, Philadelphia, Pa.*

Men's Irish linen handkerchiefs, 9c. If your name begins with D, N, K or T, here is an opportunity to get some genuine Irish linen handkerchiefs at a reduced price. We have quite a number of these handkerchiefs that have been mussed in handling and on which we have reduced the price. The initial is daintily embroidered, and as there are only four different initials, we are selling them three for 25c.—*Lippincott & Co., Wilmington, Del.*

Especially do we wish to direct your attention to the assortment of plain, all linen *handkerchiefs* for men and women. These handkerchiefs are of our own importation, were purchased before heavy advances in linen prices, and are consequently of extra value.—*John Taylor Dry Goods Co., Kansas City, Mo.*

Handkerchiefs are prime favorites as Christmas gifts. Wren's store is always headquarters for them. Our line was never larger, and we ask you to inspect it. For our holiday trade we have made the following special prices.—*Wren's, Springfield, Ohio.*

Third day of the special handkerchief display. Could a vote be taken on which is the most popular Christmas gift, it's more than likely that the winning vote would be for handkerchiefs. And this store has all the pretty kinds which make the gift popular—fine linens, dainty lawns, lace-trimmed gems. Assortments couldn't be better, and prices, considering quality, are the lowest.—*T. Eaton Co., Winnipeg, Can.*

Who said handkerchiefs made good gifts? You'll say they'll make the most delightful of gifts before you see a hundredth part of this extraordinary collection. Some are almost as filmy as a spider's web—others are edged with fairylike lace. Handkerchiefs of silk and handkerchiefs that are woven of the snowiest and firmest of linens. They'll not let you pass them by.—*The Stone, Fisher Co., Tacoma, Wash.*

Handkerchiefs and neckwear. A whole host of gift suggestions in this department, and never we think has the stock approached its present completeness. Dainty, effective scarfs, exquisite collars, beautiful handkerchiefs and all priced so moderately that selecting is a real pleasure.—*Thomas C. Watkins, Hamilton, Can.*

Embroidered *handkerchiefs*. A really excellent line of embroidered handkerchiefs, made of an extra fine quality of Swiss lawn, with scalloped or hemstitched border. The quality of the embroidery is high class and the variety of designs is very large. Price only, each, 25c.—*The Palace Dept. Store, Spokane, Wash.*

Dainty Swiss *handkerchiefs* underpriced one-quarter. A special price concession accorded our buyer by one of the large St. Gall, Switzerland, manufacturers lays these handsome, daintily embroidered Swiss handkerchiefs on our counters at about 25 per cent. below

their usual cost. This is by way of an opening wedge to gain our trade favor, it being a first order given to this concern.—*The T. Eaton Co., Winnipeg.*

A clearance sale of handkerchiefs. All former handkerchief selling records have been broken—more rumpled and soiled handkerchiefs than ever before are here to be quickly distributed—thousands that have been used in decorating, thousands of salesmen's samples recently returned from "the road." Soiled handkerchiefs reduced one-third to one-half, sample handkerchiefs less than wholesale prices.—*Strawbridge & Clothier, Philadelphia, Pa.*

Lawn and Swiss embroidered *handkerchiefs*, 12 1-2c. We don't mind telling that there'll be handkerchiefs selling on our own counters before long, same as these, for 18c. and 35c.—these are the travelers' samples they were ordered from, which we secured, and at very interesting price-concessions. — *The T. Eaton Co., Winnipeg, Can.*

When we use handkerchiefs for window and store trims we expect to sell them at a sacrifice, and as these handkerchiefs have served their purpose we're satisfied to let them go for just what they'll bring in a quick sale. You've seen the handkerchiefs—you know what they are, so we do not need to tell you more about them.—*Simpson-Crawford Co., New York, N. Y.*

An important collection, but of pure linen only and made expressly for us. This rare and beautiful assortment of hand embroidered handkerchiefs has taken months of time and travel to collect. Every handkerchief want has been thought of, and every purse considered. Whether you need the plain and serviceable kind or the finest sheerest hand-embroidered that money can buy, you will be interested in this offering.—*Wm. S. Kinsey & Co., New York, N. Y.*

Women's hand-embroidered initial handkerchiefs, all pure linen, unlaundered, embroidered in pretty bowknot and fleur de lis designs. This is the first shipment of our direct importation, and the goods are very fine and sheer and dainty.—*Woodward & Lothrop, Washington, D. C.*

Colored Dress Linens.—Our handkerchief factory in Belfast, Ireland, serves a double purpose—gives us matchless values in 'kerchiefs and turns our way at most opportune times other linen fabrics.—*Macy's, New York.*

HARDWARE

Topsy turvy sale of tinware. Our house furnishing goods buyer has just received a solid carload of high grade tinware; there's almost every wantable kitchen utensil represented in the lot; these goods were purchased far below the market price and go on sale at figures that seem almost ridiculous; you can judge all our prices on tinware by the following.—*Zenith, Duluth, Minn.*

A can-opener is a little thing among the household furnishings, but a poor one makes trouble and cuts fingers at a time when the housekeeper is particularly anxious for everything to go smoothly. The Tip-top can opener is for either round or square cans, is the finest of steel and every one is guaranteed. The Star is for round cans and is adjustable for all sizes of cans. The Handy is for all kinds of cans and does the work with the greatest ease.—*Zenith, Duluth.*

Mop handles. Strong and durable. The kind you can fit a scrub brush in and use as easily as you do the mop. Scrubbing done with a mop handle lessens the strain on both back and knees.—*Zenith, Duluth, Minn.*

Dirty knives are cleansed in a quick, easy manner by Brown's knife cleaner, stains are removed and a beautiful polish given to the blades—a polish without scratches or marks—neither is the cleaner or knives worn in the cleaning. Brown's cleaner has the usual two rubber rollers, with this difference—it is fitted with a shoulder guard that prevents shoulder of knives wearing rollers hollow, and an emery trough that supplies top roller with powder. You will acknowledge its superiority over others, now you see the difference—price temptingly low.—*Zenith, Duluth, Minn.*

The only reliable rain-maker is a good garden hose with spray nozzle, that will carry a good stream of water to any distance around your lawn or garden, and keep it always fresh and green. We have the best line of hose, reels, lawn mowers and garden tools and implements generally.—*Avery & Co., Portland, Ore.*

Nothing but fun keeping the grass down when the great American lawn mower is used. Admitted by experienced mechanics who have examined them to be genuine and scientifically con-

structed, ball bearing mowers. Besides the ease in running and clean, velvet cut, the knives are so arranged that they sharpen themselves in running. It's a pleasure to show these mowers, and the price is right.—*B. G. Carpenter & Co., Wilkes-Barre, Pa.*

There is real satisfaction in having good tools, and when good tools can be bought at the very low prices at which we sell them, it is folly to go elsewhere and pay higher prices. We stand behind our tools with an iron-clad guarantee and protect you against any loss from poor ones.—*Zettler Hardware Co., Columbus, Ohio.*

The separator question is one of particularly live interest to the progressive farmer. We have demonstrated to others and will demonstrate to you the efficiency and superiority of the Sharples. Drop us a card. The machine will be loaned free of cost for the purpose of a trial, and there will be no obligation whatever to buy or keep it, if it is not satisfactory in every particular, or fails to prove its superiority in every essential detail over any competing machine. All we ask is a guarantee for its prompt return in case it is not as represented.—*D. M. Barlass, Janesville, Wis.*

Tools will break sometimes in spite of you, no matter how much of a hurry you are in to get a certain piece of work done. It always happens that way. Nothing like knowing just where to buy new ones quick, at a low price, too. Our stock is very complete.—*Roe & Conover, Newark, N. J.*

Building operations in Peoria are more active this year than ever known before. All kinds of building material and tools are therefore in strong demand. It is always best to buy the best that can be secured, and this store always keeps that kind, both tools and material. If there is anything in those lines you are looking for, come here and we are sure we can satisfy you—every particular. No trouble to show the goods.—*Charles Johnson Hardware Co., Peoria, Ill.*

More expansion. Our expanding business requires more and better facilities for rapidly handling our large stock of hardware.—*W. B. Miller & Son, Springfield, Ill.*

"Do All Mop."—Try it, and you will find it a home necessity—with it floors are washed quicker—with less trouble—easier than is possible in the old way—

"Do All" comprises a stout galvanized bucket with patent funnel wringer and a mop.—*Alfred Edmondson, Morecambe.*

The harvest sale advances with the measured music of hammers and saws.—*Jones Dry Goods Co., Kansas City, Mo.*

"Farming on business principles means the saving of the whole crop by the use of durable, up-to-date implements."—*Johnson & McClay, Bondurant, Iowa.*

Does your mower tear or cut? There's a difference in lawn mowers—after the first few weeks. Some rip and tear the grass, others cut it off sharp and clean, so that it will grow evenly. Townsends Essex and Spider lawn mowers cut the grass, but don't tear it; the blades are self-sharpening, and these mowers run very easily and noiselessly. If you'll call, we'll tell you all about the different lawn mowers we carry in stock. We can surely please you—and satisfy your pocketbook.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Flooded is our store with all the useful products which are so needful at this time of the year, both inside and outside of your home. Why not let us sell them to you? Our lines are the largest and best in the city and prices the lowest.—*H. Sandmeyer & Co., Peoria, Ill.*

Grass grows almost over night now. Keeping the lawn velvety and beautiful is more play than work if you have the right kind of lawn mower. We can supply you with a lawn mower that will run easily and lightly, will keep your lawn like a carpet, will last you longer and give you better service, and will cost you less than any lawn mower of equal grade in Brooklyn. "The Brooklyn," a new, strictly up-to-date machine, made by a factory that has the reputation of producing the best mowers on the market. They are easy running, self sharpening and equal to most makes that cost about double.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Carpenters' Tools.—For an important branch of hardware. We can supply any number of full kits of the best tools manufactured on this side of the Atlantic. Many tools are necessary articles in every family, as occasions to use them are of almost daily occurrence. The superior quality of our tools is universally recognized. Carpenters and joiners are unanimous in praising them. All our hardware is spoken of in a similar strain.

We make a point of carrying nothing but the best goods in every line, and we're standing on our metal.—*Avery & Co., Portland, Ore.*

For fine, substantial, well finished hardware of any description, we are sure our stock will stand your inspection. We carry the largest stock on P. E. I., and our assortment is the greatest. The reason we do the largest business is that we quote lower prices than our competitors. Our goods are all paid for.—*Dodd & Rogers, Charlottetown.*

One man we know is so tickled with the Holdfast screw driver that he keeps one on his desk and shows it to all his friends. We are showing in the basement just why it tickles him.—*Abraham & Straus, Brooklyn, N. Y.*

You don't buy hardware with the same frequency that you buy groceries, and if you buy the wrong kind you have bought a trouble that lasts a long time.

The essential thing about buying hardware then is to know that it is good. That brings you here, for the least skillful buyer can come here and be sure that what is bought is good because—we make it good.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Lawn mowers, Pennsylvania's "keen cutters." Now is your time to make your lawn look neat and tidy. Lawn mowers from \$2.50 up.—*Hunter & Strehlow, Peoria, Ill.*

Comprehensive Stock.—Nowhere in Burlington can you get anything in the hardware line cheaper or better than we can supply you. All our goods are the work of the leading manufacturers, and the prices have subjected to a test of comparison which shows that our claims in the foregoing are fully warranted.—*MacMillan's Hardware, Burlington, Ia.*

Garden Tools.—What are your needs this spring? It is well to be equipped with the best and handiest garden tools; makes work a recreation. We want you to see our assortment of these goods. Everything you will require and the most complete and up-to-date stock to choose from. Don't forget that we are headquarters.—*McLennan, McFeely & Co., Ltd., Vancouver, B. C.*

Many a boy would rather have a few carpenters' tools for Christmas than anything else that you could buy.—*Phillips Cooke Hardware Company, Pueblo, Col.*

Your lawn needs attention. You can spare yourself a lot of hard work if you have the right kind of mower.—*Ingraham & Davey, St. Thomas, Ont.*

A bargain whirl in refrigerators.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Door and Window Screens.—The fly is now having his inning. Are your screens up? Better get them at the House Furnishing Store at once while there's an assortment of all sizes.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

An extra good quality of sprinkling hose. Nothing is more refreshing these hot days than to give the front yard, porch or pavement a good wetting late in the afternoon. It makes the grass, plants and flowers live and thrive, and cools the atmosphere all around.—*Gray & Dudley Hardware Co., Nashville.*

Feather Dusters.—Do you know that we keep them? Well, we do, and if you have never had one, after once having one, you will wonder how you got along without. So helpful in dusting pictures, brackets, bric-a-brac, and things out of ordinary reach, so much easier than climbing up.—*Oliver Finnie Co., Little Rock, Ark.*

Keep the Lawn Green.—A good sprinkling and good hose and rather frequent going over with a lawn mower is the best prescription we know for a smooth, even, perfectly kept lawn.—*Frederick Loeser & Co., Brooklyn.*

The grass is growing rapidly—and about the first thing it needs to make it thrifty is a mowing. While the blades are tender is when the mower is most needed. What we are getting at is to tell you about the mower that we show and the other grass tools. *Mowers* from 12 inches to 18 inches. This is the size of the cutters in width. Our mowers must give satisfaction or they are returnable. Pruning shears, 15c. These are splendid little articles for keeping shrubberies and rose bushes in shape. Grass shears for trimming about fences and walks, 19c., and one easily worth a "dime" more for 25c.—*Kay W. Kay, York, Pa.*

Things for House and Lawn.—All the necessary implements for making little or big gardens and lawns grow well will be found in our big basement—and also everything that conduces to comfort in the summer home—all moderately priced.—*Kaufmann's, Pittsburg, Pa.*

Don't swallow any more typhoid germs while the highest-grade water filters in the land can be had for \$3.50. Don't kick any more about poor lights while double wire support gas mantles can be had for 15c.—*"The" Racket Store, Denison, Tex.*

Women work hard enough anyhow. It's

right to save them all we possibly can. Very few men would wash by hand week after week if a good washing machine could be had that would do it without extra exertion. Some of the hardest work on the farm is stooping over a wash board, and the women nearly always do it. We have good machines of different styles, every one of which are guaranteed to do the work well or your money refunded.—*Hardwicke-Etter Hardware Co., Sherman, Tex.*

Is the lawn mower getting dull? Hate to put out a dollar or two to have it sharpened again—don't blame you. Why not sharpen it yourself? 25 cents buys a practical sharpener—one that will last a whole season or more. A simple tool, but strong and durable. Has four cutting sides. Cannot get out of order. Any one can use it. Ask to see it.—*The Tracy Robinson & Williams Co., Hartford, Conn.*

When you buy a lawn mower buy one that will last a lifetime; that will keep in order with decent care; that has a tempered cutter bar blade and is therefore a self-sharpening machine; that has a rigid frame that will never get "limber," a strong double cutter bar that will not bend, a double ball ratchet that will neither get out of order nor wear out in a lifetime. The Elwood "Standard Lawn Mower" is the one we are talking about.—*Bement's Retail Store, Lansing, Mich.*

The application of ball-bearings to door hinges has proven an unqualified success. The Stanley ball-bearing butts have the balls so attached that they cannot fall out when the butts are separated, as is the case with other butts. They give unlimited resistance to wear, and absolutely prevent the door sagging or hanging out of plumb as is the case with ordinary hinges. They are noiseless in operation require no oiling and are as superior to ordinary butts in wearing and easy running qualities as the ball-bearing bicycle is to the old style axle.—*The Stanley Works, New Britain.*

Lawn mowers. It's high time the mower was brought into service and the lawn trimmed up and made presentable. If you are to own a new mower, the house furnishing store would have a word with you.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Garden Tools. Buy the kind we sell and you'll not regret it. We have made a most careful selection and are sure we can give you the best satisfaction in price and service. We handle all kinds.—*Chas. Johnson, Peoria, Ill.*

Gentle spring has come. She is here, bag and baggage, in which is a fine assortment of garden tools, which we are selling at lowest prices.—*Rising & Thorne, Newark, N. J.*

If you want a refrigerator, a lawn mower, a gas range or hot plate, a kerosene and gasoline stove, go where the largest stocks are carried, where you will have the greatest variety to select from, and where you will get best prices.—*McManamy & Rodman, Binghamton.*

Before long you will be cutting grass and you will want to do it as easily as possible. The best way is to use one of the Phoenix ball bearing lawn mowers. They reduce the work to a minimum. Built of the best steel and iron, with steel ball bearings, high multiple gear and perfect adjustment; they run easily and noiselessly. There's no work about using one. If you want cheaper ones we have those also; well made and durable. They will give good service.—*Tull & Gibbs, Spokane, Wash.*

Shovels, rakes, forks, hoes, spades. You must raise the earth before you can raise a crop of anything, and here's the tools to do the raising. Big stock, low prices.—*Ingram & Davey, St. Thomas.*

If there's hose to buy, or garden tools, or a bicycle, or any of the "spring tonics" that can be found in a first-class modern hardware store, come and give us a call.—*The Morrell Hardware Co., Pueblo, Colo.*

The most successful lawn mower on the market is the one that will do the best work, run the lightest, adapt itself to the greatest variety of grass and cutting, and the one which is most durable. We claim that the Caldwell Mower embodies all the above to a greater degree than any other mower on the market. We guarantee the "Cadet" to be the best lawn mower on the market for the price. Although it is not as cheap as some machines which are called lawn mowers, we warrant it to do better work and last longer. It has brass brushings, and the same ratchet and adjustment that are used on all high grade mowers now made. The gears are fine cut, thus assuring a quiet running mower. It is not made for competition, but to cut grass, and we guarantee it to do this work and to give full satisfaction to the purchaser.—*McManamy & Rodman, Binghamton.*

A well kept lawn gives the home a neat and thrifty appearance, and the timely use of the lawn mower has all to do with the neat appearance of the lawn. There is no excuse for having the grass grow to an unsightly height when

you can buy the Downing Lawn Mower for \$2.50.—*Callahan & Douglas, Binghamton, N. Y.*

Russians Lost Another Shipovitch They Needed.—Don't you lose a dollarovitch you need. Buy all your hardwareovostok that is up to high standard of quality and down at the bottom in price. May be you need some Hose-ayama for sprinkling your gardenovitch and lawnasaki. Our J. M. K. & Co. brand will outwear any other sold at 15c a foot. Common hose-ayama, 10c and 12 1-2c.—*J. M. Killin & Co., Pueblo.*

Going to Make Things Look Slick Around the House This Spring?—If so, don't borrow tools from your neighbor. Our prices on garden tools, hoes, spades, lawn rakes, turf cutters, pruning shears, sprinkling hose, reels and lawn mowers admit of your owning a complete equipment of your own. Come here and select them to-day.—*Cohwell Hardware Co., Mansfield, Ohio.*

There is no greater blessing than good water. It is a source of health and vigor; bad water is a prolific source of disease. We have the absolute essentials of goodness in all of our filters.—*The Rookery, Jackson, Miss.*

"Auto-spray." A self-operating or automatic sprayer. Galvanized steel and solid brass or copper used with 4-ply rubber hose—nothing to rust or corrode. Eight to ten strokes of plunger in air chamber will compress enough air to make a continuous spray for ten minutes. This means that the sprayer can be charged in fifteen seconds, when it will work uninterruptedly long enough to spray a quarter-acre of potatoes. For spraying tall trees, we furnish brass extension piping in 24-inch lengths, each fitted with coupling.—*Caldwell & Jones, Hartford, Conn.*

Yes, sir; we have watering cans. All kinds, all sizes, all prices. We have them of tin and galvanized iron. Small sizes for children, large ones for the gardener. Remember! Every can we offer you is made for service—not a toy.—*The Tracy, Robinson & Williams Co.*

Natural Stone Filters.—You have read, haven't you, what Health Physician Green and Dr. Bissell say about our city water, and about the need of filtration. A municipal filtration plant such as they suggest is all right, but the safe way is to have your own filter. If you don't care to invest much money in one, the kind to buy is one of our Natural Stone Filters. You are absolutely safe as for drinking water if you use one.—*Wallbridge's, Buffalo, N. Y.*

A perfect *mop wringer*. Operate it with your foot, don't have to soil the hands. A boon to housekeepers. Not only a great convenience, but 'twill pay for itself in a very short time.—*Woodruff's, Knoxville, Tenn.*

A model bathroom is a most essential feature of the model house, as it is a necessary comfort to any home. We carry a full line of bathroom supplies, such as shower baths, towel racks, soap holders, etc., at the lowest possible price. When building get our estimate on plumbing.—*Jas. W. Hellman, Los Angeles, Cal.*

Monday's economy budget in household hardware. It's becoming second nature for housekeepers to watch Saturday's papers for Monday's offerings in the household hardware on the third floor. Almost sure to be something needed, as well as a saving consideration to make shopping worth while.—*The T. Eaton Co., Winnipeg, Can.*

Lawn mowers direct from an independent factory. Hence the prices must be right. Many sizes and styles to select from. Handsomely finished in different colors. Sizes of cuts 12-inch to 19-inch. Grass catchers, lawn rakes, garden hose, rakes, spades and all the latest tools for the garden and lawn. All our mowers have four and five blades, which is a big advantage over a three and four blade mower. We have handled the same line of mowers for several years and they have proven to be the best mowers we ever handled.—*Geo. M. Cooley Co., San Bernardino, Cal.*

Savory roasters. To roast the turkey in one of these roasters means a turkey that is tender and juicy and browned to perfection. They keep all the steam condensed and constantly dripping on the meat—don't get dry and scorch, neither do they need much attention. We have them in two different sizes at \$1.25 and \$1.90.—*L. L. Stearns & Sons, Williamsport, Pa.*

In building, the importance of buying good *hardware* is many times overlooked. The locks, hinges, sash locks, door hinges, etc., are a very small part of a building, but will repay many times for the cost and trouble of proper selection. Cheap goods are a continual source of trouble and worry. We are prepared to furnish good building hardware at prices you will find entirely satisfactory, and will be glad to furnish estimates at cost, etc.—*W. B. Miller & Son, Springfield, Ill.*

A long-felt desire satisfied. For this year's trade we have succeeded in buy-

ing direct from independent factories a carload of *refrigerators* and a carload of *Dain mowers* and *Dain rakes* and *stackers*, also lawn mowers. This means a straight saving to the consumer of 15 to 25 per cent., because we are not tied hands and feet by the trusts. The goods will all be on our floor in time for the season, and it will pay to see them before buying.—*Pioneer Hardware Folks, San Bernardino, Cal.*

Royal gifts in royal copper. Our new shipment of Royal copper thoroughly lives up to its name,—for they are Royal gifts indeed. No matter what may be the tastes of your friends, or their desires or needs along elegant lines, you are sure to find something here to surprise and delight them. Come early and make your selection before the choicest pieces are sold. They represent the best work of the Wuerttemberg Plate Co., manufactured under the direct supervision of the German government. We are their Atlanta agents, and offer you their choicest products.—*Elkin-Watson Drug Co., Atlanta, Ga.*

Serviceable, easy running *lawn mowers*. Rather no lawn mower at all than one that works poorly, and is forever out of order. The Loeser stock of lawn mowers is comprised of four standard makes, namely, the "Brooklyn," the "New England," the "Easy Run" and the "Loeser." They are high grade in every respect and at their prices are the best lawn mowers obtainable. They are easily operated, run smoothly and cut evenly. We recommend them to everyone.—*Frederick Loeser & Co., Brooklyn.*

"Philadelphia" *lawn mowers* are easy to operate. They are perfection in lawn mowers. If you have been having trouble with a poor mower, you will appreciate the "Phil." We have all sizes. Prices from \$2.75 up, according to size. We will be pleased to show them to you. *F. S. Katzenbach & Co., Trenton, N. J.*

Your cooking made easy by using the Glenwood range. The Glenwood is the most economical on the fuel, perfect baker and cooker; in fact, has all the improvements to be found in a first-class range. It will pay you to see our line of over twenty different styles.—*James W. Hellman, Los Angeles, Cal.*

Aluminum *cooking utensils* are light in weight, bright as silver, and absolutely pure and wholesome. They have no enamel or plating to wear off, the finish is the natural finish of the metal. They retain heat longer than any other vessels and are absolutely the best.—*G. W. Barnett Hardware Co., Montgomery, Ala.*

Builder's *hardware* in our west window. On February 4th we will place the names on the different designs and in this space give a short history and description of them. Read the description and then inspect the goods, for we are sure that you will be interested, and should you ever want to build a home it will assist you very much in selecting the hardware. We will be pleased to answer any questions you want to ask.—*Hall-Leeper Hardware Co., Denison.*

We have determined to make a radical reduction in our stock of *stoves* and heaters, and have cut all prices so deeply that they are bound to move quickly. Our assortment is very large, and includes all sizes and styles for coal, oil and gas. Only good qualities are represented, and even at the reduced prices we shall be glad to arrange easy terms of credit to suit your income.—*Peter Grogan, Washington, D. C.*

It is largely the purpose of showing how easy it is to make bread with a Universal bread maker, and how much time it saves, that we are going to have a good bread contest on March 27th-28th, at which time we will give away \$25.00 cash in nine prizes. Any woman may enter her bread in this contest, the only requirement being that bread so entered shall be made with a Universal bread maker. So if you haven't a Universal already, we advise you to get one now, and make an effort for a prize. Even the most inexperienced girl can make good bread with a Universal. And we sell them on approval—freely returning your money if you are not satisfied in every way. Cost, according to size.—*Barrett Hardware Co., Joliet, Ill.*

Keen as a razor. All the time. It isn't necessary to send the New Department *mowers* to a repair shop to have them sharpened. While in use they are positively self-sharpening by keeping the cutting edges in close contact. We guarantee these mowers the lightest running and most durable made. Have you seen the easy-tempting grass catcher? It's the handiest mower attachment made. See us for garden hose and lawn sprinklers.—*Bush & Handwerk, Joliet.*

Take pride in your lawn. Keep the grass closely cropped. A lawn that is neat and clean improves the appearance of the whole house and neighborhood. Now show your civic pride by using a "Keen Kutter" ball-bearing lawn mower which is the easiest to run. Made of the best materials, its blades retain their edge longer than the ordinary kind. Let us show you one to-day.—*Dollarhide & Harris, Denison, Tex.*

The hardware is but a small item in the whole cost of a building, even if the difference in cost between good locks and poor ones is so little that you would not consider it a saving to use the poor kind if the matter were brought to your attention. This is where we come in. We carry by far the largest stock of locks and builders' hardware in this section and are prepared to name interesting prices for the hardware complete for any style building, from the humble cottage to the largest office building.—*G. W. Barnett Hardware Co., Montgomery, Ala.*

We have just unloaded a large carload of above goods bought before the advance. Will sell same at special prices. Wholesale and retail.—*R. Chestnut & Sons, Frederickton, N. B.*

The *chafing-dishless* household doesn't know the pleasures it has missed until the first chafing-dish comes along. So, perhaps, a chafing-dish may prove to be the very best gift-thing for somebody you know. The sorts we have to offer are quite different from the average—entirely better. The metal is of the best; the nickered finish is put on to stay; the lamps are improved. We sell these dishes with a guarantee of absolute satisfaction.—*Herz, Terre Haute, Ind.*

What better gift for any woman than a chafing-dish or five o'clock tea stand? Either is sure of appreciation. Chafing-dishes and five o'clock tea stands, in brass and nickel. The chafing-dishes have new self-regulating and extinguishing asbestos lamps for alcohol or "kaholio," and range in price from \$3.25 to \$7.95.—*The Fair, Ft. Worth, Tex.*

Why use the clumsy wood stove in the cottage or summer kitchen. We have a complete line of *gasoline stoves* priced below value. They cook and bake perfectly and do not heat up the room, the expense of operation is less than with any other fuel.—*Winegar's, Grand Rapids.*

About one-third your coal bill is estimated as waste unless you sift your ashes.

This is no longer a dirty task. "The Hustler" you simply pour your ashes in at one end, turn the crank and the good coal drops into the pail hung on the other side.

The Hustler costs more than the common sifters, but being so well made it will give full value and last for years.

Figure about a third of your coal bills wasted unless you appreciate the value of a Hustler.—*Babcock, Hinds, Underwood, Binghamton, N. Y.*

HARDWARE—CUTLERY

Two weeks ago we thought we were holding the greatest cutlery sale that we would ever hold, when we bought and placed on sale over 20,000 pairs of shears. Now to-day, we add to the shears over 1,500 pocket knives; over 3,500 razors; over 1,000 pairs of scissors, all sizes, from small manicuring scissors up to six inches, and hundreds of razor strops and hones. Every piece of cutlery in this sale is perfect, and the best quality that can be made. We've told you how we got the 20,500 pairs of shears. This is how we got the balance of the cutlery that goes in this sale to-day. A jobber of cutlery quit the jobbing business and went into manufacturing only shears. The pocket knives, the razors, the small scissors, the razor strops and hones, comprise the jobbing stock he had when he quit the jobbing business. Not one piece of the entire lot saw the light of day since being put in their original packages, until opened for this sale last night.—*Jones Dry Goods Co., Kansas City, Mo.*

These carvers are found to be very acceptable as individual or breakfast carvers. They are made of a very fine grade of steel, with a 5-inch blade, nicely finished ebony handle and silver ferrules.—*Callahan & Douglas, Binghamton.*

Twenty-five cents for good scissors is not much when you get a pair that will cut well and last much longer than you would expect. Until we tried them we bought only in small lots, as we thought them too nice looking to be good, but they have proven so satisfactory, such good cutters, we call your attention to them, knowing that they will give you good service.—*Eyrich & Co., Jackson.*

A complete line of all kinds of scissors. This is the season of sewing with the thrifty housewife.—*Seitz's, Ottawa.*

We'd like to put an edge on for you—a keen, cutting edge on whatever cutlery you possess that needs sharpening. Our grinder is an expert; our machines are of the most modern and approved type; our work is of the kind that makes people say: "There, that's something like it!" Hadn't we better call for that dull lawn mower of yours?—*Palmer Shoe Repairing Co., Bangor, Me.*

No end to the assortment our cutlery department offers you. Everything that

has an edge can be found here in all sizes and shapes and at prices suited to any man's pocketbook.—*Strong, Bush & Handwerk, Joliet, Ill.*

Yankee safety razors are famous for their easy, luxurious shaving qualities, and are so simple that any man, no matter how inexperienced, can shave himself with perfect safety. Made of highly tempered steel, hollow ground. Every one fully guaranteed; all ready for a quick, clean shave.—*Bloomington's, New York, N. Y.*

CUTLERY RIGHTNESS.—No better table cutlery for company house use than ours with ivoride handles—which are so fixed to best hand-forged steel blades that cannot come off—has smart appearance—keeps a good cutting edge, and costs little.—*Alfred Edmondson, Morecambe.*

For the Man Who Shaves.—If a man is critical about anything, it's his razor. The most exacting will find our line of razors exceptionally complete in variety and faultless in quality—razors with years of service in them, reliable in every way.—*J. Wiss & Sons, New York.*

KNIFE FANCIES.—It may be possible that Santa Claus didn't bring you a knife, and maybe you are just as glad. Most men like to pick their own knives, and no two pick alike.—No handle but a pearl one for some—nothing but buckhorn for another—some want a whole tool chest—some want two blades—some like big blades—some little—and so it goes. We know how knife tastes differ, and that's why we offer such a wide assortment.—*The Barrett Hardware Co., Joliet, Ill.*

The big cutlery sale continues. Ever since we announced the big cutlery sale which is now in progress at the big store, this department has been crowded with throngs of eager buyers. Have you seen what we're offering? If not, better do so to-day. The sale consists of a lot of drummers' samples—scissors, shears and pocket knives. We secured them at a very low price, therefore will offer them to you in the same manner.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Scissors Under Half.—Without any question these two sizes of scissors which are ready for Friday's selling are the best value we ever had at the prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

HARDWARE—FREEZERS

The Peerless ice cream freezers are noted for the rapidity with which they produce well frozen cream. Three and one-half minutes is the standard time allowed for making cream in this freezer—a short enough period surely. One of the greatest satisfactions of the home cream, however, is its purity and cleanliness as well as the very smooth effect that is so delightful. The Peerless freezer has proven its right to the claim of the maker that it will produce more smoothly frozen cream in quicker time than any other freezer known.—*Abraham & Straus, Brooklyn, N. Y.*

Do You Eat Ice Cream? Why Not Make It Yourself? It's as Easy as Making Lemonade.—Of course you are thinking of the old dasher and the eternal grind when you say the cream is not worth the work involved. But when you say this you show that you do not know the Twentieth Century freezer which does all the work while you can sit by and read a novel or think how you will serve it to your guests. And the quality of the cream lies entirely with you. If you will just step in some day and see the demonstration of this wonderful machine in the basement you will realize that this Freezer is an exception to the general rule in all things—it does not require hard work to secure the best results.—*Abraham & Straus, Brooklyn.*

Of course, you couldn't use a great quantity of ice in three minutes—so that's one feature. The mechanism of the "Peerless" assures light work—and that's a good hot-day argument. And home-made ice-cream is always made as good and pure as home folks know how—that's final.—*Macy's, New York.*

On a Sunday afternoon or during the evening what is more enjoyable than to make ice cream? You will say that is all right, provided it don't take too long to freeze the cream. Our line of freezers are of all sizes and with any of them you can freeze ice cream in five minutes.—*Geo. M. Cooley Co., San Bernardino.*

Will you be up-to-date? 19th Century methods to-day have not one chance in a hundred. We make Ice Cream that is up-to-date. One order and you will be on our list for all time.—*F. E. Kruse, Binghamton, N. Y.*

Cool off. When this quivering July

air is ablaze with sizzling heat and your parched and blistered tongue cleaves to the roof of your mouth, powerless to rebuke the idiot who wants to know if it is "hot enough for you," isn't the sensation of some cool, refreshing, delicious liquid trickling slowly down your dusty, thirsty throat just about the most delightful thing imaginable? You're right it is, and the sooner you invest a little money in one of our fine water coolers or quick ice cream freezers, the sooner you will be enjoying a good many cooling and refreshing spells this hot weather. Our freezers make cream while others are getting ready.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Ice Cream for Desert.—Of course, it will be the best part of dinner for months to come. No need to get heated up at it, either. The XXth Century Freezer requires no grinding; and it makes the best and smoothest cream that can be made. And for all kinds of delicious fruit ices and frozen puddings, no other freezer can approach it at all. It freezes them without mussing them up a bit—and that's the way they look so fascinating. When you see frozen delicacies served, that you don't see how the hostess had made, just take it for granted that she has a XXth Century Freezer and that you can have the same fine deserts when you get one, too.—*Wanamaker's, New York.*

For her summer dainties ice cream, ices, sherbets, frozen custards, etc., we stand ready to supply freezers of standard manufacture and in several sizes—capacity of from one quart up to gallons. If you're short on the freezer line it will pay you to see our complete and satisfactory stock.—*Avery & Co., Portland, Ore.*

From baby up all like ice cream. It's a treat to most people—a Sunday dish. Have it every day in the week if you like, and twice on Sundays if you use a Peerless Iceland Freezer. (One motion.) It is easy to keep clean. Cream can make no lodgment on dasher. Scrapers are not attached to arms by iron clamps which allow cream to soak in between wood and iron and become putrid and sour. Dasher is thoroughly cleaned simply by scalding.—*Richardson & Grant, Ogden, Utah.*

HARDWARE

KITCHEN UTENSILS

Opening of the Food Chopper Season.—We don't know why we sell more food choppers at this time of the year than any other, but we do. There is no time during the entire year that a Gem chopper in the kitchen is not seasonable. Takes the place of the old-fashioned chopping bowl and knife, does better work, without any noise. Big display of food choppers in our north window and you are invited to come in and see how the Gem chops fruits, vegetables and most anything except wood. May we have the pleasure of seeing you?—*Barrett Hardware Co., Joliet, Ill.*

A food chopper that cuts meats, suets and vegetables without grinding or tearing them has a place in every kitchen—especially when that machine is not likely to wear out and is easily cleaned. We offer you such a machine—it clamps to table or dresser, is coated with pure tin, right for helping with Xmas preparations and also for using up cold meats. The price is scarcely worth consideration, it's so little—5s. 9d.—*Alfred Edmondson's, Morecambe, Eng.*

Mudge Canning Process.—The best method of putting up fruit—try it on cherries. No cooking, no chemicals, no addition to the fruit except sugar and water; the air is driven out, the fruit sterilized. When opened the color flavor and shape of the fruit are as nature made them.—*Wanamaker's, Philadelphia.*

Doubtless you think you are getting the best enameled ware at bargain when, in reality, you are paying high prices for seconds. Compare our line with the cheap class.—*Anderson Hardware Co., Atlanta, Ga.*

Meat Protectors.—Flies are very pesky things during the next two months—unless your eatables are placed beyond their reach—much food will be spoiled—our meat safes are capital conveniences in which to store provisions—perforated ends and front allow a free air passage yet all is safe that's placed behind their doors.—*Alfred Edmondson, Morecambe.*

Fruit Jars.—Fruit jars have such a habit of getting broken that the supply needs replenishing each year. How about yours? There are plenty here when you need them at these prices.—*Sibley, Lindsay & Curr Co., Rochester.*

Hash enough for ten persons chopped in three minutes by the "Universal" food chopper, the best kitchen utensil ever invented.—*Landers, Frary & Clark, New Britain, Conn.*

For a cozy little supper on one of your evenings at home or after the theater this handy little chafing dish will be found indispensable in the preparation of dainty and appetizing dishes.—*Barber & Ross, Washington, D. C.*

Sale of specials for "the Good Old Summer Time." We have planned this sale as a sort of first-aid to the battered and broken, after the May move, also a general refurnishing sale for kitchens, with special price inducements for a man to plant his own garden and shave his own lawn.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

"Seconds" in housekeeping fabrics sometimes afford as good service as first qualities, and with no danger. But second grade kitchen utensils ARE dangerous and unsanitary. A French physician says that many cases of appendicitis are traceable to the chips of coating from inferior granite ware. Don't go experimenting when reliable first quality wares can be had for so little money.—*Macy's, New York.*

No, they are not seconds. There's not a doubtful piece among the thousands. You will have no sooner entered this basement housekeeping wares store of ours to-morrow than you will be impressed with the importance of the sale—prices, qualities and quantities all combine to make up a sale such as will delight the most exacting buyers of kitchen wares and kindred kinds.—*S. P. Dunham & Co., Trenton, N. J.*

Many are called, but few are chosen. That's the way with enameled ware. Lots of them are called good enamel ware, but there are only a few that will stand hard usage.—*The Stambaugh-Thompson Company, Youngstown, O.*

Dozens of good and worthy kitchenware values for bargain Saturday's selling. The following, and many other articles in kitchenware, are marshalled for special selling to-morrow. All marked very much less than regular. Every article in the list is all right in quality and some very low in price.—*The Fair Store,inghamton, N. Y.*

Take, for instance, granite ware. All stores are not so careful as we are. A tiny chip off, or a slight blemish here, and the article does not go out to any customer, because right at that flaw rust begins to work and the article is worthless. Little points all through the stock we look after. The flimsy, trashy housefurnishings find no room here.—*Hightower & Graves, Atlanta, Ga.*

“Polly, put the kettle on!” And if it’s aluminum it won’t burn, it won’t be affected by acids, it won’t absorb acid tastes or odors, it won’t absorb grease, it can be quickly and thoroughly cleaned—and it’s a whole lot lighter. Aluminum cooking utensils will surely displace tin, steel, iron and copper utensils—and if you would be up-to-date and economical you’ll find it worth while to step into our store and see the many different patterns, and learn the low prices.—*Babcock, Hinds & Underwood, Binghantown, N. Y.*

The sale of *graniteware*. Long service, good looks and extraordinary values are the reasons why we give for women to stock their kitchens with Monarch graniteware. After this sale you’ll have to wait six months for another opportunity as good.—*The T. Eaton Co., Winnipeg, Can.*

It isn’t necessary to fill the fire-pot of a Household range way up to the covers. Keep it half full—you’ll get a better baking heat, you won’t warp the range top and you’ll burn just about half as much coal. Your kitchen needn’t be suffocatingly hot at any time if you run the fire of a Household range right.—*Langley, Waterbury, Conn.*

Roasting Pans. We have always sold our share of roasting pans, but since we began to sell our sanitary self-basting roaster, our sales have increased so that during the past four months we have sold as many roasters as we did during the past two years of all kinds of roasting pans. The people know a good thing when they try it. Try one of our roasters, and if you don’t like it send it back. They are guaranteed for ten years. Price just as low as the common kind.—*H. Harroun & Co., Mansfield, Ohio.*

Our broadest and best sale of household utilities. Great savings in price. Back from vacation—house to be opened—what a lot of fixing up everybody needs to do for fall. Good time to start the great September sale of household needs. Pretty much all Brooklyn depends regularly on this great basement store for such things—seems superfluous

to say again that everything here is of the highest character or it wouldn’t be here. The good housekeeper doesn’t like to fool with things that may or may not be satisfactory—so she comes to Abraham & Straus’ and gets the best for the least the best costs anywhere. But in these great sales we plan to do better than usual pricing—a good deal better. Manufacturers who want our all-season business make big price concessions on goods we buy for this sale. We cut off profits, too. Result is an immense stock of the best household utilities—fourth to half off. Brooklyn knows all about the sale—Brooklyn women wait for it. Enough to say we never before had such a big sale or such small prices. Here are details—some of them. Can’t begin to give all to-day.—*Abraham & Straus, Brooklyn, N. Y.*

A treat for housekeepers! A feast for the economical! A sale of enameled ware that will cast a ray of sunshine in every kitchen. Don’t trust yourself to use any but perfect enameled goods. Don’t risk the dangers that lurk in lightly coated and imperfect pieces. All the pots, pans and kettles in this sale are strictly first grade and double coated—absolutely free from any poisonous substance.—*W. V. Snyder & Co., Newark, N. J.*

Aluminum ware. Come and see our line of cast aluminum ware, most complete in the valley, moderate in price and the best cooking utensils manufactured. You can put our aluminum tea kettle on a gas stove for six months without a bit of water in it—we will guarantee that it will not crack. Come in and look over the line.—*George J. Frank, Bay City.*

The Illinois pure aluminum ware for health and cleanliness, economy and wear. Will not scorch or burn—will not rust or corrode—will not crack or scale like the enamel ware. It is therefore an ideal cooking utensil, one which is far superior to ordinary kinds. In appearance aluminum ware resembles silver, but unlike silver it will never tarnish and is easily kept clean. This ware weighs but one-quarter that of silver or enamel ware, and being light is convenient to handle, is strong and will outlast any ware on the market. It is practically unaffected by the strongest acids and is positively the only utensil for cooking purposes that is absolutely pure and is in no way affected by any substance used in culinary operation, and is as pure as china or glass, the difference being it will not break.—*George M. Cooley Co., San Bernardino.*

No ware like German cooking ware. See our window and prices. Buy one piece and you will buy more.—*F. Crouse & Son, Mansfield, O.*

Don't fail when in our housefurnishing department to see that wonderful Universal bread mixer demonstration—see how easy bread can be made—try a sample of the bread which our demonstrator will serve you with, which is made fresh every morning, and thus form your own opinion as to the merit of the machine.—*Simpson, Crawford Co., New York.*

To stand the bangs and wear of the kitchen there is nothing so good as copper. Most of the copper kitchen and table articles in "Burke's" basement are made from a single sheet of copper, which makes them better than the best of former days, and are finished with burnished nickle plate and silver lining to give them the elegance of appearance of most costly silverware.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

A large 10-qt. dishpan, made from one piece of best steel, enameled inside and out with three coats of sanitary enamel, baked to a high finish, in blue and white effect. These are not factory seconds, but strictly first-class goods.—*Spiegel's, Chicago, Ill.*

Cullender-Satisfaction.—Our pure enameled cullenders are the best cullenders produced—pot ones break—tin ones rush and discolor—our enameled ones do neither—they are absolutely clean and perfectly safe to use—also the most durable—in fact there is no wear out to them. A satisfactory price littleness, too.—*Alfred Edmondson, Morecambe.*

New beginners as well as old established housekeepers should not fail to see our display of kitchenware. We carry the largest up-to-date line of these goods in the city, and are continually adding something new, that will save Bread Raiser and Mixer, which mixes

you money and labor, such as our Patent your bread in three minutes' time, making the hardest part of bread making easy, and it is only one of the many labor savers we have.—*F. Crouse & Son, Mansfield, O.*

A New Dish Washer.—We are always trying to help the women—anything that makes their work easier or quicker done we buy, but not before we have thoroughly tested and proved its merits—one thing at a time. Now that the three-minute bread mixer has proved so successful, we want all the women who have seen that to see this Darlington dish washer, because we believe you will like that, too. This is a little round brush fastened to a rubber tube, and one end of the tube slips over the hot water faucet, allowing the water to run right through the brush. You hold the brush by the handle and wash all your dishes, kettles and pans without putting your hands into the water. It is very simple, clean, and puts the dishrag out of business. Only \$1.25.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Poor light in the kitchen is a great strain on the eyes if you must work with its aid—it is cheaper and far more comfortable to work by a good light—which can be had for 2s. 6d., whereas a poor light might cost you the most priceless blessing—eyesight. The "Welsbach" burner complete at half-a-crown makes our poor gas usable.—*Alfred Edmondson's Morecambe, Eng.*

Good light is necessary these dark nights if you would read with pleasure—study with comfort—or work with satisfaction. Poor light is a severe strain upon strongest eyes and sooner or later—sooner if anything—spells—ruined sight! Cheap light is promised all who burn our lamps—for they give the maximum of light at the minimum of cost! See our line for kitchen use.—*Alfred Edmondson, Morecambe, Eng.*

HARDWARE—REFRIGERATORS

*O for a lodge in a garden of cucumbers,
O for an iceberg or two at control;
O for the use of a Santos Dumonter
To carry me straight to the frigid north pole.*

Our dry air refrigerators are so dry that any match after remaining in the refrigerator with ice in it for three days (or perhaps more) will strike and light as readily as if just out of the match box. We are demonstrating that here now, with both matches and salt, the salt remaining as dry and fine as ever. It shows that the circulation of air in our refrigerators is so perfect that it counteracts the dampness from the ice. They're the sort of refrigerators that keep food fresh. The consumption of ice is very small, too. We have to replenish the refrigerator but twice a week.—*W. B. Moses & Sons, Washington, D. C.*

Our refrigerators are cleanable, pure, cold and dry. They can be kept cleaner, colder and dryer than any other kind. You can take them all apart and get at every corner and crevice. Lined with zinc or real porcelain, food kept in them is pure.—*Kinney & Levan, Cleveland, O.*

If you need a new refrigerator this is the place to come for it. We have a new line of the best refrigerators we know of. They're ice savers and food savers. They not only keep things cold—they keep things pure and wholesome.—*Morey Furniture Co., Bangor, Me.*

Do you drink water enough? Lots of people would drink more if it was made inviting. This is assured by the use of our Glass Water Cooler with inside ice chamber and aluminum trimmings. Here you have a water cooler that cools the water without the ice touching it, that defies corroding, and that is so inviting to the eye and appetite that the foaming stein simply sinks into "innocuous desuetude." Suppose you see it—we mean our Glass Water Cooler.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Certain properties you demand in a good refrigerator:

That it keeps the food entrusted to its care sweet and fresh.

That by proper ventilation it prevents one sort of food from absorbing the taste and smell of another.

That it is economical in the use of ice.

That it is hygienic—easy to clean and to keep clean.

The "Odorless" is all of these things. It is well constructed; boxes are made of oak, zinc-lined; ice-chamber is lined with galvanized iron; shelves are of woven wire, allowing free air circulation.—*Wanamaker, New York, N. Y.*

The best known refrigerators with a good reputation are the McCray, the Bohn Syphon and the Peerless; every one constructed on strictly scientific refrigeration principles—of the best materials. Probably a little higher in price than ordinary ice boxes—but the difference in price will be more than offset by the excellent service—the saving on ice and the assurance that your edibles are being kept properly. "Won't you let us explain?"—*The Mitchell Co., Cleveland, O.*

Cursing the cooler won't keep your meat fresh and your milk from souring. The only thing to do is to exchange your old ice box for a modern refrigerator so arranged as to save the meat, butter and cream and save the ice at the same time. This is the time to think about it. This is the store for you to come and see about it.—*J. R. Allen, Crookston, Minn.*

Keep cool! Extremes touch—June cold is succeeded by July heat. Hope you're prepared for it—but we surmise that maybe you have put off buying the various cooling apparatus you need about the city or country house. Fortunately enough, we're ready to supply you on the jump—without bother or delay, with ice cream freezers, ice water tanks, refrigerators, ice tools, and everything else to set at naught the attacks of the mercury.—*Wanamaker's, New York, N. Y.*

"In the good old summer time." You will be happy if you have one of these refrigerators. They are well and strongly made of hardwood and finished in golden oak. An examination will surely tempt you to buy. A full line from \$3.50 to \$65.—*Shellas & Chestnutt, Brooklyn.*

Stone coolers for ice water. Water keeps fresh longest in stone. There is nothing to rust, corrode, decay, mold or get musty. Once they are thoroughly cold very little ice is required. Another economy is that no repairs or painting are ever needed. The first cost is all and they last forever. All sizes, 1, 2, 3, 4, 5, and 6 gallons. You can afford to have one or more, as required, in preference to a refrigerator compartment, because of our low selling prices. We charge the least because we buy larger quantities and secure extra discounts. For serving iced beverages we have a large variety of fancy figured white lined stone pitchers.—*Schrage Bros., Wilkes-Barre, Pa.*

Ice melts altogether too rapidly in the hot summer weather. It is most necessary to be careful now when you are selecting your refrigerator. All our refrigerators are perfectly insulated with mineral wool. All our refrigerators are improved, up-to-the-minute makes.—*Renaud, King & Patterson, Montreal, Can.*

Cursing the cooler won't keep your meat fresh and your milk from souring. The only thing to do is to exchange your old ice box for a modern refrigerator, so arranged as to save the meat, butter and cream, and save the ice at the same time. This is the time to think about it. This is the store for you to come and see about it.—*J. R. Allen, Crookston.*

Alaska refrigerators save the ice, Pennsylvania Lawn Mowers cut the grass and are practically everlasting. Arctic Ice Cream Freezers make good ice cream and do it quickly.—*T. Rosenberg, Houston, Texas.*

Some cold facts for warm weather consideration. Subject: Refrigerators and ice chests. The kind: Gurney.—*W. S. Aaron, Altoona, Pa.*

Do you need a new refrigerator? Don't fail to investigate the "Alaska." The Alaska refrigerator is made from carefully chosen materials. It is most scientific in its construction. There is always a circulation of cold, dry air maintained in an Alaska. It is because of this reason that you can keep salt or matches in an Alaska and they will remain perfectly dry. Alaska refrigerators consume the minimum quantity of ice—and are, therefore, very economical to operate. There is never a "musty" smell about Alaska refrigerators. The air is always sweet and clean—because of the constant circulation above mentioned. Alaska refrigerators represent the best investment you can make—get an Alaska. Notwithstanding the great merit of this refrigerator, the cost is

no more than you would have to pay for inferior makes. Let us show you our line.—*Cass & Smurr Stove Co., Los Angeles, Cal.*

The interest aroused by this series of sales is unprecedented. Encouraged by it, we are continuing the sales and drawing upon the stocks of practically every department in the store. Only seasonable merchandise is involved—this week many lines peculiarly desirable for the vacation period.—*Macy's, New York.*

Truly it may be said that to improve each day and each week in methods and system is our motto, and to this end were these great and helpful Friday sales of ours inaugurated. Their first announcement to the public, ten years ago, had the proper ring, they filled a want, they sustained the principle of intelligent foresightedness and public benefit, and the standard we raised then of supplying the people with their needs, more efficiently, at money saving prices, has never swerved. Nor will it. Just as full of life, vigor and enthusiasm as at the beginning—we fittingly celebrate this Friday the anniversary of these great and helpful events by offering the greatest aggregation of bargains ever known.—*Jonas Long's Sons, Wilkes-Barre, Pa.*

The better the refrigerator the less the ice bill. Refrigerators built in a cheap, inferior manner consume much ice, owing to their poor insulation. These cheaply constructed boxes gather moisture in the seams and cracks, swell up, separate at the joints, and are soon worthless. These cracks are also very unsanitary, they collect dirt and harbor the bacteria that starts fermentation and decomposition of the food. Our tile-lined refrigerators are as near refrigerator perfection as can be made. They are absolutely sanitary and last a lifetime—in fact, two or three lifetimes. Prices, \$24.00 to \$65.00. Our zinc-lined refrigerators are cheap only in price. They have seven walls of non-conducting materials, a dry air circulation which preserves food, and will last a long time if properly cared for.—*The Stambaugh-Thompson Co., Youngstown.*

Health, comfort and economy. It is absolutely essential to your health that you have a refrigerator that can easily be kept clean and fresh. It is only a refrigerator with a perfect circulation of "dry air" that is never damp and ill-smelling. We ask that you investigate the methods used in the "Baldwin-Dry-Air" to accomplish this result. They are giving satisfaction in hundreds of homes.—*J. M. Burrall & Co., Waterbury.*

Alaska refrigerators. The only refrigerator built on scientific principles. Requires but little ice and keeps your vegetables fresh and sweet. A perfect fresh air circulation which saves nearly half the ice bill.—*Augustus M. Crook & Son, Trenton, N. J.*

Perhaps you've never given the refrigerator question much thought—you've always regarded most refrigerators the same as all others—and the price alone influences the sale. Bohn Syphon refrigerators are built on a unique principle. The air is forced into the food chamber, passes entirely through it, and is then syphoned out. All odors are thus drawn out of the refrigerator. The refrigerating principle is scientific, has been thoroughly tested, and insures preservation of food and freedom from taint of the different articles stored therein. Bohn Syphon refrigerators are used by all the largest trunk line railroads in America—a proof of their great superiority. We're exclusive agents, and will gladly explain their features.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

It has come to be a necessity to have ice, and being a necessity it is advisable to know the best way to keep it. Belding refrigerators keep ice for these reasons: Hard wood throughout, mineral wool insulation, enamel and glass lined, dry air circulation.—*Roberts Hardware Co., Utica, N. Y.*

The Brown store refrigerator will speak for itself in the ice it saves before you have had it very long. Besides this, the convenient shelves and compartments give you an opportunity to keep everything in apple-pie order. Especially made for easy cleaning, perfect circulation of pure, dry air, will keep everything fresh and sweet in the hottest weather.—*A. Brown & Son Co., Schenectady, N. Y.*

Refrigerators. Our refrigerators will keep anything you put in them, whether it be ice or food. They are very easily cleaned and are sanitary in every particular. It does not pay to buy a cheaply made refrigerator. In the first place it consumes more ice, and besides it is apt to corrode and poison the food. A good one costs but a trifle more. Inspect ours.—*Kingsley, Utica, N. Y.*

If your refrigerator leaks, does not keep ice well or gives forth a musty odor, it is because you did not get your money's worth the last time you bought a refrigerator. Care in construction, heed to scientific principles in regard to air current and drainage make the Bald-

win refrigerators excel others. Many of them we sell to friends of former customers. See the point?—*Phelps, Lewis & Bennett Co., Wilkes Barre, Pa.*

This splendid line has been famous for many years and at the recent World's Fair fully justified its right to fame. In open competition with all other best known makes of refrigerators, the Alaskas used only two-thirds as much ice as their closest competitor. That's the test of refrigerator value. All makes are very much alike in capacity to hold food and ice, but in their capacity of saving ice while preserving food there's a vast difference, as the above test shows. The dearest refrigerator you can buy is the one that uses most ice; and the cheapest is the one that uses least ice. For ice is money. Therefore Alaska refrigerators are the kind to buy.—*J. M. Kellin & Co., Pueblo, Colo.*

A warm weather necessity is a practical refrigerator. True, it's for the kitchen, rather than for the parlor or drawing room, but it adds a whole lot more to real comfort than (say) a piano, and costs less. To get the real sort get a White Mountain, a practical refrigerator in saving ice, and keeping vegetables sound and sweet.—*Chamberlin Furniture Co., New Haven, Conn.*

If there is any one thing about a refrigerator more than any other that will commend it to the good housekeeper it is the fact that it is readily cleanable. In the Baldwin Dry-Air there are no inaccessible corners or pockets. Shelves, flue strips and drip pipe are removable so that the interior may be stripped to the walls in a moment's time. This is, however, but one of the many good things about the Baldwin. Let us show them to you.—*Olds & Whipple, Hartford, Conn.*

"It's so homelike" to go to your refrigerator on a hot day and get a cool drink or a bite to eat when you are sure everything about the box is sanitary and clean. We show this year over seventy different sizes and styles, from a plain box to the Opal, representing the highest development in the science of refrigeration.—*James W. Hellman, Los Angeles, Cal.*

We'll not brag about the merits of the Monitor refrigerator. You'll do that after you buy. All that we wish to state is that if you are seeking for a refrigerator that is economical in the use of ice, easily cleaned, sanitary, and reasonable in price you'll buy the Monitor.—*The Fair Store, Binghamton, N. Y.*

North Star Refrigerators, the only genuine cork-filled refrigerators made. The granulated cork filling produces a dry, cold atmosphere that preserves the food perfectly. It is the only method that met with the thorough approval and stood the tests at the fairs all over the world, and has received the highest commendation in each instance.—*Abraham & Straus, Brooklyn, N. Y.*

Opal refrigerators are made for those who insist upon cleanliness and purity of their food. Perishable provisions in an Opal Refrigerator are in cold storage where "purity is paramount." Exhaustive texts have proven the superiority of Opal lining, as the best and most sanitary material for this purpose. It positively will not absorb odors or moisture, and will not stain. Opal Refrigerators are an ornament to any home.—They're easily and perfectly cleaned—and always free from injurious odors.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Our splendid line Refrigerators still shows a fine assortment in opolite, tile, enamel and zinc linings. "Alaskas" give a constant circulation of cold, dry air.—*The Cable Co., Chicago, Ill.*

Satisfactory Refrigerators.—In supplying the necessities for the summer home, none deserves more careful consideration than the refrigerator. It is an article that may cause a great amount of annoyance and dissatisfaction, if not selected with careful judgment. Nearly every refrigerator has some good points to recommend it; but there are also the objectionable ones to be taken into consideration. The idea is to get the one that has the most good points and the least objectionable ones. Our policy demands that we offer the best for your purchase, and our selections were made only after a thorough and satisfactory test. The "Wisconsin" is, we believe, the most satisfactory refrigerator made. We have handled it for six years, and have yet to find its superior.—*Woodward & Lothrop, Washington, D. C.*

This handy lift cover "Atlas" refrigerator at \$10 is a better bargain than any other \$14.75 refrigerator at \$10 because it is so constructed that a small cake of ice will last days, and on the hottest day it's as cold as winter. That's because of the charcoal packing, which keeps the hot air out as effectively as it keeps the cold air in. That's why it's an ice saver.—*Simpson-Crawford Co.*

Another Carload of Mackinaws!—This will be welcome news to scores of people who have been waiting the an-

nouncement. Our demonstration of just what the Mackinaw Refrigerator will do for a home has led to an unusually enormous sale. It is simply perfect. We could print a hundred testimonials—letters written us as to the high regard in which it is held by purchasers. But the best testimony is to call and see the Mackinaw in operation—the ice chamber at work—the cost is no higher than for ordinary Refrigerators.—*A. D. Matthews & Sons, Brooklyn, N. Y.*

Alaska refrigerators save the ice. Pennsylvania lawn movers cut the grass and are practically everlasting. Arctic ice cream freezers make good ice cream, do it quickly—sell at a low price.—*Bering Cortes Hardware Co., Houston.*

All of our refrigerators are made of solid oak—a seasoned wood of a secret preparation that is immune from the ordinary dampness that rots the frames of the best makes of refrigerators. Then comes an interlining of charcoal, a non-conductor of heat, that keeps the cold air in and the hot air out. Then a lining of the very best sheet galvanized iron, that will not rust in a thousand years. The air circulation is scientific, the ice is never wasted, and the food is always kept sweet and pure, without being contaminated with the odors of the stronger smelling vegetables.—*Brand & Smith, Trenton, N. J.*

It is the king of refrigerator kinds. You can remove every piece of the interior fixtures as quickly as we describe this. Roomy air chambers, walls packed with mineral wool and charcoal felt. Cases, high-finish and polished. Slightly enough, these refrigerators, to go in the most sumptuously appointed dining-room, if you would. Price, \$13.75.—*S. P. Dunham & Co., Trenton, N. J.*

"Glacier" refrigerators save ice. Walls that are absolute non-conductors and a total exclusion of heat by airtight doors—that is what you get with "The Glacier." Those two things mean that your ice will last nearly twice as long as in the ordinary refrigerator. "Glaciers" are good to look at—built well and handsomely finished—they look well anywhere. We have them with zinc and porcelain linings. Come, see them.—*Tull & Gibbs, Portland, Ore.*

No doubt we stand on common ground when it comes to refrigerators. You want one that will not leak, warp, taint the food nor waste ice. You are willing to pay a fair price for it. We want to sell only the refrigerators that are in accord with these specifications.—*A. McArthur Co., Boston, Mass.*

Before you buy a refrigerator take a good look at it. Notice if it can be taken all apart to be cleaned, and to let the fresh air get into the corners, and see if it has movable flues and air tight locks; but if that's too much bother, just look for the name; if it reads "Leonard cleanable refrigerator," buy it, it's all right, in fact it's the only one that does have all these good points. A perpetual circulation of dry cold air keeps the food from becoming moist or musty. Mineral wool, filled walls, metal ice racks and genuine bronze metal trimmings. All Leonard refrigerators are finished in golden oak. They are the best without a question. They are scientific, and we give you more real value for the money you pay than can be obtained elsewhere. An inspection of the Leonard will thoroughly convince on this point.—*Callahan & Douglas, Binghamton, N. Y.*

Automatic refrigerators have perfect insulation by the best materials known, such as mineral wool and charcoal paper, combined so as to obtain the full value of the non-conducting properties. They have eight walls to protect the ice and preserve a low temperature. The air space is based on nature's laws. All parts of the refrigerator are insulated. They have more shelf space than any other refrigerator made, and are the most economical to be had.—*Peterson's, Minneapolis, Minn.*

Controlled heat and controlled cold for comfortable and safe summer house-keeping. That's the idea. Sometimes foods will taint to the point of "ripeness" without breeding ptomaines, but any taint or fermentation is conducive to illness. An ice box will keep ice and make some cold air—but a refrigerator is better, because it lets the forces of Nature keep the air on the "go"—and the motion dries it. Foods are crisper if kept in a refrigerator.—*Gimbel Brothers, Philadelphia, Pa.*

A freezer to make two flavors at one time has been long wanted. In families some prefer one flavor, others another; some prefer ice cream, others a water ice or sherbet, so some had to be dissatisfied no matter what was made in the old style freezer. In the American Twin freezer the can is divided in two parts by a vertical partition. The dasher carries two sets of scrapers, one set fitting in one side of can and the other set in opposite side. The can cannot be turned as in old style freezers, because of the partition. It is therefore swung to and fro by a rocking motion

of the crank. This is a more comfortable and much easier movement. It is very much less tiresome than turning a crank. One can sit back in a chair with freezer alongside and rock the crank to and fro without discomfort or undue exertion and even read at same time. Although two flavors are frozen at once and with less exertion, no more time is required than in old style freezers. The pails are of cedar, the best wood known to resist water, with electric welded wire hoops, which are guaranteed not to break or fall off; cans are of heavy tinplate with drawn steel bottoms that are guaranteed not to fall out or break and do not leak, the strongest and most durable freezer can made; the automatic twin scrapers by their positive action insure perfect scraping of frozen particles from side of can. All inside parts are heavily coated with pure block tin, and outside parts all thoroughly galvanized.—*Ludwig Bauman & Co., New York.*

Mackinaw refrigerators and others. The famous Mackinaw! That name means "the best that's made." Hardwood, golden oak finish, heavy zinc lined, all parts removable for cleaning; walls are filled with charcoal; brass locks and hinges. See the food test, constantly on view in the basement—the onion and butter side by side, salt, pie and matches, all dry as buttercrackers. See the wheel being turned by the dry, cold air—if that doesn't convince, nothing will.—*A. D. Matthews Sons, Brooklyn.*

Health, comfort and economy. It is absolutely essential to your health that you have a refrigerator that can easily be kept clean and fresh. It is only a refrigerator with a perfect circulation of dry air that is never damp and ill-smelling, and we recommend that you investigate thoroughly before you purchase your refrigerator this season. We give our guarantee with every refrigerator we sell.—*Greene's, Newark, N. J.*

In lining, insulation drainage and appearance this refrigerator has no superiors, and in the following very important particular it has no equals. Between the food compartments and the ice chamber is a system of syphons (a patented feature) which produces a ventilation and a circulation of cold dry air not even approached in any other make. An inspection will convince you.—*McAllister, Mohler & Co., Columbus, Ohio.*

They refrigerate perfectly, using but little ice, and are dainty and hygienic as a china dish.—*Simmons Hardware Co., St. Louis, Mo.*

Warmer days are bound to come, and even with snow on the ground in the middle of April, we're going to commence talking about our immense line of refrigerators. Don't shiver, please. We know you are not ready for ice yet, but there's no reason why you shouldn't select a refrigerator now, while our line is complete, and have it delivered when you want it. The world's best makes are here. The White Mountain and the Peerless.—*Household Furnishing Co., New Bedford, Mass.*

We are again as for the past 12 years sole agents for St. Paul for the celebrated Gurney Cold Wave Refrigerator. It has stood the time. If you have not one ask your neighbors about it. Made of the very best material, lift-out ice compartment, heavy packing best mineral wool, walls of zinc, soldered perfectly air- and water-tight. Prices from \$6.95 to \$35.00.—*Wallbloom Furniture & Carpet Co., St. Paul, Minn.*

Quality is what counts, especially in a refrigerator. It's simply a waste of good money to buy a poorly made ice box. A careful investigation will convince any one that our refrigerators are made to save ice as well as look like a good piece of furniture.—*Greene's, Newark, N. J.*

Prices cut on refrigerators and ice boxes. We are overstocked on these articles and so have reduced the prices on them from 10 per cent. to 25 per cent. until we can get our line in shape. This reduction is temporary and will hold good only until we can reduce our stock to proper size. We have told you before of the sanitary and ice keeping qualities of these refrigerators. They are as perfect as refrigerators can be made in this respect. We particularly recommend our spruce-lined boxes to those who want a good refrigerator but do not care to invest much money in it.

With our guarantee of "satisfaction or money refunded," together with the low prices now prevailing we do not see how the economical housekeeper can afford to let this opportunity pass. The goods go on sale Monday.—*C. F. Brower & Co., Lexington, Ky.*

Notice if it can be taken all apart to be cleaned, and to let the fresh air get into the corners, and see if it has movable flues and air-tight locks; but if that's too much bother, just look for the name; if it reads Leonard Cleanable Refrigerator buy it, it's all right—in fact it's the only one that does have all these good points. A perpetual circulation of dry cold air keeps the food from

becoming moist or musty. Mineral wool filled walls, metal ice racks, and genuine bronze metal trimmings. All Leonard Refrigerators are finished in golden oak. They are the best without a question. They are scientific, and we give you more real value for the money you pay, than can be obtained elsewhere. An inspection of the Leonard will thoroughly convince on this point.—*Callahan & Douglas, Binghamton, N. Y.*

The Stone White refrigerators, "The chest with the chill in it." Ever sit on stone steps in the winter? Cold, aren't they? Ever sit on them in the summer? Pretty comfortably cool then, are they not? That is the nature of stone, it contains cold indefinitely. Consequently economy, cold-retaining, indestructible, solidity, beautiful in appearance and cleanliness, durability, service and convenience. The cases of these refrigerators are made of selected hard wood, beautifully finished and mounted with substantial, handsome hardware, nickel plated.—*F. Ozanne, Memphis.*

Profits are not without honor. What say you to a profitable purchase of a "Wisconsin Peerless" refrigerator? A high grade box for economy and durability—a winner. The ice box season is still on and we are quoting prices that will surely result in lively sales.—*C. E. Tyler, Rome, N. Y.*

Important features necessary to a perfect refrigerator—Cleanliness, free circulation, economy in the use of ice, condensation and dry air, low average temperature, freedom from condensation on inner walls, and long life. Our refrigerators can carry one hundred pounds of ice longer and can show a lower degree of temperature in the shortest time.—*Standard House Furnishing Co., Tacoma, Wash.*

For 15 years we have been telling you how good these refrigerators are, and the reasons why, from the standpoint of economy—and the satisfaction they give, that you should buy them. They are the best and most scientifically constructed Refrigerators on the market.—*Callahan & Douglas, Binghamton.*

"Leader" refrigerators are made on the right principle. Well insulated. No heavy packing to settle. No swearing. No odor. Not the kind you have to clean every day to keep sweet. Do not buy before seeing our line. Made in zinc and white metal. We buy in large quantities and land them at less than car rates. We give you the benefit.—*Reed & Wyman, San Diego, Cal.*

Old, overworked refrigerator has seen its best days. Come to us and get one that will keep things cool, fresh and wholesome.—*C. C. Fuller Co., Hartford.*

The difference between our refrigerators and the other kinds is, they keep things colder with less ice.—*The Stambaugh-Thompson Co., Youngstown, O.*

Whew! but it's cold inside of one of Gross's white enamel refrigerators. The dry air syphon and a dozen other features make this the best of all ice boxes. Drop in and we'll show you how it works.—*Ph. Gross Hdw. Co., Milwaukee, Wis.*

The following letter was received today from one of Mr. Deist's customers. The epistle speaks for itself:
My Dear Mr. Deist:

I received one of your sixteen dollar ice boxes yesterday and must say it is the finest box I have ever used. I always kept my butter and provisions in the well, but, thank goodness, I will not be obliged to do so any longer. My cat accidentally got into the box the other evening and the next morning it was frozen to death. I think your ice box is lovely. The only thing that I am afraid of is that my husband may get into the box some night, and if he meets the same fate as my cat it will kill me. Please let me know if you have any ice boxes that don't get so cold. I have a friend that wants to buy one, and she is so chilly I want her to get a warmer box. I will send in the balance of the money in a few days.

With best wishes, I am,
Yours truly,
MRS. SLACK.
—*Chas. O. Deist, Ottawa, Ill.*

A good refrigerator is one that consumes little ice, is nicely finished and scientifically constructed—that's the kind we sell.—*York Furniture Co., York.*

A cheap refrigerator will consume ice enough in a little while to cost you over and over again the first price of a good one. A good refrigerator is an economy. We can save you money in both ways.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Year after year the White Mountain refrigerator, "the chest with the chill in it," increases in popularity, because succeeding years prove that the merits we have claimed for it are founded on fact. We have said it was thoroughly cleanable, it was sanitary, that the system of refrigeration was effective because it was scientific, that it was an ice-saver,

that it was substantially built. Thousands of users right here in town are using the White Mountain and thankful for it.—*Mellen & Hewes, Hartford.*

We show the Mackinaw filled with onions, milk, butter, pie, bread, etc., and a ten cent piece of ice. The onion, the most contaminating influence known (you cannot peel one without crying), does not make any impression upon the milk or other food, because the cold dry air circulation in the Mackinaw carries all odors out of the food chamber. Come in and test it. We expose the entire construction to view.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Cold as ice! Clean as snow! Ice land refrigerators.—*Marion Furniture Co., Marion, Ind.*

"Signs of the time." Refrigerators are occupying the center of the stage. The weather man seems to be with us this year on the refrigerators.—*Marion Furniture Co., Marion, Ind.*

Compact, sanitary and easy ice savers.—*The T. Eaton Co., Toronto, Can.*

Timely furniture. Suddenly the day may dawn (may be a succession of days) when you simply can't get on without a good refrigerator. Let's put one in now, and save you regrets.—*The Chamberlain Furniture & Mantle Co., New Haven, Conn.*

Hold up. Pickering's. Last year we sold 1,500 refrigerators and more than half of them were disposed of before June 15. This year—well, say, have you noticed any particular good refrigerator weather hereabouts so far this season? That is, a day hot enough to make anybody want to buy one. The story is this—we bought 2,000 refrigerators and ice boxes for this season, and they're piled in our warehouse. They are summer goods and must be sold quick—prices cut to almost cost.—*Pickering, Pittsburg, Pa.*

The best means of obtaining perfect food preservation is through dry cold air circulation inside the provision compartments. The most effective, nearest perfect insulation to compel dry air is a filling of granulated cork. The North Star is the only box so equipped. The ice used cools the air and the cork filling keeps it dry.—*Abraham & Straus, Brooklyn, N. Y.*

Ask the ice man about the number of Lapland Refrigerators along his route. Lot of 'em and all giving satisfaction. Worth the money.—*J. C. McManus & Sons, Hartford, Conn.*

The syphon principle of ventilation, found exclusively in this refrigerator, makes it absolutely and without question the best refrigerator ever manufactured. In all respects it is the ideal refrigerator, but the striking and distinguishing feature is the system of syphons leading from the food compartments into the ice chamber. These syphons draw the moisture and odors into the ice chamber, where they are condensed and passed off through the drain, leaving the food compartments perfectly dry and odorless. The Bohn Syphon is economical, preserves food best and longest, is easily cleaned with moist cloth, has thick walls of double insulation, has been adopted by all great railroads. Sizes and prices to suit all. Try one, and if you don't say it's the best refrigerator you ever saw, your money is ready for you.—*McAllister, Mohler & Co., Columbus, O.*

Coldest, cleanest and most convenient. More cold with less ice is what we claim.—*Shawmut Furniture Co., Boston, Mass.*

A good way to keep cool during the summer is to invest a small amount in a Leonard Cleanable Refrigerator. They are the coldest proposition you ever saw.—*Hauffmann, Myers & Co., Galveston.*

Have you an onion handy? Cut it up and put it in your refrigerator with the milk, butter and other food—if it's a Mackinaw. Don't do it—if it isn't a Mackinaw. Come and see the butter and onion test here to-morrow.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Greenland refrigerators. In this style "Greenland" the ice is put in from above. Provision chamber below is white enamel lined, with two adjustable white enamel shelves. Like all other "Greenland" refrigerators, this box is amply insulated to economize in ice consumption. The ventilating system insures dry, cold air circulation and sanitary conditions at all times. Trap and drain quickly removed for cleaning. Thoroughly well made of seasoned lumber, with good trimmings and fittings. This box will give long and satisfactory service. Buy it here to-morrow and have our guarantee as your protection.—*Canfield Hardware Co., Los Angeles.*

The Alaska refrigerator and its remarkable ability to produce dry, cold air, now being demonstrated in our show window. Scientific refrigeration has at last been solved in the Alaska refrigerator, where the circulation falls into the ice chamber directly upon the ice, then passes entirely around the ice and falls into the provision chamber in

the form of pure, cold, dry air, thus preserving such enemies as onions and butter on the same shelf.—*Kaufman's, Trenton, N. J.*

Every home should have one. They are the most economical, the most sanitary and the best refrigerators on the market. The handsome appearance, the ease with which they can be cleaned (every part is removable), the removable ice compartments, construction of the walls, the free circulation of the dry air make them the best. This summer you'll need a good refrigerator, one that saves ice, is easily cleaned and adds to the appearance of your kitchen. The Gurney will give you perfect satisfaction.—*McGowan Bros., Spokane, Wash.*

Herrick refrigerators. Construction.—The best throughout. Made of good kiln dried oak. All nicely paneled. No pressed panels or cheap ornaments. From one-third to one-half more storage space than the usual refrigerator of same outside dimensions. Sufficient ice capacity for best results and no unnecessary wastage. Every square inch of storage space is easily accessible. Overlapping doors practically airtight. Interior nicely finished. Exterior filled, rubbed and varnished with a fine grade of coach varnish. Fine finish. Insulation.—All walls and doors of our refrigerators heavily packed with mineral wool (one of the best insulators), and also heavy sheets of insulating paper. Highly efficient in economy of ice. Our insulation is double that generally used and is very superior.—*Globe, Pratt & Robbins, Spokane, Wash.*

When you get your ice bill it is not our fault if it brings that dark brown look, because had you bought an Automatic Refrigerator you would only smile. The economy of the Automatic is a wonder to all.—*Scott-Strevell Hardware Co., Salt Lake City, Utah.*

The Bohn Syphon refrigerator is much dryer and 10 degrees colder than any other. The thermometer and wet tea towel tell the story. The syphons pass the air through the ice chamber oftener and don't let it stay with the ice long enough to absorb moisture. That's why the Bohn is colder and dryer than any other. That's why milk will keep longer in a Bohn. But you must see the Bohn to appreciate its beauty. Finest cabinet construction and finish, opalite or enamel-lined. Will you not let us show you this refrigerator—this "life preserver" to-day? We are exclusive agents for Kansas City.—*Bunting-Stone Hardware Co., Kansas City, Mo.*

Make your home as comfortable as you can—that's a good hot-weather rule. In the kitchen a good *refrigerator* to preserve the food and a gas range or hot-plate that burns only while cooking. Have light, cool rockers throughout the house and on the porch, and bright, clean straw matting on the floors. The cost is much smaller than you probably think, and the easy way of paying here helps all to have these conveniences—real necessities.—*W. H. Keech Co., Pittsburg, Pa.*

Ice chests and *refrigerators*. A certain scientific construction in the kind we have that furnish a uniform, cold, dry-air circulation, preserving the food and saving the ice. There are many points of merit we would like to point out if you'll just ask us to show you.—*Gately & Hurley Co., Camden, N. J.*

Ice chests and *refrigerators*. Special attention is called to our line of refrigerators and ice chests, because we feel that it is due everybody to get every penny's worth of value out of their investment along this line. Most of them look alike outside, but they don't do the work. A certain scientific construction in the kind we have that furnish a uniform, cold, dry-air circulation, preserving the food and saving the ice. There are many points of merit we would like to point out, if you will ask us to show you.—*Hurley-Tobin Co., Trenton, N. J.*

A long-felt desire satisfied. For this year's trade we have succeeded in buying direct from independent factories a carload of *refrigerators* and a carload of Dain mowers and Dain rakes and stackers, also lawn mowers. This means a straight saving to the consumer of 15 to

25 per cent., because we are not tied hands and feet by the trusts. The goods will all be on our floor in time for the season, and it will pay to see them before buying.—*Geo. M. Cooley Co., San Bernardino, Cal.*

Preserve your health by preserving your food. Our white enamel lined boxes are mineral wool filled, and have removable, cleanable ice chambers.—*Wm. H. Monk, Jr., Mobile, Ala.*

The real merit in modern *refrigerators* and ice chests lies as much in saving the ice as in preserving the food. All our big stock, at any price you pay, have every latest device for covering both important points of saving—in fact, a saving in price besides.—*Gately & Hurley Co., Camden, N. J.*

Cold dry air, sanitary *refrigerators* for the home, store or hotel. Every part of the "Wisconsin Peerless" is perfectly sanitary, from the ice rack to the system for carrying off the ice water. The filling is of our own mineral wool, which practical test shows to be better than any other material on the market. We have these refrigerators in all sizes and styles, including white enamel lined and galvanized steel lined. Don't fail to see them and get our prices.—*Popp & Wolf, Saginaw, Mich.*

The time is soon here when you will be looking for a *refrigerator* and when purchasing one why not get the best one that will give entire satisfaction. A refrigerator in which food may be kept without spoiling and without one tainting the other. We have the agency for the cold storage refrigerators and we stand ready to prove to anyone that their equal is not to be had for the price we ask for them.—*P. H. Thompson, Lebanon, Pa.*

HARDWARE—SCREENS

The pesky fly is with us once again and once he gets inside he'll stay. Meet him with a good door or window screen, keep him out. Window screens of Vermont birch and maple, oil finished, natural color of wood, covered with best quality green wire cloth, all sizes, 15c. to 45c. Screen doors of selected kiln dried pine, covered with the best standard painted wire cloth, complete with spring hinges, screws, knobs, hooks and eyes, all sizes, 75c. to \$1.75.—*S. P. Dunham & Co., Trenton, N. J.*

Fly time is coming! It's our duty to prepare you for coming events. We don't want you to be uncomfortable when fly time comes—and we've noticed several flies already this spring—they'll be here in droves in a few weeks! Be prepared before they arrive—have the screen doors and windows in place before the pests swarm through your home! We have our assortment of window screens and screen doors now ready for your inspection. Have a wide variety of sizes—sure to meet your requirements.—*Babcock, Hinds & Underwood, Binghamton.*

We have about twenty screen doors more or less damaged—mostly less—in handling; some scratched; some wire bulged a little, but the principal damage is to the price.—*Simmons Hardware Co., St. Louis, Mo.*

Are Your Screens Up?—It's high time the screens were up if you would keep the house free from flies and other insect pests. If you are to have new ones, come to the house-furnishing store. We can screen your doors and windows economically.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Screens on the piazza have a two-fold use—they keep off sun or wind, and give an often welcome privacy. Lots of time yet in which to enjoy your piazza—and here's a chance to get screens at a saving.—*Wanamaker's, New York.*

Screen Out the Flies by putting in screens that really protect you from flies and all other summer pests. That is the only sort of screens we sell—made to fit your windows and doors snugly, do not warp, crack nor wear at the edges of the wire netting, nor leave cracks for insects to crawl through—that's the sort you want and the only kind that is worth buying. Solid com-

fort will be yours inside our screens and they are worth twice what the fall-to-pieces kind cost.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Our assurance of quality stands behind every purchase made here. We do not misrepresent things. We do not sell second qualities for first qualities. Every purchase made here must be satisfactory; we'll gladly correct any that are not. We call special attention to our screen doors, screen wire, window frames, etc. The doors are strong, well made, have mortised joints and are neatly finished. All sizes.—*Dollarhide & Harris, Denison, Tex.*

An up-to-date way of keeping out the flies. The Ideal window screen offers a most up-to-date way of keeping insects and flies out of your house. Works on rollers from the top and bottom of the frame, with the sash. Handy when you want it. All woodwork made to harmonize with the finish of the room. We will measure your window and erect your screen. Price \$3.00 per window. A postal will bring our representative to your door.—*Ideal Window Screen Co., Brooklyn, N. Y.*

And those screens not up yet? Perhaps you need new screen doors and windows and the fact that the flies are only now putting in their appearance has caused you to delay in the matter of selection. It will be to your interest to come to this store and see the line of screen doors and windows which are being shown. The price is so much lower than what you would have to pay for those made by the carpenters that you can't afford to parley. We want to show you these screens to-day.—*Keating's, Ottumwa, Ia.*

Wheeler adjustable window screens. Wheeler screens are so simple in adjustment that a woman or child can easily put them in place or remove—from the inside of the room. No ladder or tools are required. And when in place, they give the same good service as the best of made to measure screens. The materials of which they are constructed being of high quality, long life and durability are assured. Just come in and see them, and let us show you how little it will cost to fit your whole home.—*Barrett Hardware Co., Joliet, Ill.*

A cool veranda on a hot day is indeed a luxury, and the person who can retire to one, and there enjoy a book or do some fascinating fancy work is fortunate. You'll find that any veranda can be made comfortable if the boiling rays of the sun can be excluded. A split bamboo screen will do it and at the same time admit any stirring breeze. These screens come in long rolls; you can see them in our window.—*H. M. Bullard, Co., New Haven, Conn.*

Window and door screens. It is only a short time until the flies will be here again. The sooner you get ready for them the fewer you will have. We have just received our spring shipment of window and door screens. They are ready for your inspection. The prices are low enough to please anybody. We also have a fine display of lawn mowers at our store. See them and get prices.—*Hardware Store, Zanesville, Ohio.*

Here's one kind of window screen that keeps out the flies that are out, lets out those that are in. They are the "Fly Exit" screens. Then we have for sale a large variety of other window screens and screen doors, that are well made, efficient and fairly priced. And this is the time to be thinking of these helps to a comfortable Summer.—*Wanamaker, New York.*

Almost every day sees a group of new arrivals among the dainty Summer dresses—Loeser's has never been more supremely helpful along this line than this season.—*Frederick Loeser & Co., Brooklyn, N. Y.*

This season we have used every possible means to buy the best and latest and in large lots in order to have a large variety of the different garments to show, and to be able to offer them at a very low price. Every article has that perfection to it that has built up our trade in the ladies' and misses' department to such an extent that our store has got to be classed as a store of fashion.—*Gately & Donovan Co., Bay City, Mich.*

If you need a suit or coat for every day wear, or if you are planning to be a conspicuous figure in the great style show at Washington Park on Derby Day, you cannot afford to miss this great June clearing sale, for we have made the most pronounced and radical price reductions in all grades of women's clothing.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Be Comfortable—Use Porch Screens.—Nothing makes a house look finer in Summer than handsome porch screens—try Vudor, if you want the best—or

bamboo, if the old style is good enough for you. Either costs little enough when you think of the comfort and general effect. They break the rays of the sun and yet let in all the breeze. A sensible man has them all around his porch.—*Abraham & Straus, Brooklyn.*

Things that Promote Comfort.—Summer household goods such as screens, refrigerators, ice cream freezers, gas stoves, water filters, etc., etc. If you wish to promote your comfort in warm weather you must have such things—they are necessities. "The Big Store" supplies them as none other can. And the necessary tools for the garden, too—whether the demand is just for a few implements or a complete outfit of the finest sort.—*Kaufman's, Pittsburg, Pa.*

The mosquitoes' cheerful chirp becomes a lullaby when the moon shines high, when your bed is curtained round with our Mosquito Canopy. This canopy is a bed attachment with coil spring at front of posts, is adapted for any and all kinds of wood, iron, brass and folding beds. The entire canopy consists of only one frame, made up of only four pieces of wire, with well made and neatly fitting net.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Don't delay another day before placing your order for screen doors and windows. The flies are coming and will soon take possession of your home unless you have the doors and windows protected. We have a tremendous line of screens and can fit any size door or window.—*C. W. Hawkes, Binghamton.*

An effective screen, allowing free circulation of air, easy of operation. Great durability, made from linden wood, fibres securely woven with the best of scrim twine, fitted with metal pulleys, and a heavy maitric cord for raising. Made in a variety of colors and are weather proof. Screens a porch from the outside, without interfering with the view of those within.—*A. J. Collins & Co., South Norwich, Conn.*

Carefully made walnut stained frame and fitted with firm close mesh wire cloth. Adjustable screens, with frame made to telescope so that almost any window can be fitted. It is not necessary to have screens made to order in every case.—*Abraham & Straus, Brooklyn, N. Y.*

There isn't a mosquito or a fly small enough to crawl through the tiny mesh of these extension screens and they last twice as long as the ordinary kind because they're more strongly made.—*Simpson-Crawford Co., New York.*

HARDWARE—STOVES

A match for kindling! That's all the kindling required for the gas range. Don't have to carry in coal, carry out ashes, and the kitchen is not a roasting box in which to cook the meals. Gas is the ideal fuel for cooking. Delivered right into your range and under the vessels in which food is cooking. It solves the servant problem by cutting out about half the work. Ranges installed for \$12.50 and \$13.50. Gas \$1.50 a thousand for fuel and lights.—*Pensacola Gas Company, 24 and 27 E. Garden Street. 'Phone 148.*

If comfort is to be considered there will be no long discussion on the question of installing a gas range. Not only does it prevent the "roasting" heat of a kitchen with a coal or wood range, but food cooked on a gas range has been proven to shrink less than when cooked otherwise. Then, too, when carefully used, gas is somewhat cheaper than wood or coal. Ranges installed on our mains for \$8.00, \$12.50, \$13.50 and \$24.00. 'Phone for our representative to call and talk the matter over with you.—*Pensacola Gas Company, 24 and 27 E. Garden Street. 'Phone 148.*

Cooking with gas is better, is cheaper, if economically used, and is certainly cleaner than any other method. All the dust, soot, ashes and labor are taken away from the coal at the gas plant and a clean fuel of intense heat delivered to you through pipes into your range. Range installed on gas main for \$8.00, \$13.50, \$14.00 and \$24. Gas, \$1.50 a thousand.—*Pensacola Gas Company, 24 and 27 E. Garden Street. 'Phone 148.*

Clean homes and clean hands are but the natural result of cooking with gas. Those who cook with gas are also free from the fret, worry and disappointment incident to a poor fire when a quick meal is wanted. Gas ranges installed ready for use along our mains for \$8.00, to \$24.00. Gas, \$1.50 a thousand.—*Pensacola Gas Company, 24 and 27 E. Garden Street. 'Phone 148.*

If the man who smokes three five cent cigars per day and allows his wife to cook the meals on a coal or wood range will stop in our office and see the wonderful possibilities of the gas range and how easy it is to "make the fire" and do the cooking, we believe he will either quit smoking or buy his wife a gas

range. Yet, so far as increased expense goes he need not quit smoking, for, when properly used, it is cheaper than wood or coal. Ranges \$8.00 to \$24.00.—*Pensacola Gas Company, 24 and 27 E. Garden Street. 'Phone 148.*

Favorite *gas ranges* are made with scrupulous care, of selected material, by the best class of mechanics, in the most complete plant of its kind in the world. They are durable and operate properly, and are made in a large variety of styles and sizes, and this is why we sell them as our leading line of gas ranges. There are many cheap, poorly made ranges on the market, but the difference in the price between a good gas range and a cheap one the same size and style is not over two or three dollars, which it does not pay to save in buying a range, as a cheap, poorly made range is not desirable at any price, and many of them will not operate satisfactorily. For sale only by *J. J. Fitzgerald, Lexington, Ky.*

New method *gas ranges* for natural gas. Will reduce your gas bills 25 per cent. Will not rust or burn out; will bake the same on all parts of the oven bottom; will broil or toast evenly without burning; will not have any explosions.—*McElhone & Moloney, Lexington.*

"Pressure all the time." The difference in gas. There is a great difference. The thing that counts most with the consumer is the quality. Hundreds are ready to attest the superiority of home gas. You never know the pleasure of cooking with gas till you have once used good, pure, well-made gas. Home gas is purified thoroughly—by an expensive process—before it enters our mains. It reaches your house in a condition to give a maximum of heat for the quantity used. There is economy in using home gas, for it gives better results.—*Home Gas and Lighting Co., San Bernardino.*

The ranges we sell are built to give adequate heat from the gas consumed—and are not wasteful. You can be wasteful or extravagant in their use, but sensible people won't be. Advantage over coal, coke or wood: Better confined heat (less heating of the room and house) immediate readiness of the fire—no hours of "coming up." And immediate ending of the expense and heat when the cooking is done.—*Gimbel Brothers, Philadelphia, Pa.*

The only perfect toaster for use on gas, gasoline or oil stoves. Toasts four slices of bread in two minutes from the time toaster is put on the stove. The toast absorbs none of the taste or flavor from the flame. Browns evenly from edge to edge. The slices are soft and palatable and possess that rich, nut-like flavor not obtainable by any other toaster. No matter what kind of stove you have, you can use the Vulcan Toaster. Every one guaranteed. Money back if not satisfactory.—*O'Neill's Hardware Store, Fargo, N. D.*

The day of the coal stove and its companions, the ash sifter and ash barrel, has passed. Up-to-date housekeepers now use the gas range and the gas water heater exclusively. No wood to chop, no coal to carry, no ashes to take up, to carry out, to sift, leaving a trail of dirt and dust from the stove across the kitchen all the way to the ash pit; everything in the kitchen covered, your dress covered, your hair full of it. No fire to coax and coddle. Gas is a guarantee of the right kind of a fire instantly for any purpose whatever.—*Montgomery Light and Water Power Co., Montgomery, Ala.*

The proper use of a gas range is being demonstrated in the basement store. We are not teaching cooking, or anything of that sort, but simply showing how the best results can be obtained from gas. And we want to show you the good points of the Wolff Cookers and Ranges. The neatness, rapidity, and effectiveness will be so apparent as to quickly impress both the good housewife and the student of economy. If you are accustomed to gas range cooking you will be pleased with the very exceptional good features of the Wolff Ranges.—*Abraham & Straus, Brooklyn.*

Another Carload for Tacoma. Facts speak again. Friday a hurry-order was dispatched for another big carload of gas ranges. Shows which way the wind is blowing, doesn't it? Tacoma's turning her head, she's getting away from the old style furnace and welcoming the no work, no heat, we-shovel-the-coal gas range. Cooking by gas will take a whole lot of the heat and misery out of July and August, you'll find it almost a blessing the year round. You can cook anything from an egg to a turkey on a gas range, you can make it work fast or slow, like an engineer with his throttle you turn the lever and this simple little kitchen machine does the most of the rest.—*Gas Co., by the Totem pole, Tacoma, Wash.*

Gas cooking stoves—"Cort's" highest grade, \$9 stoves reduced to \$6.67. Just 100 of them, the kind that have ovens as large as any range. Handsome nickeling and neat modeling make this stove particularly attractive as well as efficient; but the two great features of the Cort stoves are the effective cooking and gas economy. There are separate broiling and baking burners, three boiling burners on the top, one extra large and quick acting. Every part is removable for cleaning, and this price is exceedingly unusual.—*Abraham & Straus, Brooklyn, N. Y.*

You will be surprised and pleased to see how easily and economically it can be operated. You can have a cool kitchen until you need a hot fire. You can have a hot fire immediately and a cool kitchen again in a few minutes after turning off the gas. You can have a quick fire, a slow fire and a moderate fire.—*Galveston Gas Company, Galveston, Texas.*

Don't fire a cannon to kill a fly. And yet that is just what firing up a coal range amounts to in summer. Argue it from any point you please; "tear language to tatters" in the argument, and when you compare cooking with a range with cooking with a gas stove it amounts to this: The gas stove—a match—a twist of the thumb, in 30 seconds you have the fire, as much or little as you want. When you have had enough heat shut it off instantly. Expense about half. The coal range—rake out the grate, skin your knuckles, get mad, ashes flying about, dirt; put in paper, wood, coal, light it; maybe it will, maybe it won't catch on, smoke, too much or not enough heat; heat the rooms up and wait until the fire dies. Expense double.—*A. D. Matthews, Brooklyn, N. Y.*

Blue Flame Oil Stoves.—Cooking at its best is disagreeably hot during the summer months, but you can reduce the discomfort to a minimum by using a "Brooklyn" Blue-Flame wickless oil stove. It has no wick, gives a powerful blue gas flame, and is simple and safe in operation. Its strongest bid for your favor is the slight expense it entails while giving you all the comfort and convenience of a gas range.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

The woman who has a gas range. She is the woman who has the best of it in cooking, for she cooks quickly, cooks coolly, cooks cleanly, cooks easily. A gas range is cheap to buy, it is cheap in fuel and it is cheap in its great saving of work and worry.—*Consumers' Gas Co., Reading, Pa.*

It isn't woman's work, this digging into the recesses of a dirty coal or wood stove, carrying in coal or wood and carrying back again as much ashes—in fact, it isn't anybody's work. No one who is within piping distance of gas has any excuse for having a coal or wood stove in action during this hot weather. The gas stove is clean and safe. They are useful as well as ornamental.—*Denison Light Co., Denison, Tex.*

Keeping Cool.—If one had nothing to do but avoid the discomforts of the heated season, summer would be one long delight. But women must work in kitchens if we are to have anything to eat, and a kitchen isn't at all cool or comfortable unless the cooking is done on a gas range. That's the key to kitchen comfort—the gas range. Gas is the fuel for cooking. Coal and wood make dirt and drudgery, oil is dangerous, but gas is the perfect fuel. It saves the housewife hundreds of steps and a world of hard work. Get a gas range.—*Saginaw City Gas Co., Saginaw, Mich.*

The new insurance gasoline stove is as safe as a common cook stove. Accident is impossible. Valves may be left open, no gasoline can escape, no danger if operated by children or inexperienced persons.—*F. Mayer & Bro. Co., Peoria.*

For a quick breakfast in the morning when you're in a hurry, the Sterling Puritan blue-flame oil stove will be found invaluable. Turn on the valve and you have a hot fire immediately—no delay—no kindling to split—no waiting for the fire to get started. The Blue Flame does not heat up the house—it cooks the food without cooking the cook. The ideal summer cook stove.—*Barber & Ross, Washington, D. C.*

Be good to your wife. Remember she puts in much of her life cooking your meals. Make it as easy as possible, you owe her this. Buy her a Quick Meal Gasoline Stove. Your meals will taste better, she will keep cool, have a better temper and live longer.—*The Blymyer Bros. Co., Mansfield, Ohio.*

When you are in a hurry there is nothing like a good gas stove. A slow-going stove is exasperating. The gas stove gives you a full measure of cooking heat in an instant. A twist of the wrist turns off the gas, heat, expense and all.—*Geo. L. Oill, St. Thomas, Ont.*

Little Helper.—Early breakfasts are easily prepared—also afternoon teas—without a fire—if you have a Gas Griller, a kettle of water can be boiled on the top and underneath a chop or steak grilled, a little bacon frizzled or toast

made—handy things to buy and use are gas grillers at our price.—*Alfred Edmondson, Morecambe, Eng.*

No more danger in using a Barler oil heater than a coal stove. At the cost of one cent an hour it will heat a 20-foot room, and for emergencies it is invaluable. For bedrooms, bathrooms, any where, you may have comfort in five minutes after the Barler is lighted.—*P. J. Kelly & Co., New Haven, Conn.*

Cooking is a pleasure when you cook with a gas stove. We have a few left, and now is the time to put one in while the weather is hot, and avoid the heat and dirt of a coal and wood stove this summer. Call at our office and let us show you our line of gas stoves, or 'phone us, and we will call around and tell you about them.—*Denison Light and Power Co., Denison, Tex.*

Your cook will smile. A gas range like the "Chicago Jewel" takes all the drudgery out of kitchen work, making cooking a pleasure. Have you seen the new design? It is made throughout of steel, and is entirely "free from frills." Just a plain, substantial stove, "built for business." The chances are it's exactly what you're looking for. See it in operation at our showrooms.—*McDonald & Wilson, Toronto, Ont.*

Why overheat your house these hot summer days by cooking with a sweltering coal stove? Use the "Monarch" gasoline range. It supplies sufficient heat for cooking, but no waste warmth to raise the temperature. It is safe, easy to operate and durable.—*Crane & Lockwood, Binghamton, N. Y.*

Gas ranges are being sold and connected in great numbers, but we are equal to the demand, and are able to supply all comers with a first-class gas range, which we install ready for use, free cost to you upon payment of \$13.00 cash or on installment plan of \$2.00 down and \$1.00 per month for twelve months. The only way to have a clean, up-to-date kitchen is to do your cooking, baking, etc., on a gas range, which occasions no dirt or hauling of fuel or ashes. The kitchen work is done so quickly and so economically that those who have gas ranges would not part with them and go back to the methods of olden times. The hot weather has only about commenced, as you are aware the months of July, August and September are the hottest in the year, so put off ordering a gas range no longer, but call at our sales rooms and make a selection and have a comfortable summer.—*Utica Gas and Electric Co., Utica, N. Y.*

Keep cool. Breakfast in fifteen minutes if there's a gas range in your kitchen—just strike a match and the fire is ready to use—without waiting or "coaxing"—and no coal to lug—no ashes to sift. A gas range assures a clean, cool kitchen—an economical, readily regulated fire and a wonderful saving of labor, fuel and time. Only a match needed. A gas range is a time saver.—*New Bedford Gas Co., New Bedford, Mass.*

More economical than gas. The Insurance gasoline stoves, as the name implies, are an absolute protection against any danger by accident, as the gasoline is at once shut off, should the burner be blown out or carelessly left open. No smoke or smell, and burns the least gasoline of any stove made.—*O'Neill's, Fargo, N. D.*

Did it ever occur to you how nice and pleasant it is to cook on a gas range? No wood or coal to bring in; no ashes to take out; no fires to build; absolutely no danger, and it does not cost any more to operate. We have just received a carload of gas stoves, all sizes and styles, and now is the time for you to put in your order and avoid the rush. Call at our office and see them, or 'phone us, and we will send our solicitor to see you.—*Denison Light and Power Co., Denison, Texas.*

The proper use of a gas range is being demonstrated in the basement store. We are not teaching cooking, or anything of that sort, but simply showing how the best results can be obtained from gas. And we want to show you the good points of the Wolff Cookers and ranges. The neatness, rapidity, and effectiveness will be so apparent as to quickly impress both the good housewife and the student of economy. If you are accustomed to gas range cooking you will be pleased with the very exceptional good features of the Wolff Ranges.—*Abraham & Straus, Brooklyn.*

Supper ready in 20 minutes with a gas range. No dirt, dust or smoke. No coal to carry in. No dirt and ashes to carry out. When you purchase a Reliable gas range you are getting the best in the market—that is why we handle them. Then, again, we make no charge for connections.—*Tacoma Gas Light Co., Tacoma, Wash.*

Time for out of doors. The housewife appreciates the pleasure of having more time for out of doors, especially at this season of the year. There's a way of saving time from household duties, yet having them completed in comfort.

That's the *gas range way*. By using a gas range for cooking you avoid the dust and muss of handling kindling, ashes and fuel, and there's much time saved in having the gas range always ready. Fuel is delivered right to the gas range, where it's ready day and night by just lighting a match and turning a valve. Such a convenience, if a friend comes to lunch or hot water is needed at night. Get your gas range now and make your efforts count. Doesn't it mean much to you to be able to attend to social duties and have time for out of doors? It's easily accomplished if you have a gas range.—*Gas Co., St. Paul, Minn.*

Saves walls and floors. Are you building? If so, how the piping in your house is planned means much to you. How have you provided for properly placing the gas piping for cooking and heating? The kitchen plan should show a gas range and a gas water heater, and provide places for them. Should be located most conveniently with reference to the table and sink. The Library plan—provide a gas grate for chilly evenings. Useful in spring and fall when not cold enough for furnace fires. Putting in piping for gas now avoids tearing up walls and floors and saves rebuilding after the house is finished. Any building worth putting up right is worth piping for gas. Estimates furnished by any plumber or gas fitter.—*St. Paul Gas Light Company, St. Paul, Minn.*

Cabinet Glenwood combination *coal and gas range*. Snug, plain and handsome. The most complete cooking range made. No fussy ornamentation or filigree, just the natural black iron finish. Every part at hand from in front. Every essential refined and improved upon. Kitchen doors do not interfere in setting this range, for either end, as well as the back, may be placed equally against the wall.—*C. T. Harris & Son, Plymouth, Mass.*

No more chilly breakfasts when an oil or *gas heater* is used. In a very few minutes they will warm an ordinary sized room, making it thoroughly comfortable and cheerful. Made in several patterns and sizes, of the best materials, and so simple in construction that a child can use them.—*James W. Hellman, Los Angeles, Cal.*

Cook with gas and save money, time and patience. No worries of any kind with a gas range, for there's no wood to bring in, no ashes to dump or no kindling to chop. A gas range is nice to have and easy to pay for.—*Fresno Gas Company, Fresno, Cal.*

Hundreds are gas consumers who would be burning coal to-day if the modern gas range had not simplified matters. Now they have clean homes and clean hands; and their lives are free from fretting and the disappointment incidental to a poor fire when dinner is wanted quickly. With these advantages there is one more—good, clean and reliable gas. The Home Gas Company's gas is admitted to be perfect and always the same "pressure all the time."—*Home Gas and Lighting Company, San Bernardino, Cal.*

Gas does the work. It simplifies and shortens the kitchen work—you don't have to bother about preparing any fire when you have gas for fuel or ashes and dirt to clean up when you're through with it. Light it or turn it out is all there is to it.—*Sacramento Electric, Gas and Ry. Co., Sacramento, Cal.*

Gas! Gas! Gas! That is the word that spells success, comfort and economy, when used for cooking and lighting. Two dollars per month soon pays for a gas range and gas-lighting appliances, and no up-to-date home can afford to be without either. Save health and eyesight by placing your order right away.—*Gas Company, Ottumwa, Ia.*

The cleanest, handiest, cheapest fuel. Don't be a slave to your old kitchen stove when you can be a master of a gas range. Cooking with gas is the modern way of living—it saves money, time, worry and work. Get a gas range. Come in and let's talk it over.—*Fresno Gas Company, Fresno, Cal.*

Absolute Christmas bargains. Walk this city over from end to end and you can't find a more practical, sensible and comfort-giving present than one of these. The stand lamps mean a comfort to a family of eyes; heaters mean comfort to another houseful of people, because they can be carried to every room in the house.—*Gas Co., Tacoma, Wash.*

The staff of life. Many women have stopped baking their own bread because of the difficulties of baking fine, rich, brown loaves. With a Fortune elevated oven gas range home-made bread is easily possible. The housewife has absolute control of the blue flame, and there is no more danger of a soggy, underdone loaf than one burnt to a crisp. The Fortune's oven makes baking a pleasure. The Fortune has been imitated, but never equaled.—*J. W. Keller, Newark, Ohio.*

Buy Sterling ranges for economy and durability. Sterling ranges are the greatest coal savers of any range on the

market. The Sterling is so strong and so well made that the repair bill is almost nothing.—*R. A. McWhur Co., Fall River, Mass.*

Call and see the malleable steel range in operation at our store. We show you how to bake "just such biscuits as mother used to make" with only one-half the fuel now being used. Three-minute biscuit and delicious coffee served every day free.—*Sturmer Bros., Port Huron, Mich.*

The air in an ordinary oven is stagnant. It becomes saturated with the odors of the different dishes cooking—the strongest odor impregnates all. That is why you sometimes get pie with a flavor of onions and roast beef with taste of fish. The air in the oven of the Imperial Oxford Range is constantly changing. Fresh air is drawn in from outside the range by our patent oven flue, super-heated and forced into the top of the oven. It circulates throughout the oven, keeping every corner at a steady, even temperature. The air is then drawn off through the oven ventilators, carrying with it the fumes of the cooking dishes. The Imperial Oxford Range cooks your food with pure, fresh, dry heat. Would you like to see this range? Call at your dealers. If he can't show you the Imperial Oxford, write to us and we'll send you full particulars and tell you where you can see it.—*The Gurney Foundry Co., Toronto.*

What the old cook said when she was discharged, "Well, Miss Sally, I don't mind dis gittin' fired, but I does hate to leave dat lovely Sterling range."—*Crane & Lockwood, Binghamton, N. Y.*

If you've been on the fence, let this weather and these prices help you down—\$6.95 for the famous Eclipse airtight wood heaters.—*I. Gevurty & Sons, Portland, Ore.*

A stove that is always ready! A stove that makes no smoke, smell or ashes! A safe stove! An economical stove! A clean stove! A stove that requires no skill to operate it! A stove which has revolutionized "cooking," and has transformed the drudgery of the kitchen work into a pleasant pastime.—*McAycal Hardware Company, Crowley, La.*

The small *house-heater*—the Quebec. One of the don't-want-much-attention kind. The heavy fire-brick lining makes it a great economizer. Fill it up with fuel of any description, and it's good for twenty-four hours or more of constant heat-giving without replenishing.—*The T. Eaton Co., Winnipeg, Can.*

More money can be saved this year by putting in a Kelsey furnace than by any other way. Will heat your house better, without gas or dust.—*Geo. H. Stibbs, Hartford, Conn.*

Range Seekers. Here's Barstow's latest model. The Crystal Bay State. In construction, appearance efficiency, it is positively a "top notcher." Don't fail to see it.—*The Mellen & Hewes Co., Hartford, Conn.*

Don't you want to begin the new year with a new Magee range? It would be a particularly delightful change, if it happens that you are now using an old range, or a range that, for one reason or another, does not give satisfaction. The happiness or unhappiness of many a household can be traced to the kitchen. In the kitchen it is found that the trouble was with the range. If you buy a Magee range there will be no range troubles. It is a perfect range. Economical of coal and prodigal of heat. Will bake more bread on one hod of coal than any other range built. And it is not overpriced. It is a range proposition that you will find full of interest for you.—*Bruce, Filley & Co., Hartford.*

Stoves, ranges and heaters. We again call your attention to the most important part of your home, the kitchen. We sell the best stove, range and heater that can be procured. We guarantee them to give you perfect satisfaction as cookers and heaters. You must be satisfied or we will refund your money. You may buy a stove or range from us and make a deposit to show good faith on your part and we will give you a written agreement that after we set our stove or range up in your kitchen, we will any time within thirty days after trying the stove refund your money and remove our stove without any cost to you. You can have the best range in the house for \$4.00 down and \$4.00 per month, and on stoves from \$2.00 to \$3.00 down and \$3.00 per month, or you can pay the balance at the expiration of thirty or sixty days and get a discount.—*A. G. Rhodes & Son, Mobile, Ala.*

The St. Clair radiant hot blast heater. For burning an inferior grade of coal, to obtain the very best heating results, economically, we want to call your attention to this practically built St. Clair heater. The fire pot is very heavy, and ribbed; this feature makes it durable and lasting. This adds to the life of your stove. The feed door is so arranged to admit the fuel without spilling any coal on the floor, and dampers are so arranged that all smoke or gas is

taken off without filling your room with smoke when the fuel is being fed to the fire. These features alone recommend the radiant, but many others will be shown to prospective purchasers. See the radiant; it will heat your home at a light running expense.—*The Grote-Rankin Company, Spokane, Wash.*

There was a young woman who started to bake. Her range wouldn't work though a well-known make. She said "to-day I must hasten away, And get me a range that will bake every day." And she went to—*Crane & Lockwood, Binghamton, N. Y.*

You need a stove in the house. Grates are very cheery looking and architects rave over them and all that and all and all that. But when it gets down to the cold matter of dollars and cents it takes a whole coal mine to keep the average Memphis house even half way warm. Is genial warmth such an intangible blessing that every member of the family wouldn't be sure to appreciate it? Now the radiant home air blast heaters will heat the whole house as warm as toast and do it with far less coal than you now use in two or three rooms. It is the best heater there is short of the expensive hot water heating plant, which costs ten times as much. Why not come in and look at them, you'll decide that it is the best family gift you could make.—*Orgill Brothers & Company, Memphis.*

To get that appetizing, brown appearance and outside crispiness on roasts of lamb, beef, etc.—to keep their goodness in them—they must be basted. In the old style stove this necessitated reaching into the hot oven and moving the hot, heavy pan and holding it in the front of the oven while it was basted. A tedious performance with unsatisfactory results. The draw-out over rack of the Imperial Oxford Range makes basting a simple and successful operation.—*The Gurney Foundry Co., Windsor, Ont.*

On merit, and merit only do we make claims for the Regal Stuart. We ask a careful comparison with other ranges before buying. The owner of an *R. S.* range with reasonable care will have a safe and practically permanent investment. After once using you will fall in love with the Regal Stuart.—*J. Lyon & Sons, Hartford, Conn.*

Quality counts in ranges—and that is why New Kineo stoves have been held in greatest popularity all these years. New Kineo ranges are always to be depended upon to do the right thing at the right time.—*Noyes & Nutter Mfg. Co., Bangor, Me.*

The Buck's Hot Blast is built on scientific principles—it does not permit the 38 per cent. of gas and smoke in soft coal to escape up the chimney, but burns it up—*turns it into fuel*. That is why it is the most wonderful heater in the world. How can it help but be popular when it actually pays for itself in the fuel saving.—*Crews-Beggs, Pueblo, Colo.*

Fuel economy is an important feature in a range. Almost as important as good cooking facilities. Every housewife wants to do good cooking, but she doesn't want it to cost her too much in fuel. The good cooking qualities of the Imperial Oxford range are enhanced by its great fuel economy. The big scuttle of coal of other style ranges is replaced in Imperial Oxford homes by a smaller scuttle less often used.—*The Gurney-Massey Co., Montreal, Can.*

There was a young woman who started to bake,
Her range wouldn't work though a well-known make.
She said, "to-day I must hasten away,
And get me a range that will bake every day."

She purchased a Household, it worked like a charm,
And no baking days now fill her with alarm.
If you wish a new range to replace the old,
"Your Credit is Good" for the famous Household.
—*Household Furnishing Co., New Bedford, Mass.*

If the house is cold, remember that we've reduced prices on all parlor stoves and that "your credit is good" for the best stove here.—*The Household Furnishing Co., New Bedford, Mass.*

The Glenwood Home Grand range with asbestos lined oven and two oven shelves bakes three rows of food evenly at once. The asbestos lining keeps the oven at an absolutely even heat throughout, and with two oven shelves will finish the baking in one-third the time with less fuel. It triples baking capacity.—*C. F. Wing, New Bedford, Mass.*

Congress has opened! Many important questions will now be settled. We wish to settle an important question for you, and advise you not to put off buying as a boy does tooth pulling, until compelled by suffering to make a move. As the temperature goes down, prices go up. Let us sell you your stove now.—*C. C. Griffen, Altoona, Pa.*

Say Household Furnace to the carpenter who is building your house. Next

winter, when the north winds come whistling around your new house, you'll thank us for telling you about the Household Furnace. The good-size wrought iron fire-pot, brick-lined, the Horseshoe Radiator, and the Patent Indirect Draft revertible Flue, all combine to make this the most efficient furnace built.—Ask *S. C. Lowe* about it. *New Bedford, Mass.*

Household ranges are "built to bake." Look at the large, honest ovens that will bake sixteen pies at once.—*Household Furnishing Co., New Bedford, Mass.*

The "Kitchen Queen" Steel Range, the pride of all Indiana, is made of true, strong, cold rolled steel plate, gauged in the thickness to the strain it must stand, which forms the walls or sides, the joints of which are absolutely air tight. The end walls and those around the firebox and reservoir are double thick, with an interlining of asbestos board—not paper or any substitute. These three thicknesses: steel, asbestos, steel, are fastened tight together, not only insuring great durability, but economy of fuel and quick heating. Every "Kitchen Queen" Steel Range warranted to bake, cook and heat.—*People's Outfitting Co., Indianapolis.*

There is a downright satisfaction, say nothing of warmth and comfort—in having a furnace that will burn any kind of fuel with economy and success, and keep one's house at a warm, even temperature at all times, that cannot be reckoned in dollars and cents.—*Round Oak Furnace Co., Lansing, Mich.*

The bane of common ranges is their uncertainty. Can't tell what they will do under given conditions, they are freaky, eccentric, tricky—sometimes they burn fiercely, at others you can get no heat—never can rely upon them. Why not have a non-worry, easily-managed, smooth-working range like the "Pandora" when it costs no more than the other kinds? You can set the "Pandora" to do a certain work and it does it—you can do anything else meanwhile. Take the air, don't be a slave to your range or your work.—*McClary's, Montreal, Can.*

Glenwood Ranges.—Wonders in economy, requiring the minimum supply of fuel.—*C. F. Wing, New Bedford, Mass.*

No use delaying! Don't let the next cold snap catch you unprepared. The rush in our stove department will grow as the winter approaches. The sooner you get a Glenwood the quicker will comfort come.—*C. F. Wing, New Bedford, Mass.*

Most stoves have improper draft and are also extravagant with coal. The grate uses oceans of air and oceans of coal both, and incidentally most of the heat is spent in reducing the outside temperature, via the chimney. The Radiant air blast heater is built on the real scientific basis with pockets all around the fire bowl so as to bring the draft to the fire on all sides and over the fire as well as under the fire. This burns up all the gas, soot, dirt and even the clinkers, and will keep your whole house warm with the coal you are spending on two rooms. Not expensive either.—*Orgill Bros., Memphis, Tenn.*

We carry Buck's Heaters in all styles, for wood or coal, and at all prices. The greatest feature of a Buck's Heater is its fuel-saving qualities. Fifty-eight years of heater construction and careful study of details has been applied to make them the most perfect heater sold. We have thousands of customers who are ready to praise the superiority of a Buck's Heater. If interested, come in and look them over. They are the handsomest heaters in the market.—*Tull & Gibbs, Spokane, Wash.*

No modern kitchen is complete without a "Souvenir" range. The "Souvenir" is a well and durable made stove—an excellent baker and water heater—while for ease of management and economy of fuel it is absolutely without an equal.—*McDonald & Willson, Toronto, Can.*

Say nothing of warmth and comfort in having a heater that will burn any kind of fuel with economy and success, and keep one's house at a warm and even temperature at all times that cannot be reckoned in dollars and cents. The St. Clair Air Tight and Hot Blast heaters have the reputation of being just such heaters.—*Watkins Bros., Pueblo, Colo.*

It's the pride of all Indiana, is made of true, strong, cold-rolled steel plate, gauged in the thickness to the strain it must stand, which forms the walls or sides, the joints of which are absolutely airtight. The end walls and those around the firebox and reservoir are double thick with an interlining of asbestos board—not paper or any substitute. These three thicknesses: Steel—*asbestos—steel—*are fastened tight together, not only insuring great durability, but economy of fuel and quick heating. Every "Kitchen Queen" steel range warranted to bake, cook and heat.—*People's Outfitting Co., Indianapolis.*

You know this is the time of year to

be thinking about how you are going to heat the rooms. What stoves you need and where you are going to buy them; what you are going to pay. We have during this Removal Sale a money saving sale. If you want a Stove, Range, Heater or Baseburner, we will save you 25 per cent.—*Emahizer & Spielman, Topeka, Kan.*

A stove-top hot—all over—a steady, even heat—are things appreciated by every housewife. The difficulty with the ordinary stove is that the fuel is fed under the lids—making two separate pyramids of fire—and an unevenly heated stove-top. Buck's stoves have extra large pouch feeds—allowing an even distribution of fuel—the entire length of the fire-box. The pouch feed also serves as a broiling door. Reasons—both of them—why you should own a *Buck's stove*. But there are many more good reasons. Let us tell you of them—and about our terms and prices—to-day.—*A. G. Rhodes & Son, Mobile, Ala.*

A *Monarch Range* is the best investment an economical woman can make. You can have a hot fire in five minutes with this range. Simply pull out the handle of the duplex draft and your fire burns up briskly and hotly. Around every opening and all through the range are malleable iron frames riveted tight and solid to the range body, opening up and causing air leaks.—*McGowan Bros., Spokane, Wash.*

Watch the window display. To-day we will place on sale a delayed car of granite iron several months in transit, but luckily bought before the advance, which means 25 per cent. of a saving to us, and to you the savings in many instances are one-half the price we would have to charge you had we to buy at the stiff advance placed on *granite iron*. For rapid selling we have placed them on tables as follows.—*Rhodes Bros., Tacoma, Wash.*

The *Early Breakfast Steel Range* is positively the best low price range in Spokane. It is not cheaply made, we simply make it a leader and sell it cheap. The materials that enter into its construction are the best and are carefully selected. The iron is all new pure pig iron of the best quality. The oven is large and the bottom so braced that it will not warp. The fire box is sufficiently large and yet not so large that it is not economical with fuel. The dampers and drafts are arranged in a scientific manner and will give best possible results. Price \$35.—*Globe, Pratt & Robins, Spokane, Wash.*

Garland Stoves are perfect and even bakers—durable and fuel savers! Garland's need no schemes to sell them! They sell on their reputation. What gave them their reputation? Their merits—which have stood the test of time half a century. They cost no more than cheaper makes.—*Harrison, Schulze & Co., Waco, Texas.*

New Perfection Wick Blue Flame Oil Cook-Stove saves fuel expense and lessens the work. Produces a strong working flame instantly. Flame always under immediate control. Gives quick results without overheating the kitchen. Made in three sizes. Every stove warranted. If not at your dealer's, write our nearest agency for descriptive circular.—*Standard Oil Co., Joliet, Ill.*

We are the home of the "Star Estate" range, one of the highest class ranges on the market. Carries a strong guarantee; gives perfect satisfaction. Should you want a cheaper range try our "Western," a fine, medium priced range. Or if you must have a still cheaper one, our "Leader" is without doubt the best cheap range sold to-day; made in three sizes, any one of which will give honest service.—*Standard Furniture House, Spokane, Wash.*

The stove that keeps you warm. The Manitoba Air Tight Heater is one of the best wood stoves on the market to-day—certainly the best value ever offered at the price. 26 gauge, cold rolled, planished steel bodies, heavy double seamed top and bottom, corrugated sheet steel lining above fire belt, nickel urn and nickel plated crew draft at bottom, heavy cast legs.—*Hudson Bay Co., Winnipeg, Can.*

How you can save in fuel every year \$10. Have the great revolving fire-pot which is made in two pieces—that is to allow the air to pass into the fire between the two pieces instead of all coming in at the bottom. Hot fire where you want it, at the outside edge instead of the middle, where you get little radiation from it; and then the lower piece revolves, just put the crank on, give it a turn, and the fire-pot is as clean as a whistle. No poking, no fussing, no muss, no dust—it's the most durable fire-pot ever placed in a stove, and will save you a ton of coal every year you use it. "Garlands" are the only heaters which have revolving fire-pots. Prices of "Garlands" are \$40.00 to \$65.00.—*C. A. Reinhart, Grand Forks, N. D.*

Your kitchen will never be complete until you have a Stamford Range. Stop wasting fuel and time with an unsatis-

factory range. Buy a Stamford and you will have a range which possesses not only beauty and strength, but embodies, as well, the constructive skill that makes for the greatest utility at least fuel expense. Stamford ranges are made in the oldest stove foundry in America and constructed throughout of the best materials obtainable and in the most approved manner. There is a Stamford model to suit your kitchen. Made in large sizes and small; some of plain and simple design—others highly ornamental. Buy a Stamford and get the best.—*Horace R. Nash, South Norwalk, Conn.*

This duplex grate will burn any kind of fuel. The first cost of a *Buck's stove* is but a small part of the original cost—the stove is so long-lived that it eats up many times its original price in fuel. A very small saving of fuel each day, means a tremendous saving during the lifetime of the stove—a saving of many times the original cost. This duplex grate saves fuel—for it admits oxygen to the burning fuel in such quantities that all its heat-giving power is exhausted and used. And further—this grate may be changed—in an instant—so as to burn either wood or coal, and it may be easily removed for cleaning or repairs, and without disturbing the water back. The fuel-saving quality of *Buck's stoves* should alone be a sufficient reason why you should own one. But there are other reasons. Let us tell you of them—to-day.—*A. G. Rhodes & Son, Mobile.*

St. Clair Ranges. The popular Reliance. The St. Clair Reliance is our medium-priced steel range and we are showing a complete line, from the small size, with a 14-inch oven, up to a range with a 20-inch oven and reservoir. Fuel saving, durability and attractive appearance make the Reliance one that will fill each housekeeper's stove wants. Let us show you the Reliance and its points of merit. We sell them on the easiest terms and guarantee satisfaction.—*The Crote-Rankin Co., Spokane, Wash.*

Get a new gas range for Christmas. And by all means a New Process Visible. No chance for explosion. In lighting the oven burner on the New Process Visible, it is necessary to open the oven door. This insures absolute safety, as no gas can accumulate in the oven before lighting. After the burner is lighted and the door closed, the burner can be plainly seen in operation through the mica opening and easily regulated without the necessity of opening the door and allowing the heat to be wasted.—*A. F. Wheeler, Lexington, Ky.*

HOSIERY

"No close confining work for me,
No cooping up from day to day,
When I have taken my degree,"
I confidently said to Mae.

Alas! unconsciously my gaze
On two trim ankles chanced to lurk;
With saucy smile the maid remarked,
"You seem to fancy open work."

—Cornell Widow.

Echoes from our annual sale and the August clearing up give you the Loeser quality of stockings and underwear at lower prices than the makers' cost.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Specials in Seasonable Hosiery.—But few things in the wardrobe wear out so rapidly as hose and you never knew a child who could not keep its mother busy darning stockings all the time. It isn't how much you pay for hosiery, it's how good they are. These values are good and the prices are low.—*A. Hamburger & Sons, Los Angeles, Cal.*

Good Sorts of Hosiery.—The following items contain explicit information about being well hosed at the smallest possible expense—next to having the hosiery given to you. There's news for men, women and children—and the socks and stockings mentioned are just the sorts you'll need for weeks to come. And you won't find equally low prices for such excellent qualities anywhere else.—*Wanamaker's, New York.*

Famously good stockings for little folks.—*Chamberlin, Johnson, DuBose Co., Atlanta, Ga.*

We couldn't suggest anything in the way of hosiery cooler than these drop-stitch stockings with the open work all the way around and running down to the toe.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

It has been such a busy year with us in fancy hosiery that we have hundreds of pairs of this and that size from this and that line—so many different ones that we never could bother to keep them separated in their shelves. The easiest way is to close them out at no matter what price. In most cases they are the prettiest hosiery we have had. You know it's the prettiest lines that first be-

come broken. So we shall conduct a sale of fancy hosiery the like of which hasn't been heard of in Los Angeles.—*Hamburger's, Los Angeles.*

Summer Sale of Hosiery.—Was the hot weather waiting for this sale? Certainly no offering we ever made was more timely; for here are exactly the garments vital to hot weather comfort, offered at quite positive—some at almost sensational—reductions, just at the moment when hot weather is ready to pounce upon us in earnest.—*Wanamaker's, New York.*

The hosiery styles for autumn have been settled, and the Oxford gray novelties have been enthusiastically accepted by well-dressed men.—*The W. G. Simmons Corporation, Hartford, Conn.*

Children's Day in the Hosiery Sale.—Every mother knows what active children are when it comes to stocking-darning time. Now, this sale has made it entirely unnecessary for women to strain their eyes or waste their time and patience darning children's stockings. Stockings are cheaper than the value of a mother's time. Fill the children's stocking drawers at the hosiery sale Saturday and devote your darning time to a pleasant book and a quiet rest. Don't forget your own requirements, either. The hosiery sale provides hosts of hosiery for everybody, though it's the children's we itemize today.—*The Robert Simpson Co., Toronto, Ont.*

Women's Lisle Hosiery at 19c. Go east, west, north or south, madam, and you won't find an equally good hosiery value. You know the value of fine brilliant lisle thread hosiery. Well, these are made in lace work effects, too, all the more desirable for that, eh?—*S. P. Dunham & Co., Trenton, N. J.*

A hosiery harvest. That's to say—for you the harvesting, for us the winnowing. We've been sorting over our stock of men's and women's hosiery—ejecting small lots. Then some shipments arrived late—these join the gathering. A mighty interesting gathering, too—all attractive summer styles of hosiery, at an average of half price.—*Wanamaker's, New York.*

School hose. Regular fence climbers!—*Newman's, Brooklyn, N. Y.*

Children's Hosiery.—As the mother sits patiently and darns the stockings of her young family she wonders if there is any stocking made that a school girl or boy can't wear out. It is true that some stockings are superior, but no active school child can show you the difference. Be philosophical and don't buy expensive hosiery for the juvenile element. These values are just right.—*Hamburger's, Los Angeles, Cal.*

School Stockings That Will Wear.—One of the hardest trials of the mother who takes pride in her romping boy's appearance, is keeping his stockings from getting "holey." We can't prevent the rough and tumble of school life, but we can provide the boys and girls with hose that are thoroughly dependable and are as durable as yarn can be made, reinforced, too, where there is most wear.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

We at last have something that everybody wants. A stocking with a linen knee that will wear not wear out. They are for both boys and girls.—*Jas. E. Walker & Co., Frederick, Md.*

A sale of spring and summer hosiery and underwear. This is an offering of excellent garments for both men and women, in exactly the weights that are wanted at this time.—*The Wanamaker Store, New York.*

Everything to make little feet glad in the way of pretty stockings.—*The Waschauer Store, Madison, Ill.*

Savings on Hosiery.—Whether you wish the serviceable cotton hose or most elaborate silk ones, we have them, and are offering them at such a great reduction that the saving will warrant your buying for future use, if not for present needs.—*C. H. Janes Co., Spokane, Wash.*

Several thousand pairs of rattling good 50 cent hose.

Mostly darkish patterns.

All sizes.

Twenty-five cents a pair.—*Rogers, Peet & Co., New York.*

Serviceable Hosiery.—Our stock is all carefully selected for superior quality and serviceableness, for artistic patterns and permanent coloring. We carry an assortment that enables us to supply every need, from the boys' strong bicycle hose or the smallest infant's socks to the finest silk lace patterns.—*J. W. Robinson Co., Los Angeles, Cal.*

Men will rush for this splendid hosiery, close to half price. Heretofore it was impossible to secure this splendid hosiery in Canada. It could only be bought in England. A Canadian manufacturer installed the necessary machines to knit them, and to introduce them, offered us the first knitting at close to half price. It was like giving them away.—*The T. Eaton Co., Winnipeg, Can.*

Got a boy at your house? One of those romping, noisy, healthy, real boys—with a vigorous appetite and a wonderful power of getting through his clothes? We've a line of stockings he can't wear out.—*Moore & McLeod, Charlottetown, P. E. I.*

This hosiery question is a most important one, especially with the mothers. How often you hear, "My boys are so hard on their stockings." Well, now, look here—We've been thinking about you and are putting into stock this week the greatest line of hose for boys we have ever shown.—*J. B. Hill & Co., St. Thomas, Ont.*

In stylish sox we have any style you want.—*American Clothing Co., Kenton.*

Here's an instance where by spending money you make it—every pair of these socks or stockings—kinds for the whole family—is much under the lowest market price.—*Abraham & Straus, Brooklyn.*

Hosiery in Satisfying Assortment.—An inkling of some of the season's daintiest hosiery may be gained by a glimpse into one of the Main St. windows. It's but a drop in the bucket, however, to the lavish assortment that hosiery counters show. There you will find everything that clever makers can fashion from cotton and lisle in black and white, white and black, and fancies in almost endless variety.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Ladies who like niceness in hosiery will do well to read—and buy. A black cotton hose, guaranteed stainless, extra finish, spliced heel and toe, 12 1-2c. a pair.—*McConnell & Co., Scranton, Pa.*

Great sale sample hosiery continues. Women!—are you getting your share of these wonderful values?—*The Big Store, Marion, Ind.*

Men's hosiery and underwear. In quality, assortment and exceptional values for money expended—we easily lead! This is no idle dream; but cold, hard facts of which you can easily convince yourself by an early visit to our store. Be your own judge. Without further argument we submit the following specials for your consideration now; feeling more than assured of your subsequent purchase.—*Robbin & Padden, Utica, N. Y.*

Stevens' Special Hosiery.—Bewildering assortment; moderate prices. Learn to know the Stevens special brand of hosiery; you will profit by the acquaintance.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Bait for Boys.—Several hundred dozen more of the good long stockings that we occasionally sell under price. Fast black; seamless. Sizes, 6 to 10; 2 pairs for 25 cents.—*Rogers, Peet & Co., Brooklyn, N. Y.*

Boys' Stockings.—When boys' stockings cost as little as these, what's the use of darning? They really encourage laziness, but then this is lazy weather.—*W. C. Cameron, Victoria, B. C.*

Are you in need of good stockings? Numerous trade circumstances place these excellent values within your reach—make the most of them.—*L. S. Plaut & Co., Newark, N. J.*

Our packing Room Looked Like a Wholesale Hosiery House.—This past week our spring stock of 1,000 dozen Topsy Hose arrived, and it makes a tremendous showing. In this stock there's everything worth showing, buying or selling. It is as complete a line as any Eastern concern ever carries. We surely can suit you if any one can.—*Harry Johnson & Co., Pueblo, Col.*

Hosiery Novelties.—It's in evidence in the hosiery department just the same as it is in every other department of our store—the new novelties and original creations are always shown here, long before you see them elsewhere. We have to show you to-day many designs in French, English and German makes that are quite different to any you've seen heretofore.—*Daniel Bros. Co., Atlanta.*

Put a pair of These Stockings Through Your Finger Ring. Easy enough to do it—they are the cobwebbiest sorts you ever saw, and they are very much the present rage, too.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Here's Hosiery of Special Merit At Prices Specially Low. Women would do well to buy their summer supply of hos-

iery at the special prices quoted Monday.—*Siegel-Cooper Company, Chicago.*

New Hosiery in the Very Newest Colors. Those who are going to buy new hosiery to-morrow will likely wish to peep at these new hose in the latest shades of tan, in lisle and cotton. Some are plain, others embroidered in assorted colors. Many beautiful all-over lace hose and hose with lace ankles.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

A blue stocking—and an aristocrat. Some years ago a friend of the store while traveling abroad found in a little German shop stockings that proved to be the best he had ever worn. They were of specially fine lisle thread and dyed a good navy blue. They kept their shape perfectly. They were fast color. They were the coolest hosiery and the best wearing hosiery he ever tried. He told us about them and the result is that they have been for some years a feature of the Loeser Store for men. You cannot buy them anywhere else in this country. Very many of Brooklyn's best dressed men wear them almost exclusively. They are especially attractive in summer, when a navy blue, which is the only color, makes a particularly pretty contrast to tan shoes.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Best Stock Tan Hosiery in the City—We know—because we have taken pains to find out—that in all the city there isn't another stock of tan hosiery for women that equals in variety and attractiveness the one we have ready now.—*Frederick Loeser & Co., Brooklyn.*

Experienced people say nothing like it has ever been seen here before during the last thirty-seven years of merchandising in Atlanta. The quantity is colossal—the variety is immense—the values are irresistible and the prices the lowest ever offered. Our hosiery, knit underwear and men's furnishing departments, with counters extending a distance of one hundred and eighty feet, were thronged all day yesterday with people buying earnestly and assuredly. No crowd too great to handle, but with happy, satisfied countenances, selecting with pleasure and the aid of plenty of competent salespeople, a host of people secured the greatest bargains ever put before them. It's not ended. The quantity is too large to exhaust in one or two days' selling. The values are just as fine, the variety is just as choice for to-morrow's business. We expect an even greater crowd to-morrow and will have more salespeople ready to serve.—*M. Rich & Bros. Co., Atlanta, Ga.*

Dependable stockings of more than usual goodness at the prices. You may as well have what's best and most correct—particularly when such exceptional values as the following are to be had.—*Kaufman, Colorado Springs, Colo.*

The popularity of the low shoe this season gives greater prominence than ever to the hosiery. Our lisle thread hose with neat hand-embroidered effects in colored silk are the most desirable combination of service and attractiveness. Brown shades to match our tan shoes, the new Dresden and Cadet blues for complimentary contrast with tan, the grays for patent leather, besides the standard blacks and whites. We also have some very choice offerings in silk and combination silk with lisle thread. Right up in the front of the store where you can be served at a moment notice.—*Alliance Footwear Co., Rochester, N. Y.*

One year ago we celebrated our fourth year in hosiery with a grand sale that surpassed any similar sale that ever took place in this city. We now celebrate the close of the fifth year with a sale that surpasses that of last year. There are thousands of dozens of hosiery at such sacrifice prices as to shake the stocking trade of this town. Every pair a positive bargain; new, seasonable goods; direct importation.—*Cammeyer, New York, N. Y.*

Pure silk hose, in light blue, pink and black; plain and dropstitch styles; also a lot of black lisle hose, elaborately embroidered and appliqued—broken size assortments, only one and two pairs of a kind—at vast reductions this week. They are this season's accumulations. We are going to dispose of them at about half the original prices.—*Titcher-Goettinger Co., Dallas, Tex.*

Hosiery that has come from over the sea. Much of our hosiery is shipped us from abroad. And the latest importation has just reached this store. The cases have been opened, the wrappings removed and the modish and most excellent of the fresh season's hosiery is massed on our counters—to please particularly critical customers. Cold type is an unsatisfactory medium through which to give much idea of what we have to show you. Ten minutes spent in our hosiery department will tell you more.—*The Reid & Hughes Dry Goods Co., Waterbury, Conn.*

These stockings will be purchased by the dozen pairs if women realize what extraordinary value they are. Just think of being able to buy two pairs of excellent stockings for the ordinary price

of one! They're in sheer lisle thread, with dainty lace insteps and allover lace effects—20 different styles for selection—in black and smart tan shades; also plain gauze lisle thread stockings, the coolest summer stocking made—in tan and black. All sizes. Take your pick at 12 1-2c. pair.—*Bloomingdale's, New York.*

Another phenomenal hosiery and underwear sale. Stockings, and half hose for men, women and children at prices so ridiculously low that it is impossible to appreciate how fine the goods are until they are seen. They are samples and consequently the maker's best in each line, but as samples they are not in boxes or packed fancily, but absolutely perfect in themselves.—*Abraham & Straus, Brooklyn, N. Y.*

Somebody said the other day—"I always go to so-and-so's for stockings. They have such good ones there at three pairs for a dollar." Naturally curious, we made comparisons with our own three-for-a-dollar sort, and the result was all in our favor. This is just by way of example. Whatever you pay for stockings here, whether it be 12 1-2c or \$8 a pair, you may be sure of getting the best value you can obtain anywhere for the outlay.—*Schipper & Block, Peoria, Ill.*

Within this price range you may expect to find to-morrow such hosiery as rarely comes within this price limit. Lisle, Maco cottons and Egyptian yarns. Fast dye blacks, ribbed or plain; some lace lisle threads for women are among them.—*S. P. Dunham & Co., Trenton, N. J.*

They come to us from two of the most prominent importers in the trade, at a price that enables us to offer the very finest hosiery ever brought to this country—intended for this spring's trade—at prices that no thrifty woman can afford to ignore. This is an extremely rare opportunity to buy your season's supply for very little money.—*Ehrich, New York, N. Y.*

This great annual money-saving hosiery function sounds the keynote of substantial economy. A host of people look and wait for it that they may supply their needs for a whole year. This year we are a few days earlier with this sale, but the extra advantages we give will make it all the more acceptable.—*Hahne & Co., Newark, N. J.*

Fay stockings—a great thing for the children. No garters, no tearing of stockings but a good protection against the cold.—*New York Store, Crookston.*

Hosiery at Almost Half Price.—Very attractive Hosiery at still more attractive prices—that is the only way these lots can be properly characterized.—*Straubridge & Clothier, Philadelphia.*

Women's Lisle Hose, a Variety of Patterns, 25c. a Pair.—To-morrow we place on sale a variety of women's lisle hose at 25c. a pair. These usually sell at 35c. and are good value at that price. Choice is from black lace lisle all-overs, black lisle with lace ankles, black lisle lace ribbed, or plain black lisle.—*Joseph Horne & Co., Pittsburg, Pa.*

Lost, Our Black Cat.—When he saw our heavy ribbed with double thread and fast colored with deep head tops cotton stockings at 15c., all sizes, he left in disgust. He said it almost made him mew. As we have only 600 pairs that we will sell, he promised to come back. Finder will be rewarded with a pair of double knees, double toes and double heels, extra long length, Black Cat Stockings, worth 45c. To-day's customers will have a choice of other makes at 10c., 15c. and 20c. But the Black Cat brand at 25c., 35c. and 45c., is best.—*Jas. Paton & Co., Charlottetown, P. E. I.*

Low shoes mean for most men higher priced hose than with high shoes—one's socks are so much more in evidence. It's a lucky chance that brings higher priced hose to a lower price level just at the beginning of low shoe time. Several hundred dozens of samples of imported fancy hose, from probably the biggest importers of high grade hose—so far as we know, all are 75 cents and \$1 qualities. Of a distinction in pattern and coloring rarely found in less expensive grades. 50 cents a pair.—*Rogers, Peet & Co., New York.*

Hosiery seconds never masquerade here as first quality. While in many cases you would never detect these trifling defects in knitting, we are frank to tell you that they are there. These ladies' hose are seconds and hence are very cheap.—*Sibly, Lindsay & Curr Co., Rochester, N. Y.*

Now for Tons of Socks and Stockings. Annual hosiery event without an equal. The same reasons which have always made our great white goods sales of such unparalleled success enter largely into the plan of this great sale. The merchandise itself is the best that the world's markets afford. The prices less than the cost of making. And as our purchase prices are the lowest known, our selling prices are all the more remarkable because we have sacrificed profit. You will find this the larg-

est display of the kind ever made in retail merchandising—the very newest things for Spring and Summer wear, the catchy colors, as well as the more subdued shades and ever serviceable blacks. These prices cannot be duplicated after this sale—cotton is going up—as you know the opportunity is now—and includes men, women and children.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

Notable values in new spring hosiery. Import orders for these splendid spring stockings were placed far enough in advance for us to positively assure a saving of from 25 to 40 per cent. Duplicate orders will necessarily have to be filled at current prices; therefore, it certainly behooves you to supply your spring and summer needs while such exceptional price opportunities exist.—*L. S. Plaut & Co., Newark, N. J.*

A child's stocking which can be guaranteed for wear, is a sure thing that at once attracts the attention of mothers who have trouble keeping the children in stockings.—*C. W. Hoyt & Co., Galesburg, Ill.*

The well dressed woman of to-day is just as particular in the selection of her hosiery as any other portion of her apparel, for you'll find no greater mark of refined good taste than proper hosiery. Dainty stockings enhance the appearance of a neat pair of shoes, and it is to those who appreciate a fine quality, superior finish and a dainty style that our Gordon Dye' hosiery appeals.—*Bon Marche, Asheville, N. C.*

To give the best of value is always our ambition. Value shows up really in children's stockings, for there is no article of wear that must bear rougher usage. At first we could not get just the right sort of child's stockings, but for the last two years we have been carrying one line exclusively, and they are giving satisfaction to every one. In dye they are stainless, fine and heavy rib—10c and 13c a pair.—*Kline Bros., Altoona, Pa.*

A guaranteed hose for 25c. Surely a much needed stocking since most stockings sold at 25c and even more, fail to give the satisfaction they ought. Since putting in the stockings we have greatly increased our hosiery business, and so many ladies ask for it having been told about it by their friends.—*C. W. Hoyt & Co., Galesburg, Ill.*

Warm Hosiery for Cold Days.—To use a trade term, we're a little "long" on several lines of hosiery—and to quickly reduce stocks we've reduced the prices.—*Kaufmann's, Pittsburg, Pa.*

Men's fancy hose. Many new and beautiful designs. Just the thing for your new Oxfords. If it's the quiet patterns you like they are here.—*A. Bellak, York, Pa.*

Hosiery for women to wear now. The stockings are new arrivals, in the popular plain black; carefully made, well proportioned and very moderately priced.—*John Wanamaker, New York.*

Honest hosiery. That is the keynote to our success in this department. They'll wear; they'll wash. They will give you every satisfaction that a good stocking can give, and they will not cost you any more than the trashy kind.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Bring to your mind every kind of high-grade hosiery you know of and you cover a description of these 1,350 pairs of hosiery which have been used as samples by a leading importer. In the assortment can be found plain lisle, open work lace lisle and cobweb lisle hosiery, all with garter top, double heel, toe and sole; some are fancy embroidered. The colors are tan, black, white, champagne and a good sprinkling of fancy shades. None are worth less than 50c, some as much as \$1.00, choice 29 cents.—*The David-Straus Co., Newark, N. J.*

We have made quite a study of the hosiery question, and we firmly believe that Verge's hosiery excels all others. Particularly is this true in regard to our Fay hose. One pair of these hose will outwear a number of pairs of any other kind, and then, as they fasten directly to the waist no hose supporters are needed, another big saving; and again, they protect the upper limbs on account of the length.—*Verge's, Great Falls.*

You will be well repaid for the time you may spend in a critical examination and thorough comparison of our hosiery with others. The new novelties—late ideas for evening wear—are here. In the showing you will see many patterns others are exhibiting as "exclusive designs." Get their "exclusive" pattern in mind—come here and buy it for about half or a third less.—*The New Store, Minneapolis, Minn.*

A soft, durable hosiery, made especially for tender feet—every pair is made from the finest combed Egyptian maco yarn, with a natural sole. Being in its natural state, is free from acids, chemicals and dyes and positively does not burn the feet—these stockings are durable and very elastic, full 28 inches long—made in Chemnitz, Germany, the home of fine hosiery—fast black, dyed by Hermsdorf, double soles, heels and toes,

in two qualities.—*Simpson Crawford Co., New York, N. Y.*

Hosiery—a bigger, better, brighter stock than ever before. Styles, qualities and prices that tempt buyers to take them away by armsful. Eyes and hands trained to the work selected every pair. Nondescript sorts were omitted, kinds made for costermongers' carts were passed—products of inferior yarns merely pressed into shape instead of being woven full-fashioned could not get into the company of our high-class, thorough, perfect goods.—*Chamberlin-Johnson-Du Bose Co., Atlanta, Ga.*

Hosiery of the finest character, so perfect in workmanship and high in quality that we stand back of every pair, will to-morrow make one of the most remarkable offerings we have had to announce yet. All of the stockings are new. They come from the best makers of Chemnitz. They are perfection in weave and the very latest in styles. They make a hosiery sale of a new class—a sale that offers stockings which are seldom to be bought under price.—*Frederick Loeser & Co., Brooklyn, N. Y.*

You'll do well if you snap up this chance to lay in a good stock of hosiery for this fall and winter. This hosiery is of just the very weight that you want, and the styles and colorings throughout this great assortment give the widest possible range for selection.—*Bloomingdale's, New York, N. Y.*

A few years ago an American went into a little German shop and bought some stockings. There seemed to be nothing unusual about them at that time, but he found them to be far and away the best stockings he had ever worn.

They were made of a peculiarly fine lisle thread and dyed a good navy blue. They did not lose their shape, as stockings ordinarily do. They fitted as perfectly after many handlings as at the beginning. They were absolutely fast color and the coolest hosiery he had ever worn. So satisfactory were they that after some investigation the American learned the maker of these stockings, and as a result they have been for a long time one of the specialties of the Loeser Store for Men.

Many Brooklyn men have tried them, generally because of some one's personal recommendation. Hardly any one will wear anything else, once they are known. The navy blue, which is the only color, is a particularly pretty contrast to the tan oxfords which are in such high favor this season.—*Fred. Loeser & Co., Brooklyn, N. Y.*

Many a woman looks forward to the February hosiery sale as an escape from the tediousness of the darning basket. And really it is not worth the time, energy and the eyesight to darn great holes, rents and worn places when hosiery is so cheap. Let us advise you to fill the stocking drawers while such prices as these for Monday are at your service.—*Simpson, Toronto, Can.*

Novelties of the highest order, just in time for the warm weather. Serviceable, cool, thin as tissue, made in all the desirable shades and weaves. Assortments are complete, and this is an opportunity to procure high-grade hosiery at much below the actual cost, which particular women will appreciate.—*H. O'Neill & Co., New York.*

Tan Hosiery—The Newest Styles.—We have a superb assortment, though many dealers complain of a scarcity. But, then, we foresaw the popularity of tan, and made our selections early. So there is no scarcity here.—*Strawbridge & Clothier, Philadelphia, Pa.*

Ready with Everwear hosiery. We are now ready again to sell you the Everwear hosiery having just received a large shipment. We will also announce the arrival of ladies' Everwear hosiery when they are here. They are sold under the same guarantee as men's. Realizing that when Everwear hosiery became known as the best wearing hosiery made—that when it became known that they would positively wear for six months, or new ones would be given in exchange free, we hastened to secure the exclusive agency for San Bernardino, and they cannot be bought in any other store than at The Hub.—*The Hub, San Bernardino, Cal.*

Astonishing bargain chances. No rest for the progressive—'tis a week of matchless values—we're up and doing. We're noted for good underwear and hosiery direct from the mills.—*Biller's, Davenport, Iowa.*

Hosiery. Do you want shapely, well-made hosiery that will not lose its style after its first introduction to soap and water? Of course, you desire to get it for as little money as possible; that's human nature. Here are some tempting offerings.—*Joel Gutman & Co., Baltimore, Md.*

The first business day of March presents spring styles of women's hosiery. Right at the beginning of the season, these remarkable values crop to the surface. Styles that mirror the fashion of months to come; qualities that stand for all that is thoroughly good and de-

sirable.—*Simpson Crawford Co., New York City.*

This is one of those rare hosiery offers which materialize so advantageously to the purchaser.—*Kaufmann, Pittsburg.*

You ought to have pretty hosiery in summer, especially if you wear low shoes. We have some very beautiful designs in embroidered and lace stockings, which, though very thin and cool in fabric are so splendidly made, and of such fine quality that they simply wear excellently. They are uncommonly good values and worthy in every way of the careful consideration of economical women.—*N. E. Ryan & Co., South Norwalk, Conn.*

Our hosiery pricing always creates unusual comment. If you will visit this department this week you will be no less surprised than on many former occasions. Another big deal consummated.—*Chas. A. Stevens & Bros., Chicago.*

The importer's entire surplus stock of the very finest and sheerest cobweb weight imported lisle thread will certainly make this the liveliest hosiery sale New York has experienced this Summer or any other. Every correct shade of tan is included—the kind that are so popular and will be, right up to cool weather. The patterns are the most stunning you've seen—all new. They're full length, lace lisle hose and the famous Hermsdorf dye puts the finishing touch to their desirability.—*Simpson Crawford Co., New York, N. Y.*

You'll find here the most exclusive showing of imported hosiery south of New York. The most important fact which we wish to establish in the minds of the ladies of Washington is that all our hosiery is imported—the newest French novelties are always to be seen in our immense assortment.—*Louvre Glove Co., Washington, D. C.*

The annual winter hosiery sale opens to-morrow. Never in full complement of our previous hosiery sales have we been able to show you so great an assortment at discount prices. We have sampled the output of the best factories in all of manufacturing Europe. We think you will be satisfied beyond the slightest question with the result. Quality considered, prices have never been so delightfully insignificant. We are not going to tell you the whole story to-day. We are simply offering three specimen values, which we want you to understand as fairly and squarely representative of half a hundred others.—*Simpson, Toronto, Can.*

Hosiery bargains. The strongest argument we might present in favor of the excellence of the hosiery specials is that the articles occupy the center sales counter, north side, the space allotted exclusively to the exploiting of offers better than the ordinarily good.—*John T. Myres, Albany, N. Y.*

Included in this assortment are gauze lisle and silk lisle, hand-embroidered and pure thread silk hose; the gauze are plain black, tan, light pink and navy blue; also opera length hose in pale pink; balbriggan in out sizes; silk lisle in black, with hand-embroidered insteps with garter tops, lace lisle hose in black, tan, light pink, light and dark blue, brown, champagne and the new shades of brown; black lisle with white soles or all white feet; gauze lisle with hand-embroidered insteps in lavender, green, blue and white; pure thread silk hose in black with embroidered insteps in assorted patterns; are positively fast colors; high spliced heels and toes and extra double soles.—*Hamburger's, Los Angeles, Cal.*

Wonderful values in Topsy hosiery. Martin's for good hosiery! You hear this every day. For years we have made a specialty of Topsy hosiery. We carry a complete line at all times, but just now we show the largest stock in our history. Our buyers saw the advance and placed orders accordingly. You can buy good hose at less than old prices. No matter where you see hose we can show the same or better quality at a less price. Investigate. Recently we overheard this conversation: "How do you manage to have your darning done so quickly? It takes me half a day to get my darning done." The lady answered: "It is easily explained. I buy all our hosiery at Martin's. Topsy hose do not require so much darning." Moral—do likewise.—*Martin's, Peoria, Ill.*

Large savings on makers' sample hosiery. Judging from the remarks made by the women who bought hosiery in this sale it is the most popular hosiery sale we've ever had. The true merits of these bargains are properly understood by those who bought them, we are positive of this from the mere fact that this hosiery are samples from the country's greatest makers, and if we do say it ourselves, samples are just a wee bit better than the goods they represent. This has always been the case with everything. We know and we tell you, to properly arouse your saving spirit tomorrow.—*Gimbel's, Milwaukee, Wis.*

Children's hose that will stand chil-

dren's wear. To keep the youngsters in hose—that's a problem for mothers to solve. But it's not so hard after all. Of course, children will kick holes into their stockings eventually, no matter what kind they are, but Eaton hosiery puts off the evil day as long as possible. We have had our children's hosiery woven specially for this store by the best Canadian and European mills, and our stipulations call for the best work that can be done.—*The T. Eaton Co., Winnipeg, Can.*

Women's fine black hosiery, made of extra strong maco cotton; guaranteed fast black; has double heel and toe; extra long and very elastic hemmed garter top.—*Redlick's, Fresno, Cal.*

The vogue for white stockings with low patent leather footwear started last season. It will reach the pinnacle of popularity this year. After all, there's a dainty old-time quaintness about the style that makes it charming. White hosiery, of course, with white footwear, for everybody. And never was even this hosiery store so splendidly prepared to meet the demand.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Silk hosiery sale—second day. If you couldn't come to-day, do so to-morrow. Assortments will still be good. Values are the best and assortment most varied that you have ever been offered in a sale devoted solely to high class silk hosiery. Details are repeated below for reference.—*The Crescent, Spokane, Wash.*

We have at last received another shipment of Everwear hose. This famous Everwear hosiery is sold under a positive guarantee to wear for six months without developing the slightest hole, rip or tear. They cost us more than the ordinary kind. They are soft and silky; the dye is absolutely fast; they do not rot, fade or shrink, or harden. Everwear is sold only in boxes of six pairs.—*The Hub, San Bernardino, Cal.*

Clearing manufacturer's samples hosiery and underwear. Hosiery and knit underwear from the best makers; the most carefully constructed samples, made to stand the closest inspection of critical judges, and notwithstanding the fact of having been exhibited to many buyers, far and near, they are even better than the regulation run of regularly boxed at the mill goods. Your chance to buy 1,200 pairs men's, women's and children's samples pairs hose, one-third off. 960 knit undergarments for women, factory sample lots, one-third to one-half off.—*The Williams & Rodgers Co., Cleveland, O.*

Buster Brown Stockings. Buster Brown has been such a good friend to the boys and girls in so many ways it is only fitting that an extra good stocking should be christened "Buster Brown." Fine and wide ribbed, good, strong, heavy stockings that will stand wear and rough usage. They are well reinforced and fast black; have shaped ankles. They are usually sold at two shillings, but value standards of this store make them 19c a pair; six pairs for \$1.—*Sibley, Lindsay & Curr Co., Rochester.*

This is the well-known Burson hose. It is made with high spliced heel and toe, and is absolutely seamless. Guaranteed perfectly fast black.—*Rosenthal Dry Goods Co., Peoria, Ill.*

The name Onyx—with all that the word implies, in regards stockings—has made this the biggest and most popular *hosiery* department in town. Onyx stockings fit and wear and possess more style than any others and cost no more.—*N. B. Blackstone Co., Los Angeles.*

Women's hosiery, all the broken lines and odd lots of lisle, in several weights of plain black, white and nearly all shades.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Just for to-morrow, so read on. Women's and young ladies' 25c lace open-work *hosiery* a pair 14c. Nothing that we could mention would be more welcome than these desirable warm weather stockings. With the return of low shoes in high favor, lace stockings are most popular now and, of course, will be for at least five months to come. It is only through buying way back last year that we are able to price these splendid stockings at the irresistible figures named. The dyes are true and fadeless, the designs varied and numerous. While the qualities are an elegant lisle thread finish, every pair is properly shaped, correctly sized and made as perfectly as any of the much higher priced hosiery. The colors are pink, light blue, white, and black and brown. In sizes to fit any woman or miss. We advise the buying of a few pairs of each, as later they will surely cost more. Please don't overlook the fact that only to-morrow may these be had at 14c.—*Phila. Bargain Store, Trenton, N. J.*

Of the great purchase sale of *hosiery*. Ladies' 35c and 40c hose 23c a pair, or 3 pair for 65c. The great purchase sale of ladies' hosiery has commenced with a rush. Such a hosiery chance as this occurs but once in a decade. This lot comprised hundreds of pairs of fine English cashmere hose, ribbed and plain,

mostly black, but a few tan in the lot, absolutely fast dye, seamless, spliced heels and toes, all perfect in every particular, the overstock of a large manufacturer secured by our buyer for cash. According to our invariable custom, we give you benefit of the exceptionally low price at which these goods were secured. The real values range from 35c to 40c a pair. Great purchase sale price, per pair, 23c.—*Z. Paquet, Quebec, Can.*

Hosiery, like every other article in the list of commodities, has advanced in first hands; fortunately our order was placed as far back as last September for hose to be delivered March 1st. Plain cotton, lisle and lace effects in fast black at 25c., 39c., 50c., 75c. Silk hose, in black and colors, \$1.50, \$2.00, \$2.50. Children's mercerized hose, white and colors, 25c. Nowhere can be found a better equipped hosiery department.—*Kennard & Co., Wilmington, Del.*

Women's fancy colored *hosiery*. To be right up-to-date you must wear hosiery and shoes to match or harmonize with your gown. Silk hosiery is out of the question for daily wear, but we have a full new line of beautiful fine lisle hosiery in every shade imaginable, in plain silk lisle and in lace boot effects, French gray, pink, copenhagen blue, champagne, flame red, lavender, marine blue, white, Nile green and all the leather shades. The scarcity of hosiery in the russet shades makes it of interest to know that we have a full line of them. A line of fancy black hose with white extracted coin spots and other conventional designs are among the latest novelties. Look at our full window display. Nova colors. With reference to the fancy colored hosiery it is important to know you can match a white canvas shoe to almost any of the above named shades by using the Nova colors, which can be found in the shoe department. They come in lavender, pink, blue and other desirable shades. Women's fancy embroidered hose 25 cents. Good plain black hose at this price is a rather scarce article, not to speak of the embroidery. These are in Hermsdorf fast black embroidered in small neat designs of different colors and patterns. A particularly good substitute for the frailer lisle hose, for ordinary wear with the half-shoe. Very serviceable; spliced heel and toe.—*Weinstock, Lubin & Co., Sacramento, Cal.*

All our ladies' fast black seamless hosiery at cut prices from tickets marked in our north window.—*John H. Taylor, San Bernardino, Cal.*

Sale of *hosiery* for men, women and children. Our hosiery department has been steadily increasing in size and sales. This may not especially interest you, but the reason for it certainly does:—selling at a closer margin of profit, and giving a better value than most stores has caused this steady increase. To attract a still wider acquaintance to the goodness of our hosiery, we will hold a sale for the balance of the week, during which we will reduce our already low prices.—*David Strauss Co., Newark.*

“Silklike” *hosiery*. Looks like silk. Wears better. A new product introduced by the Loeser store and sold here exclusively. The finest, silkiest hosiery to be bought for the price—and with the additional merit that the silky appearance is permanent. The genuine has the stamp “Silklike” on the toe. Look for it.—*Frederick Loeser & Co., Brooklyn.*

Sample sale of stockings. All-silk, silk-lisle, lisle and cotton stockings for women—the complete sample line from Lord and Taylor of New York. This will be one of our famous 25c. sample sales of high-grade stockings, and it will be one of the best we ever held. While the quantity is not so large as in some previous styles, the quality and values are far superior to any heretofore offered. Many of the samples are the well known Onyx brand—some are Hermsdorf dyed. There are full assortments of all styles—plain, fancy and pretty embroidered effects. We particularly advise you to be on hand at the opening hour, for the stockings will be sold out in a few hours. Silk stockings will be limited to two pairs to a customer—telephone orders will not be filled—no stockings will be sent on approval or C. O. D. Mail orders cannot be filled. The sale will be held in the Wabash aisle. Extra sales-people have been provided. Let nothing keep you away—52c for \$2.00 stockings!—*Field, Schlick & Co., St. Paul, Minn.*

Silklike *hosiery*. Looks like silk—wears better. In appearance and even in “feel” this hosiery is so nearly like that you might easily mistake it for silk. But it is of lisle and cotton of very fine grades and with a peculiarly high luster. It is made expressly for us and sold only through the Loeser store. It holds its luster and will give unusual wear.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Probably no other line of merchandise has advanced more steadily than hosiery, and assuredly in no other line is there such a scarcity. Sales of this character, however, at the Bamberger store are planned months and months ahead, and

no matter how high the current prices may be we are always ready with a most attractive collection of offerings. The following specials for Wednesday, Thursday and Friday are brilliant specimens of our ability to underbuy and undersell.—*Bamberger, Newark, N. J.*

Silk embroidery stockings direct from Germany. Excellent quality black lisle stockings, with dainty little rosebuds and tiny roses embroidered over the surface. Also delicate openwork effects. There are many, many styles; we mention but a few: Lace clocks, embroidery and openwork; lace clocks, with embroidery panel between; alternate openwork and embroidery panels.—*Abraham & Straus, Brooklyn, N. Y.*

Imported novelties in half *hose*. Neat, attractive, effective, without being loud, are the designs and colors in the lisle half hose from France, for men. There are very dainty geometrical designs, with the faintest touch of contrasting or harmonizing color, drop stitch effects, dainty clocks—many of the styles being exclusive here in Brooklyn. We know of no assortment so comprehensive, so satisfactory in every way to the man who would be well dressed. Price for quality exceedingly moderate, \$1.25 a pair. The German half hose just received have very clever reproductions of the more expensive sox, the coloring being perfect, effective particularly in the natty white and black, gray and white checks that are so dressy for low shoes. It is rather difficult to distinguish these sox from the higher priced varieties, the difference being in the material itself, though there is little difference in wearing quality. Price, 48 cents.—*Abraham & Straus, Brooklyn, N. Y.*

We have advertised our hosiery department but little. We felt that the splendid hosiery we sell and the very low prices at which we sell it would do the advertising, and it has; for we number among our hosiery customers a host of appreciative patrons. They have learned that they can save from 5c. to 50c. a pair on their *hose* at the Sorosis store. So can you.—*Sorosis Shoe Co., Kansas City, Mo.*

Hosiery for the holidays. For over six months we have been making careful preparations for the finest display of Christmas hosiery possible to obtain. It is therefore with the greatest confidence that we invite your inspection of our splendidly selected stock, and call your particular attention to the following Monday specials.—*Mannheimer Bros., St. Paul, Minn.*

HOUSEFURNISHING GOODS

Willie Binks—Say, pa, when are we goin' to move out to Bubblehurst?

Mr. Binks—Just as soon as the house is finished, son.

"Ain't there goin' to be any family in it but us?"

"No."

"Then there won't be anybody upstairs playing 'Alamo and 'Hiawatha,' will there?"

"I should say not!"

"Aw! Honest?"—Chicago Record-Herald.

To Newly Married Folks:

It is to those who have shuffled off their mortal coil of single blessedness that we address ourselves to-day. It is to their sense of the economical, to their appreciation of the elegant and good things in housefurnishings that we wish to appeal. We know that we are in a position to help you materially on the economical side, and a casual glimpse into our great store, filled to its utmost capacity with good equipment for your new home, will convince you that we possess the elegant and substantial things. Young man, if you've just been married, or are just about to be, come in and look around a bit. Bring the girl with you, for it's a ten to one shot that she's got a better idea of what's wanted in the newly made nest than you have—and, anyway, what's to be bought. Bring her in, we say, and let some of our salespeople go through the building and show you how cheaply a house can be furnished throughout from this store.—*Mahaffey, Canton, O.*

Housefurnishing and china bargains. This isn't a clearing movement. It isn't a reduction of old stock. It is a sale of new — desirable — reliable — housefurnishings and china. It is more than a mere sale. It is an event. This merchandising occasion is one of the most important, if not the most important in the month of February. Its wonderful success is due to the matchless opportunities which it brings to careful buyers.—*Rothenberg & Co., New York.*

Our fiftieth half-yearly stupendous housefurnishings, china and glass movement begins Monday morning. Just twenty-five years ago, when the H. Batterman Store was developing into a lusty youngster, we conceived the idea of a housefurnishings and china sale on a mammoth scale. Every February and September since then this store has

startled Brooklynites with its mighty price attractions in household needs and kindred lines. From all over Brooklyn come feeble attempts to follow us. We are flattered by the imitations. Prodigious stocks of everything scheduled here give assurance that, no matter what your demands, we are prepared to fill them. No danger that after half an hour's selling, "No-more-at-that-price" will be hurled at you. Therein we have no imitators, nor have we in our prices—two important facts that make this a sale without an equal.—*Batterman's, Brooklyn, N. Y.*

We are the only complete housefurnishers in the Southern Tier, carry everything that you can wish for, to fit your home from cellar to attic. Everything here, no matter how cheaply sold, is of a worthy quality, is up-to-date in style, is handsomely finished and splendidly constructed. Among the many lines carried here can be found complete assortments of.—*The Fair Store, Binghamton, N. Y.*

A Happy Thought.—Home is what you make it. In every happy home the two rooms most used and most appreciated are the dining room and the bedroom. There most of our time is spent in social comfort and rest. It is in the furnishing of these rooms that we make special inducements that cannot fail to meet with the utmost favor. We have placed on sale, specially priced, a dining room and bed room outfit, and in order to show them to advantage and give you an idea how they will look in your own home we have fitted up certain parts of our own store to represent a dining and bed room. You will find this new idea of ours a good one, as one glance will suffice to convince you of the beauty of these suits, the quality always being guaranteed by us.—*Koch & Henke, Cleveland, Ohio.*

Our sale in the housefurnishing store which starts Monday morning spells "Saving" in its broadest sense.—*The Gamble Desmond Co., New Haven, Conn.*

The March Housewares Sale.—Hundreds of articles to help along the daily bits of routine work about the house—upstairs, downstairs, in my lady's chamber—and to make light of that domestic revolution known as "Spring housecleaning." All good, and all at prices you'll have trouble to equal for lowness.—*The Wanamaker Store, New York.*

Some Needed Housefurnishings.—Just a little random list, to catch the eye of the housekeeper who's aware of certain shortcomings in her town or country house. And it's merely an inkling of the splendidly complete and low-priced stock that you'll find in our basement. In fact there are sharp savings to be made on these, as well as many other articles.—*Wanamaker, New York.*

Found! Found!! Found!!! The place to buy. Have you seen the display of new matting and new go-carts? Have you seen the odd carpets at the odd prices we are offering? Have you seen our line of dressers and bedroom suits? Anything from a lamp chimney to dinnerware, including kitchen utensils, can be seen in our household department.—*Taylor & Manahan, Jersey City.*

In the economy of household management time is an important factor. The old *carpet sweeper* that takes three times as long to do the work that a new one would do it in—a direct loss of time plus effort. The old sauce pans that will "do" after plastering up a pin-hole or two—a direct loss of time. And so you might run through a list of superannuated household articles that should be replaced. The cost isn't great when you buy at—*Gimbel Bros., Philadelphia, Pa.*

Woman makes the home. "It is a woman, and only a woman—a woman all by herself, if she likes, and without any man to help her—who can turn a house into a home."

True, but there's no store in the land that can be of such help to her as Van Sciver's when it comes to furnishing it.—*J. B. Van Sciver Co., Philadelphia.*

Christmas cooking.—Christmas cooking is near at hand; fruit cakes to be baked, many little special dishes to be prepared. A visit to our store will relieve you of much worry and trouble. A good mechanic can not do good work without good tools; neither can the housewife prepare tempting dishes with-

out the proper vessels. We have just received a very large shipment of our famous Purity cooking vessels, and we invite you to call and inspect them.—*Hightower & Graves, Atlanta, Ga.*

Handy household helps. There is a constant wear and tear on household hardware—when you get a fresh supply of some things you are out of others. Every home is needing some kind of hardware all the time and we have all these things in best qualities and lowest prices.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

It's no fault of ours if flowers don't have the prettiest of jardinières to display them. A jardinière maker, caught in financial straits, thought one dollar in the hand was worth almost two tied up in pottery. We secured the jardinières so as to pass them along at a generous third below actual worth. Will you share the benefit? One style is a footed jardinière with side ears—an attractive shape in a variety of blended colorings.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Handsome is as handsome does.—An old and trite saying this, but how well it applies to home furnishings that are bargains in price, beautiful in style, full of grace and elegance and the kind that lasts a lifetime; this description applies to *Lampe & Co.'s* stock.

If the flies do get into your house, catch them. It's easy with the Out of Sight Fly Strings. Just hang one up and it will do the rest much better than fly paper, as it is not in the way of every one, and one string will catch more flies than a whole barrel of fly paper.—*The Churchill-Hemenway Co., Galesburg, Ill.*

Heretofore when furnishing a house along correct lines—whether the appointments of a cottage or a residence more pretentious, or the decoration of a palatial abode—there has been no house to which the anxious housewife could turn for expert assistance. That day has passed. We now cover this field. In this department are employed men who have had long training in their specialty. Their experience enables them to secure desired results without those annoying experiments so productive of dissatisfaction and needless expense.—*Keith-O'Brien Co., Salt Lake City, Utah.*

House cleaning operations are now about to begin. You may need a step-ladder, tubs, mops, brushes, paints, etc. We carry a full line of the best makes and invite you to investigate and secure prices.—*Chas. Johnson, Peoria, Ill.*

There is a stupendous assortment here for seekers of the beautiful in carpets and furniture, and every day we are receiving from the manufacturers, new and pleasing ideas.—*H. H. Lampe & Co.*

We call it "Young Housekeepers" Sale, but of course, elderly housekeepers are eligible also. People just beginning keeping house can make a dollar accomplish great things.—*J. R. Libby Co., Portland, Me.*

Gigantic spring sale of housefurnishings and china. Values bound to make rousing selling. The greatest money-saving opportunities ever known in the basement stores. No mail orders. Think of the unmatched opportunities that our past sales have brought to you—then think how much it means to you to be able to do still better in the sale that begins to-morrow morning. This will unquestionably be the most aggressive, broadest and best event of its kind ever inaugurated.—*Rothenberg & Co., New York.*

The abodes where families seek repose, peace and affectionate companionship should be enriched as far as means will allow, with whatever is calculated to develop pure taste, cultivate the intellect and ennoble the heart. Sight is an avenue to the soul and the sight of comely walls, embellished ceilings, pictures, tapestries, graceful draperies, handsome upholstery, shapely furniture and attractive ornaments has a refining influence on the spirit.—*Geo. B. Peck, Kansas City, Mo.*

In the housefurnishing department. What 3 cents will buy: Good kitchen knife, pretty match box, 5-cent screw driver, good lamp burner, 5-cent chopping knife, large bread pans, salt and pepper shaker, bottle machine oil, small varnish brush, clothesline pulley, decorated pickle dish, large decorated plates. What 2 cents will buy: 3 picture molding hooks, 5-cent tack pullers, very good can opener, 5-cent tea strainer, family size nail box, nail brush, 5-cent kind; bradawl, worth 5 cents; mouse trap, 5-cent shoe dauber, machine oil can, ladies' tack hammer, 6 screw eyes.—*John Mullins & Sons, Jersey City.*

Spring is here and if your home is not as cosy and comfortable as it should be we invite you to complete its furnishings here.—*C. R. Parish & Co., Columbus, Ohio.*

Everything for the house. A helping hand at your service. Maybe you need some furniture or possibly you want a stove or knives and forks, a dinner set, some carpets, draperies and the like.

Well, if you want any furnishings for the house you can get it here. We can furnish your house from cellar to garret; and from parlor to kitchen. And if you haven't the ready cash, this is where we come in, and lend you a helping hand, for, in connection with our strictly cash business we have established a deferred payment plan through which you can purchase "Everything for the house" at strictly cash prices and pay us back as your circumstances permit, the privilege costing a simple banking rate of interest, namely 6 per cent. Our deferred payment plan is the most liberal and fair proposition ever inaugurated—come in and let us explain it to you. You are welcome, whether you buy or not.—*John Breuner Co., Sacramento.*

It's just fun to launder lace curtains if you use one of our curtain stretchers. This handy article can be instantly set up and adjusted to any length and width, to fit any size drapery. The pins are of brass, so that they will not rust, several pairs of curtains can be dried at the same time and will come out looking as spic and span as when new. When the curtains are all done up the stretcher can be taken down in thirty seconds and then occupies a space only 6 inches wide and 6 feet long. The price of a stretcher is only 98 cents and this amount will be saved in doing up one pair of curtains.—*Chandler & Co., Bangor, Me.*

Mrs. Good Housekeeper, here is news—splendid news. To-morrow will be a field day of fine values all through the great basement store of household utilities. The high grade helps to good housekeeping, which have made the fame of this store at the low prices they cost ordinarily, will be here to-morrow for prices in many cases the lowest ever anywhere.—*Abraham & Straus, Brooklyn, N. Y.*

The first housekeepers' sale. An early show and special selling of house needs at a saving of one-third. Not a woman who "keeps house," as the phrase is, but will be intensely interested in this novel and carefully planned sale. Whether it is a mansion or cottage—a luxurious suite of apartments or a cosy little flat—here is a sale offering the very things to make that home more beautiful and more comfortable, at prices that mean a very great saving. We have had it in mind for six months—this stupendous early movement of fall furnishings, and our buyers have planned and selected for it with rare skill and success.—*Wasson's, Indianapolis, Ind.*

One hundred and fifty bargains in one hundred and fifty wanted things for house and garden. Two of our biggest windows are dressed with a showing that catches the attention of eight out of every ten people who pass—men as well as women. It isn't every window display that interests men and very few of them interest both men and women as this does. The showing isn't especially pretty but it is eminently practical. It is composed of about one hundred and fifty articles from the housefurnishing department that we find to be most in demand to-day. They range from a garden trowel to a gas stove and from an ice cream freezer to a refrigerator.—*The Edw. Malley Co., New Haven.*

The big sale of house cleaning necessities on in earnest. Everything you need from one department, and at a price saving that makes it doubly worth your while! Neighbors who like to spread about a good thing are telling their friends about the remarkable opportunity at May's. Not a thing you can think of is missing. Just what you want to be had for less money than something almost like it were you to go elsewhere. You can't figure more than one side to the house cleaning necessities question to save your life; it's either waste a whole lot of time running about to many different stores, and mostly making unsatisfactory purchases, or coming to May's and completing your list from the one immense stock and reaping the attractive price-saving on every article you buy.—*May's, Pittsburg.*

Judge us by deeds, and we will prove to your satisfaction that we are deserving of the high place we hold in the hearts of the public of this community. We cater to your wants in a conscientious and intelligent manner. It is satisfying. Come to us if you have household needs.—*A. P. Curtin & Co., Great Falls, Mont.*

Sale of summer household needs.—News from Newark's greatest basement that will carry tidings of economy to a thousand shrewd shoppers. A wonderful June sale in which the youngest and most inexperienced housekeeper will immediately recognize an opportunity of unusual importance. Read the appended items carefully, good housekeeping generalship demands it.—*Bamberger's, Newark, N. J.*

Any store with money can get a conglomerate stock of house furnishings that are first of all cheap—without regard to the real intrinsic worth. That's a question of money only. But it's an-

other proposition to get good, dependable house needfuls, that people come for week after week, because they have proved not only the reliability of the goods, but the fairness of the prices. Is it any wonder that the business of this store keeps growing?—*Schipper & Block, Peoria, Ill.*

All the comforts of home :
 "When the summer comes, and the sun grows hot,
 We pack up our boxes, away we trot;
 And away we trot to the sands of gold
 That border the sea that never grows old."

Had the poet continued he would doubtless have pointed out the necessity of comfortably equipping the summer stopping place. Bare walls and plain floors do not add pleasure to the summer sojourn. It's easy to give a wall fresh charm by gracing it with a colorful picture, or to decorate a floor by overspreading it with a pretty rug. An easy chair for the lawn or porch is not only picturesque, but a positive necessity. Matting, too, is an essential no dweller out of town desiring comfort can disregard. And so The Siegel-Cooper Store, with its great, abundantly stocked departments (stores within a store), invites you to the most lavish displays of good, seasonable and desirable merchandise in the city.—*Siegel-Cooper Co., New York, N. Y.*

Just home furnishings. The best and sold as you like to pay. And that's the story in a nutshell.—*C. C. Fuller & Co., Hartford, Conn.*

Cooking with coal in the summer months. Oil solves the problem; It's quicker, cooler, just as efficient, and not at all expensive.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

The on-coming of spring leads every shrewd housewife to thinking of something she needs to help beautify or add to the comfort of her home.—*People's Furniture Store, Des Moines, Iowa.*

House cleaning time is here. Carpets are to be lifted, wall papers cleaned—every nook and corner of the house is to be overhauled and rid of the winter's accumulation of smoke and dirt. Everything needed by the cleaner can be found in our big basement and almost invariably at lower prices than elsewhere.—*Kaufmann's, Pittsburg, Pa.*

Little lots at very little prices. A campaign of clearance inaugurated to rid the departments of all the short lengths and discontinued patterns of linoleums and oilcloths.—*W. B. Moses & Son, Washington, D. C.*

If you get married this spring, you simply can't afford to do any house-furnishing without first seeing us. How much does it cost to furnish a house? That's the question, and our answer is: "Very little, if you know where to buy and how to buy." Certainly we will say buy here. We'll teach you how, and it will be a lesson in economy.—*Flint & Barker, Fall River, Mass.*

Everything for the laundry. Did you ever think of the multitude of things required in the well-ordered laundry? The list may surprise you. The variety is impressive. Such completeness in respect to the laundry is a convincing augury of our large preparations for the home throughout. The Macy house furnishing goods department anticipates every domestic need.—*The R. H. Macy Co., New York, N. Y.*

The best way to keep house best is to have plenty of these needfuls. Good workmen usually have good tools. Here are a few of the thousands of good housekeeping and cleaning tools which our buyer picked for this closing March sale when in New York a week ago.—*Shipper & Block, Peoria, Ill.*

Moving time! Hundreds of families are changing their homes about now, and there's a tremendous trade for some one in all sorts of house-furnishings. Is there any reason why we shouldn't do as well as anyone in these things? We buy for cash and sell on the closest possible margin of profit. We intend to treat you so much better than anyone else you'll want to spend all your money here.—*Scroggie, Montreal, Can.*

Housekeepers' Day to-day. The furniture, the draperies, the kitchen usefals, present a strong array of values for this sale—then, there's the wall paper, the chinaware and many other departments that have housekeeping needs, but space will not permit their mention. These items give a fair idea of the hundreds of like values to be found here at intensely interesting prices. Read.—*Jones Dry Goods Co., Kansas City, Mo.*

Strikes settled. Servant troubles and the coal strike question avoided by using our chafing dishes.

Let Biddu go off without saying adieu!

What else need the housewife wish
Than an omelet and an oyster stew

In a Sterneau chafing dish?

—*The Morris Hardware Co., Youngs-town, Ohio.*

Whatever you need to make the summer housekeeping easier, bring it here and if it is helpable we can help it. Tomorrow a budget of especially good news

—some sterling refrigerators and gas ranges reduced; some remarkable values in window screens and garden tools and ice cream freezers.—*Frederick Loeser & Co., Brooklyn, N. Y.*

If you would see acres of every-day round-the-house needs at prices that seem impossible, visit our store these days while the greatest household utilities sale ever held is under way. This is a sale wherein the merest tyro of a housekeeper can appreciate the unprecedented proportion of saving, as everything is familiar, everything is the best and every price is sharply cut down from figures already the lowest in town.—*Abraham & Straus, Brooklyn, N. Y.*

Eviction figures on all our warm weather furnishings. The broken lines of summer suggestions for country cosiness and seaside service to be closed out without regard to cost, savings such as you seldom see on just what you need now.—*The C. E. Osgood Co., Boston.*

This sale brings together an almost unlimited collection of the best and most practical housekeeping helps that are manufactured—no trash, no impractical things, none of the cheapish goods that careful housekeepers wouldn't have at any price—but worthy, desirable, high grade goods, at very decisive reductions, as shown in the prices quoted below.—*Wanamaker's, New York.*

Needed things for home comfort.—We can make the city home almost as comfortable for the summer as seashore or mountains—and without straining the purse. This information will be welcomed by the army of stay-at-homes, and there will be large demand for all these comfort-making things.—*Hochschild, Kohn & Co., Baltimore, Md.*

The thrifty housewife of Philadelphia has learned that she can save considerable money by buying her kitchen utensils and other housekeepings needs here. She has also learned that whatever she buys here can be depended on to give satisfactory service.—*Snellenburg's, Philadelphia, Pa.*

Spring purchasing of household goods. When you're ready, come to headquarters. To sum the whole story up into a nutshell, "we have the sort of goods you want at the prices you feel like paying."—*Chas. R. Hart & Co., Hartford, Conn.*

What do you need to transform your home from warmth necessities for winter to the cool accessories for summer? Whatever your house need may be, this store can supply it.—*Wanamaker's, Philadelphia, Pa.*

Cheap things are seldom good, but good things are often cheap. This applies to our entire line, and accounts for our increasing sales in enameled ware, also tinware.—*J. A. Walker, York.*

Housecleaning made easy. Our greatest endeavors to make cleaning the house a congenial task were never better rewarded than by the very special bargains you'll find below. Garden implements are also at shadows of former prices to-morrow.—*Gimbel's, Milwaukee.*

Designs for every room in all their ancestral pride, but at lowest prices.—*Cowperthwaite Co., Brooklyn, N. Y.*

Spring sale of housefurnishings. The special needs that spring brings to every housekeeper make up the offerings of this sale. You may depend on their reliability or they wouldn't be here at all. And the low prices speak for themselves. We plan a big, helpful, money-saving sale of this kind for every spring and thousands of housekeepers wait for it and turn it to advantage. The sale now in progress is the broadest in scope and the best in values that we have ever known.—*Frederick Loeser & Co., Brooklyn.*

Will furnish your home. We have the largest and most complete furniture and carpet stock in the city. The average person about to begin housekeeping knows but little about furniture or carpet values, and much of the purchasing must be done on faith in the firm you are doing business with. Fliegelman has a reputation of twenty-two years of clean business record. That should mean something to you.—*Fliegelman, Camden.*

We are going to make extensive improvements, including a new modern front. The more of the stock now in our two acres of floor space we can dispose of before we begin to tear up and remodel, the better it will be for us, the better it will be for the furniture, and in order to induce those who are in the market for what we sell to buy here and now, we offer 20 per cent. reduction on any article or piece in the house.—*Geo. F. Bisch, Springfield, Ill.*

Housefurnishings are at present the absorbing topic. The attractive specials presented below are made so because our lines are the largest and finest ever shown in the city. Our spacious and well lighted floors enable you to make selections to the best advantage. We are offering great bargains in all kinds of housefurnishings. These extra special prices should induce everyone interested

in these goods to come and inspect our store.—*Ideal House Furnishings, Ltd., Winnipeg, Can.*

Now, the summer home demands attention. People who have shore homes are moving to them. People who have not, are arranging their city homes for the summer time. We can be helpful to all.—*The Edw. Malley Co., New Haven.*

Here's a store that can be of great assistance to you, now that you're planning for spring and warm weather. Not only helpful to you in showing such an immense assortment of the newest and best home furnishings to be had anywhere—not only in giving you the benefit of the special prices heavy buying for several stores makes possible—but giving you the privilege of selecting all you may need with a most convenient way of payments. All you have to do is to become a charge customer, and then, if it's not convenient to pay the bill in thirty days—or sixty days—we'll arrange the terms to suit you. Hundreds of families in and about Trenton can tell you of our satisfactory business methods, but it'll suit us even better if you'll come and get a personal demonstration of it.—*Hurley-Tobin Co., Trenton, N. J.*

We made a special purchase for this great sale—a quantity purchase, which means that we got big reductions from regular prices. To-day we give you the full benefit of our vast buying power. In every case comparison will show you others' prices are what we say the goods are worth, but they are 'way above this sale's figures. Come to-day and buy your supplies for this spring and summer—they won't be priced so low again.—*Jones Dry Goods Co., Kansas City.*

It is the first housefurnishings sale we have held this year—and needless to say, we're going to start the year right. Prices on housefurnishings dropped when we came to Twelfth and Main Streets, years ago; we've forced them lower and lower every year since we've been here, and we're going to stay in the lead during 1907.—*Jones Dry Goods Co., Kansas City, Mo.*

A sale so remarkably good that wise housekeepers will lay in a stock for at least a year ahead—the best sale of the kind we ever announced. Every towel in the sale is of linen, and there are both huck and damask weaves. Plain hems and hemstitched ends. Plain white and colored borders.—*Frederick Loeser & Co., Brooklyn, N. Y.*

ICE

The ice question in summer is: Will I be served promptly and regularly? The answer is to be found in placing a standing order with The Griffin Ice Co. We make it a point to satisfy our customers in every way—promptness and regularity of delivery. A postal brings our wagon to your door.—*The Griffin Transfer Co., Omaha, Neb.*

Purity is the feature most important to the consumer of ice. Other ice is just as cold, perhaps just as clean, and perhaps just as cheap, but it may not be just as pure. The ice you should use should be as good as the water you drink. Therefore, Lake Whitney ice is the ice to use. The New Haven Ice Co. uses exclusively natural ice from Lake Whitney, and caters especially to household trade. Send postcard or telephone and agent will call.—*New Haven Ice Co., New Haven, Conn.*

A hot wave in July is just about as certain to arrive as Thanksgiving Day to be proclaimed as the last Thursday in November. Heat melts ice—people, too. But ice melting means cooling off the people. You can get it here in chunks—chunks as big as you like; blocks, if you want 'em; but be sure to order in advance, though we're quick at delivering.—*The Mountain Ice & Coal Co., Pueblo, Colo.*

On top again. Jack Frost ice. No more high prices. Nature makes better ice than you can manufacture. It will keep your box cooler and dryer. Pure ice can only be made from pure water. Our reservoir dams are located at Ice-dale, Pa., at the head of the Brandywine. It is supplied by springs within a radius of three miles. Positively no pollution above it. Our ice is clean, bright, hard, pure and more durable than any other. We have the largest organization in the city, consequently can assure you a better service. We have purchased the property of Rhoades & Healy, at 14th and Scott Streets, and have established an office and delivery station for the benefit of our west side trade.—*Consumer's Ice & Coal Co., Wilmington, Del.*

Ice. Don't put it off, phone us today for regular delivery of ice. It's

so much pleasanter and more healthful to have the vegetables, milk, butter and table delicacies kept cool and sweet with ice—than the other way. Secure a coupon book now.—*John G. Freimann, Albany, N. Y.*

Time has come when you need ice. We are all ready and equipped every way to give you prompt and efficient service. Our ice comes from Congamond Lakes—no purer or better ice in the State. Moderate prices, honest weights. Write or 'phone and wagon will call.—*Elm City Ice Co., New Haven, Conn.*

Order ice tickets by telephone. We have arranged to deliver ice tickets, commencing April 1st, by special messenger. Our drivers will no longer be supplied with tickets. Orders sent by card or by telephone to our office will bring tickets promptly. Please note that ice tickets are sold for spot cash.—*Palmetto Ice Co., Columbia, S. C.*

The ice question in summer is: "Will I be served promptly and regularly?" The answer is to be found in placing a standing order with The Mountain Ice and Coal Co. We make it a point to satisfy our customers in every way—purity of ice, full weight, promptness and regularity of delivery. A postal or phone Main 34 brings our wagon to your door.—*The Mountain Ice and Coal Co., Pueblo, Colo.*

Of all the articles purchased for summer use, ice is one of the most important. Pure ice means perfect health. Diamond ice is pure, clean, wholesome and firm. No danger from germs, and it will cool a larger cubic area than any other. Twenty-nine Diamond wagons mean prompt and satisfactory service. Telephone us.—*Diamond Ice Co., Washington, D. C.*

Talking about ice, you ought to know that we supply it in any quantity. Our ice is the kind you needn't be afraid to make ice water with, as it is made from distilled water. It's pure as the driven snow. Let us know how much you want and when, and we will send it promptly.—*Davis & Robinson, Jacksonville, Fla.*

ICE CREAM

"Ah!" he said to her, over their ice cream, "it is very sweet, but not so sweet as you."

"It is soft," she returned promptly, "but not so soft as you."

"And it is cold," he concluded, "but not so cold as you."
—*Philadelphia Press.*

A couple of spoonfuls of our ice cream will convince you that it is a product of exceptional excellence. It is at once absolutely pure and of choicest flavor—delicious. Made from rich, wholesome cream and finest fresh fruit, and contains not an atom that is in the smallest degree deleterious. Quality never varies. 'Twill tickle the most fastidious palate. —*The Columbus Ice Cream Co., Columbus, O.*

Keep cool in warm weather.—Isn't it delightful to sit in comfort and partake of our delicious ice cream on a hot or sultry day? So soothing; so refreshing! We use nothing but the purest of cream and choicest of fruit flavors. Adhering strictly to this has attracted to us a discriminating patronage.

Strawberry and chocolate ice cream. We are serving strawberry and chocolate ice cream which we believe cannot be equaled anywhere, at least at the price we charge. Our strawberry is flavored with the very best native berries, carefully picked over and crushed by ourselves, the flavor they impart to our ice cream is delicate and delicious. 10 cents. Our chocolate is absolutely distinct from any chocolate ice cream made anywhere to-day. It is full, rich, perfect in flavor and is acknowledged by lovers of this flavor to be the best they ever tasted, from the Atlantic to the Pacific. 10 cents.—*The Two Cooper Drug Stores, Plymouth, Mass.*

Sundaes are delicious confections. Fruit syrup or ice cream. Probably you know them well. Who invented them is uncertain, but you can get the best at our fountain. If you have never tried one, you owe yourself a treat, and we envy you the new pleasure in store for you.—*Towne, Secombe & Allison, San Bernardino, Cal.*

Ice cream. Take a barrel home to the children. Pure ice cream is good for the children. It is refreshing, nourishing and healthful. They will enjoy it, too. Balduff's little barrels of ice

cream are filled with three flavors of ice cream. Made from pure, sweet cream received direct every morning from Balduff's private dairy station. It is highly flavored with pure flavors and packed in the little barrels so that they will keep hard for a long time on a hot day.—*Balduff, Omaha, Neb.*

Ice cream. There's such a difference in ice cream that anyone who has tasted Watson's always insists on getting it. That is why we are so careful to have all our ice cream right up to standard. Ask for Watson's. Your dealer should have it. Brick ice cream sold at all our stores.—*Watson's, Winnipeg, Can.*

Strawberry college ice as served at our fountain is most delicious. Fresh, ripe strawberries crushed and served with our "Cooper quality" ice cream make a combination both tempting and satisfying in the extreme. Everything served at our fountain is of the highest quality, prepared in the most painstaking manner, and guaranteed to please the palate or no money.—*The Cooper Drug Co., Plymouth, Mass.*

A good dessert diminishes the disappointment of a hurriedly prepared menu—it increases the enjoyment of the most elaborate dinner. Our ice cream makes a delicious dessert. It is pure, wholesome, and we take pride in maintaining quality unsurpassed in frozen dainties. Easy to get. Convenient to serve.—*The Palm, Spokane, Wash.*

We stand for purity of food standards, and give our hearty indorsement to all "pure food laws." Aside from richness of taste and delicacy of flavor, we desire to impress upon our customers the purity, wholesomeness, digestibility and healthfulness of our products. We know they are pure. Every ingredient is tested for its purity and nourishing quality. You just try one order and there will be no room for argument. Special prices for charitable purposes.—*Pure Food Ice Cream Mfg. Co., Jacksonville, Fla.*

Strawberries and ice cream for dessert is the ideal palate tickler for a summer or spring dinner. We will serve it to you at our ice cream parlors or send you ice cream in any flavor or in any quantity desired, and delivered at your door.—*Ragsdale & Everhart, Sherman.*

You simply can't think of anything more appetizing and delicious than a plate of our ice cream or water ice—unless it's two plates. And your initial spoonful will call loudly for more. Others have said it—you will say it when you have tasted and tested Ragsdale & Everhart's cream. Glad to have your opinion first time you're this way. Order by mail or 'phone. Try a sample at the People's Pharmacy.—*Ragsdale & Everhart, Sherman, Texas.*

Brick ice cream for sale at our stores. Our ice cream will be found up to our regular high standard of excellence, and this at a time when many find it impossible to obtain cream, speaks volumes. We have made arrangements whereby we can obtain plenty of cream all summer.—*Watson's, Winnipeg, Can.*

My ice cream is absolutely pure. Ice cream—good ice cream—is recommended by physicians the world over as a food, which, for the purpose of keeping the stomach toned up and the nerves in shape, cannot be duplicated. Any taste suited.—*F. E. Kruse, Binghamton, N. Y.*

Superior quality of ice cream is soon appreciated, as shown by the increased demand for our ice cream in the short time we have been catering to the family trade. When you wish to serve pure, smooth ice cream call Main 500.—*The Palm, Spokane, Wash.*

Four degrees below zero inside a package of Busy Bee Perfect Ice Cream. The coldness of the cream is only a small part of its goodness that comes only from pure, rich cream and the juice of ripe selected fruits.—*The Busy Bee, Columbus, O.*

Fruited ice cream. Pure, rich ice cream, our own make, with crushed fruit dressing. The most delicious and satisfying combination. Try this dish at our fountain.—*Towne, Secombe & Allison, San Bernardino, Cal.*

Thank you kindly for the fine trade you gave us on the ever glorious Fourth. And although terribly tired out, we desire to say to you, that the place where all the good ice cream consumed yesterday, came from, is still open and hopes for a continuance of your favors.—*Hall & Co., Binghamton, N. Y.*

There are as many grades of ice cream sold in Columbus as there are makers. Most dealers make more than one grade, but it has been the policy of the Busy Bee to make but one grade, and that the very best. We use nothing but rich cream, pure sugar and flavor. No milk, cornstarch or gelatine in Busy Bee creams, and no chance of a mistake in getting second quality cream.

People once had an idea that ice cream was for summer only. It's different now; and if you want something new, make some Nutro-Crisp ice cream. It has a peachy flavor, and at the same time reminds you of Nesselrode pudding. Now we know you'll try it.—*T. E. Burns Company, Knoxville, Tenn.*

Special Sunday Dinner Desserts.—Our Neapolitan ice creams are made special to your order. The choice of flavors for your special blending may include any three creams and an ice. Some of the favorite creams are peach, bisque, nougat, pistachio, caramel, chocolate, strawberry and vanilla. The favorite ices are lemon, orange, pineapple, strawberry and tutti-frutti. Each brick of Neapolitan is wrapped in waxed paper, placed in a cardboard box and packed in a special freezer that requires no contact with the salty ice or water when serving the cream. Six good sized slices can be cut from a quart brick. Neapolitan creams are 50c per quart, \$1.75 per gallon. Plain bulk creams are 40c per quart, \$1.25 per gallon.—*The Busy Bee, Columbus, O.*

Ice cream.—With complete satisfaction in every spoonful—that's the only kind we make. It has that smooth, rich taste of pure Jersey cream; the flavor is the best vanilla bean and choice crushed fruits.—*The Columbus Ice Cream Co., Columbus, O.*

Keep cool in warm weather.—Isn't it delightful to sit in comfort and partake of our delicious ice cream on a hot or sultry day? So soothing; so refreshing! We use nothing but the purest of cream and choicest of fruit flavors. Adhering strictly to this has attracted to us a discriminating patronage.—*Franklin's, Salt Lake City, Utah.*

Your Sunday Dessert.—What shall it be and where shall it come from? Wiley's, if you'd like a dessert that would be in keeping with your good dinner.—*Wiley's, Atlanta, Ga.*

You can't fool all the people all the time. They know that the ice cream that comes from my place is the best and that neighbors and friends all enjoy it.—*Fred Kruse, Binghamton, N. Y.*

There is nothing so cooling and refreshing as a dish of Busy Bee perfect ice cream. It is made with pure, rich cream, flavored with the finest vanilla and juice of ripe, choice fruits. For your picnic or an afternoon at the park, take a brick of our Neapolitan.—*The Busy Bee, Columbus, O.*

With complete satisfaction in every spoonful—that's the only kind of ice cream we make. It has that smooth, rich taste of pure Jersey cream; the flavor is the best vanilla bean and choice crushed fruits.

A drop of flavor is a small thing, but it makes a great difference in the taste of ice cream or ices. That's why our ice cream is in such demand, because every quart of it is made under our supervision and we know how. Then you are sure of its purity as nothing but rich Jersey cream, flavored with pure fruit juices or vanilla bean is ever used in the making. Can't we send you a trial order? 500 different flavors and combinations. Special designs and emblems for every occasion.

Picture of happiness that is produced by ordering our ice cream. We deliver any flavor in any form to any part of the city. Nothing more healthful for the children than our pure, smooth ice cream. We would be pleased to receive your order for dinner to-day.—*The Palm, Spokane, Wash.*

Let your next dessert be one of our frozen dainties.—For the reception, the swell dinner and for all occasions that require a dessert, your selection could not be better. It will be in keeping with your elegant menu. Our ice cream and ices are simply delicious—in fact, the best that can be produced from the purest cream and finest ripe fruit juices.

Ice cream lusciousness for the Sunday dinner is assured by ordering a quart of Busy Bee peach ice cream; the most delicious combination of peaches and cream. Ripe, choice peaches are frozen with thick, fine flavored Jersey cream, and the result is a dessert that for flavor and creamy richness is unrivaled.—*The Busy Bee, Columbus, O.*

Freel's O. K. ice cream. I have started a wagon which will visit all portions of the city, supplying best grade of ice cream ordered by 'phone or direct from wagon. Other goods—bread, pies, cakes—will also be delivered by this wagon when ordered by 'phone, but the wagon will carry ice cream only unless ordered specially.—*O. K. Freel, Alliance, O.*

There's a difference in ice cream as in everything else. The cream we are plac-

ing before the public is beyond question absolutely pure. It's made under the personal supervision of an expert, with as much thought and care as though made right in the home. This is worth a great deal to people who like to be sure about what they are getting.—*T. S. Lawrence, Norfolk, Va.*

Crushed strawberry ice cream made with the fresh fruit. There is nothing so altogether fine and exquisite in flavor as crushed strawberry ice cream.—*The Busy Bee, Columbus, O.*

Treat yourself and your family to some of our delicious ice cream. It's purity and richness surpass that made by any other house. Every process of the making is done in absolutely clean vessels and all the high quality of the fine ingredients we use are retained.—*Spokane Bakery and Confectionery Co., Spokane, Wash.*

Now try our ice cream! It cools and invigorates. You can eat all you want of it without fear, because it's pure and good. And it's rich, too—you never ate richer. Many, many flavors—the popular ones—ready to serve at your bidding—at our cool rooms or at your own house.—*Fox & Adams, Bangor, Me.*

Strawberry ice cream. The choicest selected strawberries and bananas make these two flavors of our cream especially fine. Our pineapple, vanilla, chocolate and others are the best of their kind.

Ice cream weather! And that means that we do not intend that our output will suffer this year by contrast, any more than formerly. French Delmonico a specialty. Maple frappe is something new and delicious. It is original with us, and if your lawn party or reception doesn't have it on the menu card, you have deprived your guests of a toothsome bite.—*Hall & Co., Binghamton.*

That superb ice cream. The one everybody praised last year, but better this season, if possible, than ever before. Made from rich, pure cream, flavored with real fruit flavors. We make it ourselves and we do not believe ice cream could be more wholesome and delicious. Try it at the fountain. Served plain or with our sparkling ice cream sodas.—*Sawyer's Pharmacy, Schenectady.*

"How do you always make it so good?"—Scores of people have asked us that about our ice cream. The secret of it all lies in using very purest of cream, flavoring, etc., in freezing it thoroughly and in serving it daintily. Whenever you want ice cream—at home or down town—we'll serve you promptly.—*Fox & Adams, Bangor, Me.*

A very agreeable surprise is in store for anyone who has not yet tasted our ice cream. No one can help but be delighted with this pure cream, true-fruit-flavored ice cream. We deliver ice cream anywhere exactly on time as ordered and in any quantity.—*Towne, Secombe & Allison, San Bernardino, Cal.*

You never get tired of our delightful ice cream, made from purest ingredients; It's always of a uniformly high quality. Absolutely pure, wholesome and delicious. All flavors of selected fruit juices—cooling, refreshing, soothing. Try it once, and—well, no more need be said. If you want something fine in ice cream, order from us next time. 40c quart delivered.—*Hoefler Ice Cream Co., Buffalo, N. Y.*

The ice cream we make is rich, smooth and wholesome. Pure country cream and natural fruit flavoring. Long experience in the art of cream making, a desire to establish an enduring business by giving you the best that can be produced. This explains why K. & E. ice cream is becoming so popular and gives such universal satisfaction.—*Kleeman & Enos, Spokane, Wash.*

Ice cream to be healthful, must be pure. Pure ice cream must be made from pure cream, pure flavor and the best grade of sugar. Nothing else is required when the above is used. Avoid imitations made from milk, cornstarch, sea moss and various coloring matter. Hygeia is purity of the highest standard. Ask for it. Served at all leading fountains. Made by *Tacoma Hygeia Milk Co., Tacoma, Wash.*

Pure, sanitary is every product we put out. Our ice cream is the finest manufactured in the city. Unexcelled for table use, socials and parties. Prompt deliveries at any time and place. We deliver the richest and most sanitary milk and cream in the valley, with daily deliveries.—*A. Doyle & Co., Saginaw, Mich.*

Much obliged for the big response to our Saturday special. We will try it and keep making them better and better all the time. When you have that little lawn party you have been thinking about, don't forget that it will be hardly complete without our ice cream.—*Hall & Co., Binghamton, N. Y.*

Hildebrecht's ice cream is smooth, but not of the smoothness which tells of ar-

tificial endeavor. It's rich, with the richness of pasteurized cream from a registered Jersey dairy, and ideal making. It's pure—absolutely. It tells, with the first spoonful you taste, of the efforts we put forth to make it the synonym of unexcelled and unapproached goodness. Have you tried it?—*Hildebrecht Catering Co., Trenton, N. J.*

What is more delicious as a dessert at home or picnic than our deliciously pure ice cream? Orders, whether they be large or small receive our prompt and careful attention, assuring perfect satisfaction in every instance. Don't forget that we are also prepared to fill all orders for the richest cream and sweet milk.—*Erie County Milk Association, Erie, Pa.*

If your children love ice cream why not order the ice cream that is made of thick, rich cream and is absolutely pure?

There is no more refreshing, nutritious and palatable summer food than pure ice cream. Children thrive on it, fever patients find it a splendid diet, doctors recommend it, and we make it out of pure, rich cream, the best of sugar, the finest of vanilla and the juice of ripe, selected fruits. It's a pity to have anything so good as ice cream made with half milk, gelatine or cornstarch.—*The Busy Bee, Columbus, O.*

She smiles with delight and so do all the patrons at Lilly's Ice Cream Parlors, where ice cream is served that is calculated to tickle even the most fastidious taste, made from the very purest and choicest of cream and fruit flavors, containing nothing in the smallest degree unhealthful. It is both delicious and wholesome.—*Lilly's Victoria, B. C.*

A drop of flavor is a small thing, but it makes a great difference in the taste of ice cream or ices. That's why our ice cream is in such demand, because every quart of it is made under our supervision and we know how. Then you are sure of its purity as nothing but rich Jersey cream, flavored with pure fruit juices or vanilla bean is ever used in the making. Can't we send you a trial order? 500 different flavors and combinations. Special designs and emblems for every occasion.—*The Columbus Ice Cream Co., Columbus, O.*

INFANTS' WEAR

Promptly Adopted.—"You want me to suggest a name for your baby, do you?"

"Yes, for both of them."

"What! Twins!"

"Yes."

"Gee!"

"Good idea! I'll name the other one Whiz."—*Chicago Tribune.*

Little folks' dresses You'll save many carfares by getting to the children's store to-day. The news in particular concerns dresses, and they are decidedly underpriced.—*Simpson Crawford Co., New York.*

Little folks' spring wear.—The days are getting brighter for little ones to commence to live out of doors and we are prepared as never before to dress them for any and every occasion and at a cost so small that they may as well wear pretty things as plain.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Juvenile attire. Announce the opening display of their spring and summer stock of apparel for little ladies and gentlemen, the variety, exclusiveness and quality of which cannot be equaled in any shop.—*M. Bloch, New York City.*

Infants' wear. Special exhibit of hand made goods—the finest and most elaborate ever shown in this country, the choicest products of Europe and America—in a largeness of assortment and range of prices unequaled by any other establishment in the world.—*Best & Co., New York City.*

If to-morrow turns out to be a hot day you will wish you had one of these cool little piazza frocks.—*Wanamaker's, Philadelphia, Pa.*

Stockings for baby.—Hosiery counters have just the daintiest, prettiest hosiery for dimpled tiny feet.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Vacation dresses.—Girls going to the beach? Have plenty of wash dresses for them. Costs little to buy them already to put on, at Magnin's. Dresses for girls of all sizes.—*I. Magnin & Co., Los Angeles, Cal.*

Each week brings forth new ideas and new styles, for the little ones and particular mothers are truly captured with the taste and daintiness combined in the many articles of apparel for the chil-

dren's wardrobe.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

The new infants' wear department occupies a greater portion of the space formerly devoted to the upholstery section. A study of this department—the general arrangement, fixtures and amount of space devoted to the exclusive selling of infants' apparel—will tell you how well the little monarchs of the home are going to be looked after at the Howe & Stetson stores. There was a time when "style" received very little attention from the makers of infants' wear. Anything seemed to go as long as it was warm and comfortable. Things are different now, and mothers are fully as particular about the style and general appearance of baby's dress as their own. The prettiest and best things in infants' wear are shown in the garments that form the stock of this department. Dainty dresses, coats that are serviceable and pretty, and scores of different ideas in neat caps and bonnets, as well as the hundred other things that baby needs, will be found in this new baby-land of ours.—*Howe & Stetson, New Haven.*

From the Infants' Department comes news of pretty wear.—Just because he or she is the prettiest babe ever born is no reason why this dainty wear should not be necessary, for his or her beauty must be adorned sometimes, and we have prepared appropriate parlors for displaying the apparel properly. It is worth while just seeing the fascinating assortments.—*Abraham & Straus, Brooklyn, N. Y.*

There's nothing like comfortable clothing for the tiny ones. Here we show you a complete line, a fresh new stock of knitted, flannel and muslin wear for them. Everything for the youngster who wears flannel, especially. Our prices are below the average, the character of the merchandise above.—*The Mellon Store, Oklahoma, O. T.*

More and more mothers are learning to depend upon this store for their infants' wear needs. We keep a full supply constantly on hand and we save the mother all the worry and bother of the making as well as a good deal of the cost.—*Redlick's, Fresno, Cal.*

An unparalleled array of infants' imported model bonnets, coats and dresses; garments of fairy-like delicacy of design and workmanship, embodying the most superlative creations of the best work rooms, both at home and abroad.—*Mandel Bros., Chicago, Ill.*

We are enlarging our line of infants' shoes constantly so that it embraces all the best shoes made for infants. And we are confident that we offer unexcelled values.—*C. M. Staub Shoe Co., Los Angeles, Cal.*

Keep baby cool.—Dress it in attire suitable to the weather and avoid prickly heat and other warm weather baby ills. The daintiest and cutest styles of summer apparel can be obtained here at trifling cost.—*Kaufmann's, Pittsburg.*

We are now showing our new lines of children's bonnets. They are the handsomest and most dressy little creations that can be found, in the richest materials, trimmed in dainty laces, ribbon, chiffon and furs, with silk embroidery.—*Olds, Wortman & King, Portland, Ore.*

In no other store is our stock of infants' requirements duplicated. Every need of the baby is supplied here, from wearing apparel to toilet accessories. Grades from the inexpensive articles of simple service to the most elaborate productions embodying rich material and fine handiwork. Well-made, attractive and serviceable.—*Best & Co., New York.*

Infants' outfitting. Our popular priced articles are better known to the general public than our fine and dainty hand-made goods. These we have in greater profusion than any other establishment. Layettes, hand-made dresses, fine coats and all the delicate and beautiful accessories to an infant's outfit can also be found in a plentitude unknown elsewhere. No one carries finer and more elaborate goods, and our range of prices is so varied as to include grades as reasonable in price as is consistent with true economy. Your attention is called to our exhibit of fine hand-made articles for infants' wear.—*Best & Co., New York.*

New things for little tots.—All the new attire for the little tots is ready at the infants' store. Everything is fresh and tipped with a touch of daintiness.—*Sibley, Lindsay & Curr Co., Rochester.*

Frocks for baby boys.—Wash dresses, of course—Gingham and pique. Mostly Russian suits. Some are made with trousers, some without—and lots of mothers get these for baby girls.—*Wanamaker's, Philadelphia, Pa.*

Baby store bargains.—A wide and various gathering of pretty dresses and other wear for very little people—dainty as such dresses need be, lower priced than such garments are elsewhere.—*Abraham & Straus, Brooklyn, N. Y.*

For the little people.—There never were more truly charming materials. Just a sight of them gives one a sewing fever. It's like fancy work, or play, making up the lovely things that are attainable by the mother who appreciates the possibilities of exquisitely dainty weaves, designs and colorings.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

Every warm day brings a throng of mothers here to choose a pretty Hale poke bonnet for the little folks. You better not wait longer, for there won't be a one left if the present rush keeps up. Come in pink and light blue, made of nice pique with lawn ruffles and dots. Quite surprising how such a pretty little bonnet can be sold for 25c.—*Hale's, Los Angeles, Cal.*

Comfort and daintiness were particularly looked to in selecting things for baby. And still the prices have been kept so low as to keep us on the jump to wait on customers.—*Rosenbaum Company, Pittsburg, Pa.*

Infants' department in the west aisle will be a spot of lively interest for mothers to-morrow. Don't imagine these new lines are not stylish, becoming and entirely worthy because they are low priced.—*Burke, FitzSimons, Hone & Co., Rochester, N. Y.*

You cannot imagine the dainty little styles and variety of pretty footwear that we have grouped together for babies. It makes no difference what color or leather you wish, or whether baby's foot is thin or chubby, we can fit them; weak or delicate ankles are properly taken care of. Soft soles or moccasins in all the pretty shades of colors.—*Byck Bros & Co., Atlanta, Ga.*

You know as well as we, that a daily airing is a mighty fine thing for baby's health. So these robes for the baby's carriage should interest you.—*Joseph Horne Co., Pittsburg, Pa.*

Here are little sleeping suits for tots (with feet), so that they can't get cold if they kick the clothes off.—*Stone, Fisher & Lane, Tacoma, Wash.*

Our lilliputian corner is stocked with every staple and novelty for baby and children up to five years of age. Every garment is made of good material and even the cheapest grades are selected with much care and taste.—*A. Hamburger & Sons, Los Angeles, Cal.*

Now that the older children are off at school the very little people must come in for their share of fall fixing. Ready in the baby store! Here is wide assortment of dainty, serviceable dress, and such little prices that mothers wonder how we can do it. Couldn't if we didn't do so much.—*Abraham & Straus, Brooklyn, N. Y.*

Some of the daintiest little garments for infants' outer wear you ever saw—charming little coats that make us want the baby right here to try them on; darling little garments in the delicate shades that the baby must have; a great big supply of them at prices that are littler than the little wraps.—*Jones Dry Goods Co., Kansas City, Mo.*

The utmost comfort of the white bearskin coats for little children will appeal to appreciative mothers, for the sight of a wee, rosy face above the snowy fur would be irresistible. There are white shaggy hats, too, which accord perfectly with such a coat, and they are simply trimmed with ribbon with plump rosettes attached to the long ties to keep the tiny ears warm. These white coats are shown in several varieties, the very shaggy ones, which would give the small tot the appearance of a furry bear, and those of softer texture with a silky finish, which would be equally smart and becoming.—*Woodward & Lothrop, Washington, D. C.*

Hawkins' infants' anatomical shoe supports the delicate anatomy of baby's foot allowing it to grow as nature intended. Made in the prettiest shapes and styles and of the best material. Costs no more than others.—*The Hawkins Shoe Co., South Norwalk, Conn.*

Each season we bring over from France some of the very daintiest baby garments adding them to our stock of the finest wear that is made on this side of the water. The peasant women who seem to be born with a love of the artistic and skill in needle work, make them in their homes, and it is because of the comparatively small cost of having them done in this way that we can get them to sell for such reasonable prices. The dresses are mostly the loose fitting styles, that, of course, being best for the growing baby. They are made of the finest, sheer nainsook. Some are plain

little slips; others have frills and fluffs and lace or hand-made English embroidery. These wee dresses must be seen to be appreciated. The prices are specially low for such articles.—*Fred Loeser & Co., Brooklyn, N. Y.*

Clothe the baby rightly and you foster a proper pride in its welfare. That the best baby wear in town is sold here is a truth that is accepted by hundreds of careful mothers in Brooklyn—and that the prices are smaller than elsewhere is also incontestable.—*Abraham & Straus, Brooklyn, N. Y.*

For wee babies.—No other Southern California store shows such a varied collection of rich and dainty garments for the wee ones. The entire list of clothing wants is covered.—*J. Maguire & Co., Los Angeles, Cal.*

Replenish baby's summer outfit here, to-morrow, at little cost. The most economical mother will not hesitate to buy baby a new dress when she sees how good and little priced these are to-morrow.—*Abraham & Straus, Brooklyn.*

Brooklyn mothers come here with absolute confidence, knowing that the material is right, the making perfect and the prices very, very small indeed.—*Abraham & Straus, Brooklyn, N. Y.*

Baby caps. Quaint, cunning baby caps, made of silk—copied direct from the French. Tucked, shirred, hand embroidered, trimmed with lace. From baby sizes up to 3 years. Such fine, beautiful caps are not to be found in the city for the money. 50c to \$1.75.—*Schipper & Block, Peoria, Ill.*

Hundreds of dainty little garments were sold yesterday as mothers were quick to appreciate the fine qualities at the little sale prices. The selection today is complete, no trouble to choose from this charming collection.—*Geo. B. Peck, Kansas City, Mo.*

A baby's soliloquy: Why is this thing around my neck so stiff and hard—feels like lots of pin-pricks? Why must I look like a barrel—with all these ruffles on my frock? Why does mother slap my fingers when I put them through those holes big people call embroidery? Why do they expect me to be sweet-tempered when they put ugly thick things on me some days? Here are frocks to suit a baby—soft, fine nainsook and lawn. Little yokes of fine tucks, embroidery and lace—with no holes for baby fingers; little frill at neck and sleeves; cute dresses for dear babies. A third under regular prices because the maker wanted to keep his factory busy.—*Wanamaker, Philadelphia, Pa.*

We realize that there is no one more important in the home life than "the Baby." We believe the home of his or her dresses should be as attractive as it is convenient, with the best assortment possible and at the little prices. We believe that store is here.—*Abraham & Straus, Brooklyn, N. Y.*

Pretty little dresses for pretty little babies at pretty little prices.—*The Edw. Malley Co., New Haven, Conn.*

For the Very Little Folk. We are splendidly equipped in the way of providing the daintiest and prettiest of garments for babies—a question that lies very near the mother's heart.—*Wanamaker's, New York.*

Get the Baby Out Doors into the fresh air—but not until you have all the proper fixings. If you have just taken off the knitted booties remember that at 25c we are selling the softest little kid shoes—the regular 35c kind; there are baby blues and a soft, delicate pink that are particularly pretty; black and white.—*N. Snellenburg & Co., Philadelphia.*

In That Babies' Corner. Some very special values that will appeal to every economical mother—you'll find in this popular corner everything for the baby's comfort at the very littlest prices.—*Emery, Bird, Thayer Co., Kansas City.*

Baby caps. Here is the ad man's hardest job to-day—telling about these beautiful Baby Caps so much underprice. Enough to say the whole vocabulary with a meaning bordering on pretty, "dainty," "artistic," "lovely," "cute," etc., would not be too strong to apply in describing the caps which comprise these assortments made up for a special sale tomorrow.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

When one speaks of gifts or clothes for the baby you quite naturally think of that Babies' Corner at Emery, Bird, Thayer's—the one place in Kansas City where you can obtain for the baby anything from "bootie to bonnet"—not only in apparel, but many smart and clever novelties that cannot be found elsewhere.—*Emery, Bird, Thayer Co., Kansas City.*

So tremendous has been the increase in the business of this Baby Wear Store that the reconstruction of a short time ago, giving additional room, has added hardly enough to display the immense variety of dresses, coats, bonnets, etc.—*Abraham & Straus, Brooklyn, N. Y.*

An occasional out-door promenade is as necessary now as in July—nor shall baby be less modishly dressed than mother. Therefore, these timely sugges-

tions from this best baby-outfitting store.—*Strawbridge & Clothier, Philadelphia, Pa.*

The preparation of layettes for babies nowadays involves so much labor and such an expenditure of time that women are rapidly realizing the wisdom of buying infants' outfits already made, as they are far daintier in stitching and finish than the home-sewed articles.—*Woodward & Lothrop, Washington, D. C.*

Jack Frost isn't cruel—he's a dispenser of the best health- tonic known—all you have to do, to keep baby well, is to provide comfortable clothing. But the baby deserves more than comfort, so all these things are pretty—and some are far under price.—*Gimbel Bros., Philadelphia.*

With cooler weather comes the necessity for heavier clothing. New things in Infants' and Little Children's Wear are arriving daily. Dainty, practical goods, made right here in America, and rich and beautiful creations brought from Paris.—*Woodward & Lothrop, Washington, D. C.*

White bear skin is one of the many novelties, and really nothing could be prettier for winter wear, as it gives the child the appearance of being warmly and richly clad, and at a small outlay.—*The Crescent, Spokane, Wash.*

Baby Coats and Bonnets.—A clearance at close prices. Here's a chance to get a coat for baby to wear at the seashore, and pay less than half the original price for it. And there are dainty little bonnets for his lordship also. It's a great economy event for Brooklyn mothers.—*Abraham & Straus, Brooklyn.*

For Baby, these days we have the coolest and prettiest Dresses, and all sorts of Gowns and Waists for children, at extremely little prices. This list will prove interesting to mothers.—*Abraham & Straus, Brooklyn.*

Baby's soft little body needs tender care—needs the best there is to cover it. We have everything that the little one needs.—*Roth Bros., West Superior.*

French baby-clothes.—The baby store is brimful of them—sticking out of the drawers, bobbing up and down on the racks, and smiling at you from glass cases—the sweetest, daintiest baby-clothes in the world.—*Wanamaker's, Philadelphia.*

The baby's outfittings.—Just a hint from the Baby Store of the smart wear that we have for Brooklyn's little people. A hint of the small prices that bring Brooklyn's economical mothers here always.—*Abraham & Straus, Brooklyn.*

Baby needs.—Dean looks out for the needs of the newcomers. Puff boxes, powder puffs, teething rings, combs and brushes, fine soaps, soft wash rags, and everything else and at much lower prices than other stores.—*Dean's, Los Angeles.*

Infants' outfits as white as snow. This annual sale of infants' wear is a fixed bargain feature, which saving parents recognize as a time when prices are much lower than the garments could be made for at home. The sheerest of dainty linens and lawns, nainsooks, and muslins for foundation fabrics, trimmed with the daintiest of ribbons and the filmiest of laces, hemstitching and embroideries. There are so many charming innovations you'll be captivated by them.—*The Palace, Spokane, Wash.*

Everything for baby—that describes the offerings in our infants' department; and a daintier collection of baby things could not well be imagined.—*Strawbridge & Clothier, Philadelphia.*

Children's wear prices in your favor.—Whatever the smaller girl needs—the small boy, too—by way of attire for summer is here in such assortment as nowhere else. Further, it's good. Still further, it's remarkably low in price.—*Hochschild, Kohn & Co., Baltimore.*

Special sale of children's dresses.—In the lilliputian department, on the second floor, where small humanity is completely clothed, we offer a special sale of children's dresses. Each garment is dainty and well made. This sale offers the choice of various qualities and styles; every one pleasing.—*Jacoby Bros., Los Angeles, Cal.*

It's coming Fall and all mothers will be wanting new things for the little small folks to wear. Few mothers can make garments so dainty and pretty. No mother can make at so little expense the things that babies must have to wear.—*Boston Store, Schenectady, N. Y.*

The maker, after much coaxing, agreed to give us 35 dozen of those fresh little frocks, straight from his regular stock, so that we can sell them for about a third less than usual. Won't busy mothers jump at them, though?—*Wanamaker, Philadelphia, Pa.*

Here are his new fall clothes—that is, the Coats, and Caps, and Bonnets that he'll need when October breezes have a nip in them—possibly even sooner. Every mother will admit that these new things are as charming as they're spick and span. And she can pay practically whatever she likes—price-ranges are

amply broad: At 50c to \$3 each.—*Wanamaker, New York, N. Y.*

Baby Goods.—Mothers, have you been to our store to see the many things we have to make your baby well dressed and comfortable? No mother wants to skimp her baby's outfit. But every wise mother is economical, and when the pretty, stylish baby outfitings are to be had at such appealing prices as we are offering this week she is quick to take advantage.

Each garment is finished with that care that makes glad the heart of every mother. From the plain little slips to the fancy, lace trimmed dresses, you will find the best of workmanship.—*The Blakely Dry Goods Co., Spokane, Wash.*

Baby's Runabout Dresses and Hats.—The finest bargains to-morrow for the baby. Little Chambray Frocks and Lawn Hats, or hats to match dresses. Indeed baby may be quite as stylish as mother—with her one color dress scheme.—*Snellenburg's, Philadelphia, Pa.*

Here are wondrous reductions for this baby goods sale, and we want you to take advantage of it.—*The Lace House, Salt Lake City, Utah.*

Baby shoe values that tell their own eloquent story of economy. There are low shoes and high shoes. Some prefer low cut, others high cut shoes, so we give you both. There are dozens of styles of heels and shapes and every kind of leather you can imagine.—*The 14th Street Store, New York.*

Our First January Sale of Undermuslins for Infants' Wear. It is the most commandingly important sale of its kind ever held in Greater New York—embracing goods of the highest character, flawless merchandise—at prices that have absolutely never been equalled for lowness.—*Simpson Crawford Co., New York—Jan. 4, 1903.*

A merry Christmas! And the wish is backed by a store-ful of beauty gathered to make your getting-ready easy. Gift thoughts at every turn. Such a medley of Christmas goods as to call out countless letters to Santa Claus from the little-folk visitors—giving hints in plenty to the older heads. Unbounded pleasure is expressed by young and old alike with reference to the Christmas emblems that pervade the store. From the poetic flight of the angels to the four-and-twenty blackbirds in the pie the festal influence is universally felt and enjoyed.—*Wanamaker's, Philadelphia.*

INSURANCE

"No," said the beautiful widow, "I couldn't sleep for weeks after my husband died."

"How pitiful," put in her sympathetic friend.

"You see, I had mislaid his insurance policy, and for a while I was really afraid I'd never be able to find it."—Chicago Record.

Cash counts, particularly just after you have burned out. If you are insured here you will get a fair adjustment and prompt payment.—*Dow & Pinkham, Portland, Me.*

After the fire the safe and its contents may be found uninjured. But if there is no fire insurance carried the saving of the safe may be of no importance. Let your forethought be better than your hindsight. Insure at once, and avoid all chance.—*Mitchell & Shrewsbury, Parkersburg, W. Va.*

If a man needs life insurance he cannot afford to delay putting the contract in force. Statistics show that the average man has eight chances of dying to one that his building will burn, and no prudent merchant will delay even for a day protecting his building and merchandise against fire.—*F. L. Westover, Bay City, Mich.*

If you get sick or accidentally disabled and cannot work, will you have any money for yourself or family? If you cannot work won't you get behind with your bills? For your own protection it will be a good investment to take an Accident or Health Policy in the Pacific Mutual.—*Pacific Mutual Life Ins. Co., Los Angeles, Cal.*

How long is a jiffy? A little longer than it takes you to read this, but no longer than it takes us to deliver any order intrusted to our care. Not only do we pride ourselves on the quality of our insurance, but also on the promptness and care with which orders are filled.—*John P. Slade & Son, Fall River, Mass.*

Saved every life.—It is fortunate to be able to save life in case of fire; but what if it had been different? Who would have looked after your dependents? How about the loss of your property even if your life is saved. Don't you realize the inestimable value of insurance with this office?—*J. C. Rudd Son & Co., Owensboro, Ky.*

Don't delay nor wait till your property

is on fire before insuring. "It might have been" are sad words for the man who sees his all reduced to ashes without knowing where to turn for relief. Remember that your friend in need is an insurance policy. We are ready to write you one at any time. Only good companies represented.—*Jas. A. Davidson, Parkersburg, W. Va.*

It's the same old story with so many. They do not think seriously of fire insurance until the property is destroyed. Then there is nothing to insure. Why not take time by the forelock? Rates are not reduced by procrastinating. Today is the day for securing a policy. Tomorrow may bring a fire.—*Mitchell & Shrewsbury, Parkersburg, W. Va.*

A good New Year resolution is without value unless carried into effect. Neither is an insurance policy of value without it is carried by a company of the highest standing. Only experienced and reliable agents can represent the best companies. That is why you should have us transact your insurance business.—*Sage, Burgett & Co., Mobile, Ala.*

Fire has no effect on a man's business if he carries sufficient insurance to cover all loss. And it's a good thing to be able to say when the flames are eating up your property that it's covered by insurance.—*J. Henry Brown, Woodstock.*

Many causes may be responsible for the burning of your building, but you alone are responsible if you lose in case of fire. We provide insurance that protects you from loss. The cause is not the question—the protection is what you want.—*S. A. Allen & Son, Westfield.*

The fire alarm gong or the dark cloud in the sky need have no terrors for you if we carry your insurance. The manner in which these disasters are increasing has demonstrated the fact that insurance is the only protection you can get against them. Don't wait until tomorrow. Do it now. Call us up and we will call and see you.—*Wallace & Corry, Springfield, Ohio.*

Did it ever occur to you that there must be a reason why so many people recommend our health and accident policies? It's this way.

We pay all claims promptly and without any fuss. Call at our office and get list of 53 claims that we have settled since January 1.—*Lovier & White, Rome.*

It's easier to pay a small premium than to suffer a heavy loss by fire. Insure to-day with *Hickman & Johnson, Knoxville, Tenn.*

Look out for the horses when the fire bell rings. Look up your insurance before it rings again. Come and get one of our household inventories and insure with *Lansing Insurance Agency, Lansing, Mich.*

Your wife? Is she provided for in case you meet with misfortune? This is a serious matter. Take it up to-day and make application for a policy in the Prudential Insurance Co. of America.—*Trenton, N. J.*

Let us take your risk? If your home or household effects are not insured you are taking a risk that may mean the possible loss of years of striving and saving. It may have been your good fortune never to have had a fire—but who can tell when one will occur? 'Tis better to be safe than sorry—better to have the protection of a high grade company than to take your own risk. If you cannot attend to this at once, drop us a postal or call phone 3326 and a representative will call. Do not delay—act now.—*Chas. Wilson & Co., New Haven.*

Woodruff & Son have facilities not surpassed by any other agency in Lexington for writing all classes of fire insurance—and, remember, there is not a company in our office that is not as good for any contract they may make as any bank in the city is for a dollar bill. We will have no other kind. We solicit your patronage and assure you of fair treatment and prompt settlement in event of loss.—*Lexington, Ky.*

If a man entrusts the sums that he is able to save out of his yearly income in trained and experienced hands, he has no occasion for anxiety. If his investments take the form of insurance, while his immediate income is deferred, he has the satisfaction of knowing that those dependent on him will reap the benefit of his care. If he selects an endowment policy, he simply waits until the term has expired, when he will reap the full

advantages of his savings. The sums requisite for quarterly or semi-annual payments are so small that they are hardly missed yet their aggregate importance, when accumulated for a long term of years, is extremely great. The habit of thus putting aside at regular periods the sums essential for the payment of a policy becomes a second nature as time goes on.—*C. Walker Hills, Rockland, Me.*

Is your property, household goods or stock of merchandise insured? A policy of insurance covering loss by fire saves a man much humiliation and embarrassment in case of fire. The cost is trifling compared to the benefits to be derived. Let me figure with you. You will be surprised when you know how little it costs.—*R. M. Morton, Windsor, Ont.*

Fire insurance. The methods of the various companies in settling their losses appear to us of the first importance to buyers of insurance policies. Insurance is preeminently a business founded upon good faith, and a policy to be worth anything must be good under any and all circumstances. An insurance company which meets its obligations under ordinary conditions, but which in the face of extraordinary losses endeavors in every way to evade its just obligations, is not the company which the thoughtful and conservative business man will choose to indemnify him against loss. We represent only companies that pay their losses under all circumstances.—*G. A. DeLong & Co., Lexington, Ky.*

Insurance solicitors—Your living expenses have increased greatly, but the Armstrong law has decreased your income. Our contract and proposition enable you to more than double your previous high contract income mark. We give you an opportunity to earn more than a bare living. You get paid for the production, large or small. Investigate. The truth will convince you what others are doing you can do. Insuring public—A Southern insurance company, officered by Southern men and backed by Southern money, offers you the most attractive protection proposition to be found. Policies are liberal and fair, safe, sound and conservative, guaranteeing attractive investment features, and protection for wife and children in case of the death of the insured. None better to be had. Give our agents a hearing; they will interest you.—*The Southern States Life Insurance Co., Montgomery.*

JEWELRY

"Of course," she said, when the time came to leave the seashore and she was haunted by the fear that he might claim her acquaintance in the city; "of course, this was only a sham engagement. Shall I return your ring?"

"Quite unnecessary," he replied gallantly. "I keep sham rings for sham engagements."

And as she had worn it for three whole weeks and had exhibited it proudly, under the impression that it was a genuine diamond, his revenge was complete.—Chicago Post.

Thousands of pieces of summer jewelry at unexpectedly low prices. Glittering trinkets by the thousand deck out the main aisle to-day. There's a glint of gold, the sparkle of precious stones—rainbow-like in colorings and the sheen of silver. And the rich yellow-browns of the tortoise-shell as a contrast. Thousands of dollars' worth—if it were only real! But it isn't—simply the effective, pleasing, specious jewelry that so many people want in summer—jewelry that can be worn with impunity anywhere—decorative, useful, yet not a subject for heart-break if you chance to lose it. Hundreds of charming designs are here—hat-pins, scarf-pins, brooches, cuff-links, chains—trinkets that will make a brave showing in the outing costume.—*Wanamaker's, New York.*

Two Years of Modern Jewelry Selling. Nearly two years ago we threw off the chains that bound us to the jobber in jewelry. We believed our people would be quick to recognize the difference between retail and wholesale prices, and that we could sell enough to warrant us to buy in wholesale quantities. Two years ago this was only a belief; now it is a vigorous reality.—*Brodnax, Memphis.*

Prices of jewelry were never more reasonable than they are to-day, if you get to the right place and consider the quality of the goods you are buying. If you wish high grade, artistic jewelry in charming new designs, we shall be pleased to show you our assortment. No better values in watches, diamonds, and precious stones can be obtained at our prices than we are offering. All novelties in summer jewelry at low prices.—*LeBron Jewelry Co., Montgomery, Ala.*

The wedding gift store. We welcome you here at all times, and invite you to bring your visiting friends. The wedding gift store is a unique one in many

respects. We are showing a multitude of articles that are especially attractive for wedding gifts, and we wish you to consider yourself always welcome here. For diamonds and silver we are always worth seeing first.—*LeBron Jewelry Co., Montgomery, Ala.*

Real art in electroliers. If you have an eye for the æsthetic, you'll take pleasure in looking over our new collection of bronze electroliers. We want you to see these goods—and there isn't a doubt but that you will find something that will particularly appeal to you. The line has been received since Christmas and contains a lot of designs of electroliers that most stores won't be showing for several months to come.—*LeBron Jewelry Co., Montgomery, Ala.*

Snake bracelets. A Paris fad. Less than half price. There is something exceedingly fascinating about the snake in bracelets, two, three and four strands in gold plate or gun metal finish—perfect reproductions of a cobra; some with imitation emerald studded head. The bracelet fits lightly but firmly on the arm. The price is so small as to be decidedly deceiving as to the character of these attractive bracelets.—*Abraham & Straus, Brooklyn, N. Y.*

Combs and barrettes. Hair ornaments are so much in vogue that they will be among the most popular Christmas gifts this season. And in preparation for the demand we have assembled in the jewelry store much the largest and finest showing that we ever had. The back and side combs with gold trimmings are in particularly broad assortment. Solid gold mountings in plain, bead and fancy designs on imitation shell.—*Frederick Loeser & Co., Brooklyn.*

It's the only thing you buy to wear that doesn't wear out.—*W. R. Jackson, St. Thomas, Ont.*

Holiday times are approaching rapidly. It's a good idea to buy your gifts early. We make this suggestion because next month will be a busy month for you and you will no doubt appreciate our suggestion to buy now while you have the time. Jewelry, silverware and cut glass.—*A. F. Williams, the Jeweler, Trenton, N. J.*

In the toe-tip of the stocking something from these cases should go. A ring, a bracelet, a brooch, a pin, a set of studs or buttons, what you like, so long as it snuggles down where it will be discovered last, as the best of all the gifts should be. Not that they'll cost you too much, either—we've learned where and when to buy them to our, and your, greatest advantage.—*The Stone, Fisher Co., Tacoma, Wash.*

We are asking your opinion on a lot of newly arrived jewelry. Will it be favorable? We think so, and this is why we think so: Because we've been careful to choose nothing but the very newest and brightest ideas. We went all over to get them and we're certain that you'll agree that they are particularly attractive. Some of the lines are exclusive. They are here for you to look at—that's your privilege. They are here for you to buy—that's your option. You are welcome if you only look.—*P. Girard, East Grand Forks, Minn.*

Christmas jewelry. Come in and look over this new store. All the goods are new and clean and many are entirely original in ideas. You are invited to inspect the stock now when the store is prettiest and at its best. Don't feel that you have to buy if you come in. Just come in and spend a few minutes and you won't feel that it is wasted.—*N. W. Cowles, Ottumwa, Iowa.*

Diamonds, jewelry, watches and silverware. A magnificent array of all that is rich, beautiful and artistic in gold and silver jewelry, in handsomely cased watches, artistic tableware and all the season's novelties in art jewelry from Paris, London and Vienna. The diamond cutter, the jeweler and the silversmith, have certainly sent out this season, the most exquisite articles, specially designed for rich gifts. Our great holiday display on the first floor, just as you enter the store at Eighth and Market Streets, fairly sparkles and glints with beauty and brilliancy—the most beautiful creations of artisans in gold and silver. It is a marvelously captivating assembly of dainty, elegant and artistic scarf pins, brooches, rings, watches, fobs, silver pieces for the table, etc. A con-

siderable portion of the display is given up to the latest novelties in personal jewelry from London, Vienna and Paris. These dainty and striking conceits were imported direct. Now just a word about the diamonds. You can rely upon the stones, and the mountings are the most artistic. We bought diamonds long before the recent advance, and our patrons are given every advantage of our early purchases.—*Lit Bros., Philadelphia, Pa.*

Every jewel loving woman should visit our handsome store and revel in the glorious display of jewelry, precious stones and sterling and silver-plated ware—watches, cut glass, etc., etc. It is a veritable fairyland. You can depend on anything we show you being the very best quality and always at the lowest prices.—*B. M. Henschel & Co., Buffalo, N. Y.*

Here's a jewelry stock to be proud of. We are proud of it. We want you to know how well worth being proud of it is. So to tempt you to know it better, we make these special prices.—*Simpson-Crawford Co., New York.*

New ideas in jewelry. New Spring goods are arriving. If you are needing anything in stylish, up-to-date jewelry we invite you to call. We do not sell paste and tinsel at 15c. or 25c. a grab, but on the contrary handle nothing but honest jewelry at honest prices.—*The Cornwell Jewelry Co., Pueblo, Colo.*

Ask to see it; you don't have to buy.—*Brown, Hartford, Conn.*

Such little prices now as this close-out sale makes for fine jewelry will coax the prettiest things from the show cases into your possession. In such a big store the jewelry section may not cover much space, but there's thousands of dollars' worth here, and ordinary prices seem high by comparison with those now asked. The faddish jewelry, the modish kinds, the sorts of sterling value.—*Harned & VonMaur, Peoria, Ill.*

Sale of Jewelry of Equal Interest to Men and Women.—A great big good lot of useful jewelry at very, very small prices. Not a piece in the lot but is worth a third more; some is worth two or three times the price. Nearly every bit is from the makers of the guaranteed King collar buttons, and is sold under the maker's (and our) warranty of service and satisfaction.—*Howland's, Bridgeport, Conn.*

If it is good jewelry at moderate prices that you want, come to this store—the home of honest jewelry.—*E. C. Bates, Alliance, O.*

The prices verily are jewels. Counter after counter, case after case, lend their beauty to a store of loveliness to-morrow—a display of surpassing brilliancy.—*J. & P. Adams, Buffalo, N. Y.*

Betrothal Rings.—One could not wish to see a finer assortment of engagement rings than we are now showing. In our assortment we show the diamond in combination with the ruby, emerald, sapphire, opal, turquoise, etc.—*W. C. Forbes, St. Thomas, Ont.*

So dear to every artistic and refined heart is our collection of jewelry. Silverware, diamonds and all that represents the best efforts of skilled artisans in qualities that stand second to none. They are first in excellence and the prices are invariably low.—*Ike Loeb, Montgomery.*

The sign of the treaty of love. When a treaty of love has been made, there is one sign needed to make the betrothal—namely, an engagement ring. Since the soft, balmy months of Summer and early Fall are proverbially the ones when more people become “engaged” than any others in the calendar, we deem it opportune to call attention to our fine stock of engagement rings. This stock has recently received many new recruits from the East—rings of the latest and newest styles in settings—and presents as fine a range of choice as the most enthusiastic lover need wish for.—*Barr's Jewelry Store, Salem, Ore.*

To Please a Man—a seal ring, or if he belongs to a fraternal order, one bearing the proper emblem.—*J. F. Carr, Kenton, O.*

Now autumn comes with clustered grapes a-swing

On drooping vines; the summer waxeth old.

But we just meant to say: A cluster ring

Of diamonds and opals set in gold, All richly chased, of Lechenger's design,

Would please your wife and make her dear eyes shine.

—*Lechenger's, Houston, Tex.*

Christmas Goods.—You may think it's a little early to begin to talk holiday goods. But here it is October. Already our store has a holiday appearance. Nearly every day we receive some holiday goods, and already a great many sales have been made. Almost every day we lay aside something for someone. Come in and see us.—*Garrettson's Jewelry Store, Kenton, O.*

Buying jewelry and gems is a matter of confidence! Most people cannot accurately determine for themselves the

value of precious stones and gold and silver things. Therefore, it is important to know the store you buy from.

C. Lumsden & Son are as anxious to satisfy you as you are yourself—they can't afford to do otherwise!—*C. Lumsden & Son, Richmond, Va.*

Our graduation gifts will please her immensely. Nor is it to be wondered at that she gazes with rapture on a gem so rare. See it, fellows, at Kelley's jewelry store. Showing exquisite graduation, wedding and birthday gifts there—something altogether out of the ordinary.—*Kelley the Jeweler, Atlanta, Ga.*

In selecting commencement gifts why not commemorate this event—one of the most notable in your child's life—by choosing a diamond? Even a small one, coming as it does on that occasion, carries with it a great deal of sentiment, and the recipient will cherish and remember it a lifetime. There are all kinds of pretty pieces of diamond jewelry for girls—pins, brooches, rings and things that appeal to the feminine heart.—*Feagan's, Joliet, Ill.*

For Men Only.—The most important part of a man's dress are the little fixings as his tie-clips for holding his tie in position; his collar stud, his front stud, his scarfpin, his key chain, etc. If these are what they should be he is called a well-dressed man. We are properly equipped to place every man who wants to be in this enviable position.—*Stewart Dawson & Co., Brisbane.*

Jewelry novelties and belts.—They are not absolutely necessary to your happiness, nor do they improve your worldly wealth; but then they conform to certain social usages of polite society, and you might as well be in oblivion as to go against the decrees of good breeding. Satisfying yourself on this point, look at the economical values enumerated.—*Hamburger's, Los Angeles, Cal.*

A wonderful offering in solid gold jewelry. Sale of manufacturers' stocks specials. Here are values extraordinary in handsome, thoroughly reliable solid gold jewelry—Bloomingdale's reputation's back of every piece offered and the bargains are unmatched.—*Bloomingdale's, New York.*

Every woman loves handsome jewelry. Every woman likes to feel that her jewelry is solid and perfect—that she has just what she paid for. Every woman likes to save money too. Consequently every woman ought to patronize us—it means safety, satisfaction and economy.—*Robt. P. Krep, Joliet, Ill.*

For Her, the Wedding Ring.—That magic little band that is playing its important part in these days of roses and rosebuds. Of course, when you place it on her pretty finger, you wish to know that it is all that it should be and no base metal enters into its making. As in everything else, there are many grades, and quality should be your first consideration. The stamp does not always mean as it reads, and you should be sure the Ring is made seamless, so that solder or base metal is eliminated. When we say our Rings are 14k or 18k, it means that they are guaranteed to assay just exactly 14k or 18k and are seamless.—*Abraham & Straus, Brooklyn.*

Just from Paris—the Jewelry you see in the shops of the Rue de la Paix. Great cases here gather every article for feminine adornment. Wherever it turns, the eye is delighted by some design of strikingly artistic originality and beautiful color-effect—the exquisite tintings of the metals subtly blended with the glowing hues of the stones with which they are set.—*Strawbridge & Clothier, Philadelphia, Pa.*

Have you not, somewhere in the house, unused pieces of jewelry, out of fashion and possibly out of repair? Do not let them lie in dark boxes any longer. Bring them to us and let us show you how they can be remodeled, modernized and beautified. A few touches of our artists' skill will do wonders with them. We will supply original designs or we will follow out your own ideas.—*Lambert Bros., New York, N. Y.*

No jewelry makes a showing that is prettier, or in better taste, than these inexpensive Waist Sets, Bar Pins and Cuff Pins set with rhinestones and imitation pearls on sterling silver mountings. Designs are new and artistic, and just the simple jewelry a woman wants to wear with a summer frock.—*Wanamaker, New York, N. Y.*

First glimpse now of some of the styles that won't be shown generally until fall. And the first thought on seeing them is of wonder that such exquisite jewelry can be sold for such trifling prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Oddities in fobs, pins. The shirt waist man is looking for the very thing we are displaying. If you want to be on time with the "summer girl" this is your chance.—*Sterner's, Allentown, Pa.*

Pretty nearly everybody nowadays, wears plated jewelry at one time or another—it has lived down the stigma that formerly attached to wearing imitation.

It comes in such irresistible pretty styles, and is anything but "cheap" in looks. The workmanship is high class, the appearance very effective and the service a long ways better than the price.—*Gimbel Bros., Philadelphia, Pa.*

Graceful and unusual jewelry—distinctive and original goldsmithing. We take a great deal of pride in having our stock of jewelry represent all that is not only newest and best, but that also is different from the common run. Exclusive and distinctive designing forms a large part of our business and those desiring jewelry that has these qualities will find wide range for satisfactory selection here. Special order work. Correct engraving.—*Clark & Engle, Wilkes-Barre.*

Women will browse with delight among this attractive collection of the pretty sorts of Jewelry best adapted for summer wearing.—*Wanamaker, New York.*

We think that you will find our Jewelry very interesting and we know that you will be pleased with your purchase made at our store. "Take our invitation often—walk in and look around."—*P. H. Stevens, Hartford, Conn.*

Uniform excellence and reliability, exclusiveness and refinement, latest designs, variety of choice, price advantages. These facts, together with unique store methods, make this the jewelry store of satisfaction and economy.—*J. Wiss & Sons, Newark, N. J.*

Burglarized! Window Snashed, Jewelry Stolen! What Is to be Done? We simply stand the loss and keep right on sacrificing goods. How? 1-3 off on watches, 1-3 off on jewelry.—*Guthman's, Youngstown, Ohio.*

Imported jewelry at half price.—These are the strikingly pretty combinations of imitation jewels and gold-plated mountings that they know so well how to make across the ocean. Jewelry that sparkle and please, though frankly a make-believe. New half prices rule today on a number of most attractive odd pieces, such as brooches and belt clasps, that must go before our fall importations arrive. You'll find the choosing most alluring.—*Wanamaker's, New York.*

The Tray of Hearts displayed in our show window would fill your hand nicely. It's a green silk plush tray filled with gold friendship hearts of different sizes, some plain, others set with a pearl, garnet, turquoise or diamond.—*Chas. E. Rose, Telluride, Colo.*

"Everything that is best in diamonds and jewelry."—*Mercereau & Connell, Scranton, Pa.*

You will find the genuine here—a clear, pure stone, in any setting you may desire. We can save you money, and yet give you the best that money can buy.—*Chas. E. Davis, Great Falls, Mont.*

Jewelry excellence in a nutshell is what you'll find at our store. Beautiful gems of art in both gold and silver and precious stones of every kind and description. Buy your presents now and have them laid aside for you by paying slight deposits.—*Geo. E. Wheelhouse Co., Utica, N. Y.*

Peeresses ablaze with sparkling gems scintillated at the king's coronation and made a showing of jewelled splendor such as has seldom been seen. You can see a display of jewels in brooches, rings, stick pins, chains, etc., such as you see nowhere in Grand Forks but at Kent's. Everything for wedding and birthday gifts, engagement rings, etc.—*Frank V. Kent & Co., Grand Forks, N. D.*

Engagement rings.—A lady seldom wishes to have her engagement ring altered. It is important, therefore, that it be of a high quality and of a lasting style—one that is fashionable now and sure to be fashionable. The half-loop is always correct, and whether of diamonds alone or diamonds set with rubies, pearls, emeralds or sapphires, the effect is equally as good. From our stock a selection is not difficult.—*Cosly, Asheville, N. C.*

In the jewelry trade there are all kinds of rings and all kinds of prices. Some of them are worth buying and some are not, and on others the prices are "out of sight." The rings which we offer for to-morrow are all good enough to buy and wear too, and the prices are such that almost anyone can afford to pay them. If you wish them for gifts, we will lay aside your purchase if you ask us.—*Siegel-Cooper Co., New York.*

A wedding ring should fit the finger. If it is too large it is a sign of shallowness of purpose. If too tight it suggests that the union pinches somehow. A perfect fitting ring is symbolic of a perfect harmonious union. Start out right by getting your wedding ring from us. We keep the proper kind and proper sizes, and engrave any inscription you may want, free of charge.—*Switzer & Grubert, Staunton, Va.*

Full many a gem of purest ray serene may at our large establishment be seen. If you wish jewels that would gladden the heart of an empress, this is the place for you, O flower of American womanhood! We cater to the trade of uncrowned queens.—*A. Low, Chicago, Ill.*

Profanity preventives.—Gold collar buttons.—*Judson S. Newing, Binghamton, N. Y.*

The "———" collar button, 50c., will save many a cuss-word.—*Gans & Klein, Helena, Mont.*

Our watch is the accurate to a second time-piece.—*Dueber-Hampden Watch Works, Canton, Ohio.*

Little luxuries priced as low as if they were necessities. Every article just as good as if the best jeweler's name was on the box, but how much lower in price! —*Scroggie's, Montreal, Can.*

Graduation gifts! You know it is time for the purchasing of these pleasant souvenirs of Graduation Day. We have learned from experience just what the young people like best in the way of gifts, and we have prepared ourselves to supply parents and guardians with beautiful and suggestive articles that have a permanency of interest.—*C. H. Case & Co., Hartford, Conn.*

Signet rings. There's a constant demand for new, odd and out-of-the-common ring designs. Our display of signet rings meets this demand, fully; we have a first-rate variety of the latest designs—extremely novel, many of them, yet artistic and in perfect taste. Safe to say that no matter what style of signet ring you want, or how much you are ready to spend for one, you can make a satisfactory selection here.—*P. H. Stevens, Hartford, Conn.*

After all, have you noticed that the trifles of dress are its tell-tales. The Horse Show rig will hardly be complete without its jeweled collar or necklace. Get the leading color of your get-up, then match it in the stone of one of these jeweled collars. They brace the limp lingerie collars beautifully.—*Gimbel Brothers, Philadelphia, Pa.*

In purchasing a diamond, a watch, or a set of silverware, it is necessary to know the exact facts about any one of them. We encourage inquisitiveness in our customers, and delight in telling them the plain truth about all our goods. That, with courteous treatment, have won solid, lasting friends for us. And we propose to keep it up.—*Robert P. Kiep, Joliet, Ill.*

Creations for the bride. A jewelry store is the natural place to seek gifts of lasting value! There are many things here that are beautiful, useful and that will hold their worth almost indefinitely. Numberless articles in jewelry, etc., that will give much pleasure to the bride.—*J. T. Allen & Co., Richmond, Va.*

Engagement Rings and Wedding Rings. And now when the swallows homeward fly there is a kind of fluttering around Brown's, by the big clock, and some wedding rings are being carried away. Look out! the robins are going to build.—*Hartford, Conn.*

A Ring That Satisfies. No purchase of a lifetime requires the care that should be shown in buying the engagement ring. We have made a study in this line, and have chosen a stock which will enable you to have the best sets, the prettiest settings and the most reliable plain rings.—*W. C. Forbes, St. Thomas, Ont., Can.*

You have certainly heard of the phrase,—"As good as gold and sure as diamonds." That is the saying of centuries expressing as nearly as possible unchanging value. When, therefore, just as the holiday season approaches, we offer diamonds set in brooches, cuff links, lockets, scarf pins, etc., just the very thing for presents to man or woman, at prices one-fourth to one-third less than their worth, we think there is justification in calling it a wonderful sale.—*Abraham & Straus, Brooklyn, N. Y.*

At Lambert's a \$100 ring sells for \$100. We don't say our price is away below the real value of the article, but because we manufacture so largely and because our customers pay only one profit, Lambert jewelry is lower-priced than that of other reliable houses. When we add that we unreservedly guarantee every article we sell, and that we have enjoyed public confidence for almost thirty years, you will understand why our record in trade is a history of success. We are in a modest locality, where rents are not exorbitant—another element of economy by which our patrons benefit.—*Lambert Bros., New York.*

Various manufacturing jewelers contribute to-day's good buying—largely surplus lots; and in some cases, part of the stocks that the makers thought to hold as reserve for the follow-on orders for holiday business. But they figured, doubtless, that cash in hand was worth several uncertain orders in the future. There will be nothing newer in styles shown later, during the holidays.—*Gimbel Bros., Philadelphia, Pa.*

We have punctuated the spent season with several special sales of bar pins. They were successful—remarkably so. It gave us courage to organize a sale which involves more pins than any three other shops combined afford—serviceable, well wrought pins of sterling sil-

ver, heavily plated with 14 karat gold and set with brilliant stones.—*Saks & Co., New York, N. Y.*

A jewelry store is the best place in the world to get suggestions for wedding or birthday presents. The stock is so varied, and the prices are so varied, that every kind of taste and every kind of pocket-book is sure to be suited. We have many inexpensive, but dainty little novelties here, which will make excellent gifts. This is a jewelry store where you can get just what you are looking for. Our stock never runs down. Our superb array of jewelry and watches makes selection easy.—*W. F. Sellers & Co., Altoona, Pa.*

Gold-Plated Summer Jewelry Much Under Price.—One would think the regular prices of these artistic pieces were quite temptings enough. The patterns copied from the best designs of high-priced jewelry; and the summer girl and man who wish to be care-free about the loss of these things when traveling or on holiday excursions are very glad to select from such a pretty collection. But we have cut the prices away down from their regular littleness; and to-day's offerings are particularly tempting.—*Wanamaker, New York.*

Rings, Rings, Rings. Engagement rings, Wedding rings. Baby rings, Birthday rings. Signet rings. Rings of every description. An elegant stock to select from, and such low prices you can not help to buy when you see our rings.—*A. Graves Co., Memphis, Tenn.*

In these degenerate days, there is nothing in which one can be more easily fooled than in jewelry. And so the wise jewelry buyer takes care to go to a reliable house like *Wilson's, London, E. C.*

Babies' rings should be of so good a quality as not to tarnish and cause blood poisoning, and yet not so expensive that their loss would be felt. The line of rings we carry fills the bill. See them.—*The Whitehouse Dry Goods Co., Spokane, Wash.*

Everything you need in jewelry awaits your inspection at the Lambert store. There is a myriad of gifts for graduations, birthdays, engagements, weddings, and for bon voyage souvenirs. The most beautiful article is far less costly than you would imagine, for we are manufacturers and importers, never dealing with middlemen. We can always serve you well—never better than in the month of roses, gifts and good wishes. Reliable jewelry lasts forever. So buy of Lambert's the old Reliable.—*Lambert Bros., New York, N. Y.*

Dainty and graceful—as you would expect in styles born in Paris. The Pendant necklaces are a charming fashion-fancy. Thin, almost thread-like gold-filled or silver chains hung with lovely little pendants of gems, imitation or semi-precious. Other chains have a festoon effect of gem-set links—extremely graceful adornment for Mademoiselle's neck—and essentially Parisian! The color combinations of the gems of various hues are strikingly artistic.—*Strawbridge & Clothier, Philadelphia, Pa.*

Always count on the latest fads being shown here first. Just as soon as word reached us from our representative in fashion centers, we ordered the very latest conceits for immediate display. Certainly they are fascinating little effects—and as fresh as a rose. The effects are as dainty as can be in French gray, dull or polished gun metal, Roman and rose gold finishes—some are jeweled very cleverly and neatly, one might even say elegantly—others take on a tinge of color, like the peacock feather designs. Most of the Chatelaines have a sash pin of effective design from which drop five chains, having such delicately fashioned need articles as a pencil, memo tablet, bonbon box, mirror, coin holder, purse or stamp case.—*Abraham & Straus, Brooklyn, N. Y.*

With our enviable reputation for selling the best and most trustworthy watches always, specials like these we offer for to-morrow mean much to folks who know us. They mean that you can purchase an absolutely correct time-piece (with our guarantee back of it) at a most appreciable saving.—*Bloomingtondale's, New York, N. Y.*

The new arrivals of Jewelry from Paris present a brilliant exhibition. These decorative pieces are wonderful in their artistic effects; though the jewels are imitations, the designs are artistic as though real diamonds and pearls were to be mounted.—*Wanamaker, New York, N. Y.*

As jobbers of Rings, buying direct of the makers, we naturally have assortments that cannot be found in a strictly retail jewelry store. You have the advantage here of pleasing your individual fancy. And, then, the saving in cost! A record is kept of every ring sale and your money is waiting for you if there is any dissatisfaction.—*Hofman's, Columbus, Ohio.*

It has been the fashion for fair woman to decorate herself with gold and silver chains. It is still the fashion, to judge by what one sees in New York and Paris.

We have many pretty conceits in fancy link and jeweled slide as well as the simpler patterns.—*Montgomery Bros., Los Angeles, Cal.*

There is such a thing as sentiment in business, wise proverb makers to the contrary notwithstanding. The sentimental side of our business is represented by the Lambert seamless solid gold wedding rings. The sale of wedding rings increases at our store continually. The little blind Cupid is always busy, and his followers have learned that Lambert wedding rings are as good as they can be made. Our reputation began growing years ago, by reason of the excellence of these rings, and they have never fallen below the original standard. They are made in our own factory, and, like everything else we sell, are guaranteed. They come in all styles, sizes, widths and shapes.—*Lambert Bros., New York.*

It's another manufacturer's sample lot of buttons bought at a price concession that virtually gives them to us as a reward for our large season's business. They'll create a positive sensation, for they are worth up to \$8—not one pair worth less than \$5—guaranteed solid gold—many are set with genuine rose diamonds and other precious stones. Monday, while they last, at \$1.50 and \$2.90.—*Simpson-Crawford Co., New York.*

We differ from the exclusive jeweler only in the matter of selling. We gather in the same markets, of the same manufacturers—travel together up to the selling point, and there we part. His must be long profits to cover short seasons, ours the usual Macy profits, a slender margin based upon cash transactions—no more on luxuries than we get from necessities.—*Macy's, New York, N. Y.*

Bewildering surprises on every hand. One scarcely knows which way to turn first in this wonderful jewelry store. There are so many beautiful and appropriate things in gold, silver, various other metals, precious stones and countless novelties, that the mind is quickly stimulated, and purses fly open readily. If you are in doubt as to what to buy, a walk through the jewelry store will quickly set your mind at ease.—*Siegel Cooper Co., New York, N. Y.*

We sell jewelry, good jewelry, too; the kind you can wear with pride. Jewelry for birthdays, weddings and other gifts can be found here in rich assortment. The prices are wonderfully less than you would naturally imagine for such excellent values.—*Geo. E. Wheelhouse Co., Utica, N. Y.*

No exclusive jeweler, no matter how great his reputation, can have finer diamonds, more artistic jewelry or better watches. No exclusive jeweler can compete in price and none can more thoroughly safeguard you as to quality, for we take back without question anything with which you can find fault.—*Hecht Bros., New York, N. Y.*

Our plan has won the hearts of jewelry lovers in this town. To-day we will invite callers' attention to our new way of displaying diamonds and gold jewelry. Under soft, clear light, with nothing to confuse the eye, the trays of treasure are sure to bring expressions of delight. We offer distinct advantages in prices.—*Mermod, Jaccard & King Jewelry Co., New York, N. Y.*

Who wore the first finger ring? Prometheus, "the father of jewelry," is credited with having made the first ring. When he was cut loose by Hercules from the chains that had held him to Mount Caucasus, he made a ring out of one of the links of his fetters and in the bevel fixed a portion of the rock. The marriage ring is of very ancient origin. It was used as a seal, by which orders were signed (Gen. XXXVIII; Esther II, 10-12), and the delivery of the ring was a sign that the giver endowed the person who received it with all the power he himself possessed (Gen. XII, 42). The woman who had the ring could issue commands as her husband and was in every respect his representative.—*The Wanamaker Store, Philadelphia, Pa.*

Here's a splendid chance for any one with a birthday or anniversary gift to present. Nothing more appropriate or acceptable than one of these handsome, newest style bracelets.—*Bloomingdales, New York.*

Inexpensive jewelry. How about one of our new "lingerie" necklaces to give a touch of color to your white lingerie blouse? One of our new dainty "stock supporters?" A pretty festoon or pendant necklace for the girl you know is going to graduate? Or—but come yourself and browse among the spring jewelry—let that persuade you.—*Strawbridge & Clothier, Philadelphia, Pa.*

The handsomest dollar hat pin that has been shown in Hartford for many a day is here. No question about its being the most attractive value of its kind we've ever offered. If you have need of a new hat pin, step in and see this dollar special of ours—you'll buy one, we warrant.—*P. H. Stevens, Hartford, Conn.*

We keep everlastingly at it and therefore tell you again that we have a new

line of waist sets, back and side combs, watches, high grade railroad movements, diamonds and diamond jewelry in all latest designs. We do high grade watch and jewelry repairing. Carefully test and fit your eyes with accurately ground lenses and any style spectacle or eyeglasses.—*F. J. Mund, Leadville, Colo.*

Most women like to possess pretty rings. We have provided for the demands of fashion and display as fine an assortment of rings as was ever shown in Binghamton. If your mind is made up on any particular style of ring—which we don't happen to have—we can easily make it up for you.—*John M. Freear, Binghamton, N. Y.*

Beauty in brooches.—A stock that is representative of good taste and rare elegance. The most notable feature is the entire absence of the heavy and clumsy effects seen in so many stocks, and instead, daintiness of style that shows careful selection from the best manufacturing jewelers.—*Louis P. Cronan, Kewanee, Ill.*

The mountings of the rings, brooches, pins, &c., in our store are all made in our own factory on the premises. Such articles as we do not manufacture we buy for cash in great quantities direct from the makers. Middlemen never figure in any of our transactions, and that is why, although we yield to nobody in the excellence nor the artistic quality of our goods, our prices are always reasonable.—*Lambert Bros., New York, N. Y.*

"The jewelry you find here is so different from that in other stores—everything is fresh and stylish." We hear this comment almost daily now that the flood-tide of holiday shopping has begun to rise. Our stock shines with the latest ideas demanded by refined taste, because we have a large factory and a staff of designers on the same premises with our salesrooms. We are original in other directions—in our diamond department, for example. Prices of diamonds are fixed in Europe and all importers are treated alike. Our great advantage—and yours—is that a member of our firm chooses the stones in Amsterdam and imports them direct. We sell diamonds lower than others can because we pay no importer's or jobber's profits.—*Lambert Bros., New York, N. Y.*

A thousand gold brooches bought at fractional prices. Latest styles, of course, for they are just out of the factory. No other reliable jewelry house ever did or ever will offer you a like value in brooches.—*Castelberg's, Washington, D. C.*

A written guarantee with every purchase as to weight of stones and fineness of gold. A pearl necklace at \$40,000.00. If you want to see one of the most exquisite pieces of jewelry ever made, come in and look at a pearly necklace which we offer Monday at \$40,000.00. (Goods bought before Thursday will be charged in the December account if desired.) This wonderful necklace is composed of an incredible number of very lustrous pearls—all of very finest quality—in the matching of which many years were occupied. Considering its exquisite beauty and the even matching of the pearls, our price of \$40,000.00 is a bargain price. A diamond necklace at \$30,000.00. Another magnificent jewel to be seen here is a diamond necklace composed of fancy shaped diamonds cut by one of the most famous diamond cutters in all Europe. Every stone is blue white. This necklace is one of the finest pieces ever shown in New York. The price of \$30,000.00 is low for this piece.—*Ehrich Bros., New York, N. Y.*

We have never shown anything daintier, richer or more effective than the new designs of personal jewelry which we have gathered for this fall. An especially pleasing selection of a brooch, stick pin or waist set can be made from a line of exquisitely enameled four leaf clovers and autumn leaves, set with diamonds or pearls. A pleasure to show you, even if just looking for the future.—*Nilson-Crawford Co., Denison.*

Summer Jewelry.—New, neat, pretty trinkets that give a dainty touch to the Summer attire.—*Stewart & Co., Baltimore, Md.*

The bride's pleasure is certain if the gifts of the wedding are selected from a stock of high quality. Here are some beautiful pieces of the best makes of silverware. Full quality, perfectly made—not a bit of cost put on them, but that shows perfectly. You can see the quality in everything we sell.—*R. Wiss & Sons, Newark, N. J.*

There is not a plated, washed or filled ring in our stock. If others charge less for their rings, it's because ours are better.—*Worell, the jeweler, Louisiana, Mo.*

Brown's Scarf Pins. Brown has a tray of scarf pins in his showcase that are remarkable for beauty and good taste. There are hardly any two alike; they are unique in style; yet there is not a single freak, or cheap design among them. Some of the cleverest pins ever exhibited in this city are in this tray.—*Brown, Hartford, Conn.*

Buying jewelry and gems is a matter

of confidence. Most people cannot accurately determine for themselves the value of precious stones and gold and silver things. Therefore it is important to know the store you buy from. Bartlett is as anxious to satisfy you as you are yourself. He can't afford to do otherwise.—*F. A. Bartlett, Lockport.*

Visitors to Europe are cordially invited to visit the establishments of Tiffany & Co. at Avenue de l'Opera, 36 bis, Paris, and 221 and 221A Regent Street, W., London, where objects of interest can be viewed with the same freedom as in a museum.—*Tiffany & Co., New York.*

There is no stock in the house from which you can select pleasing gifts for weddings, birthdays or anniversaries with more ease and pleasure than the jewelry store. Here are gifts for the mere tot—mugs, rings, pins—to the most aged. Appropriate gifts, showy gifts, gifts of intrinsic merit. And they need not be costly.—*W. V. Snyder & Co., Newark.*

To-morrow we offer other specials in solid gold and diamond jewelry. The prettiest novelties and the newest conceits are displayed in our jewelry store. Everything has been skillfully selected; you're safe buying here. The prices are from 25 per cent. to 50 per cent. below those usually asked.—*Bloomingdale Bros., New York.*

Good, straightforward, honest gold and silver jewelry and things for folk with limited means yet not satisfied with anything but the best.—*Geo. F. Brodnax, Memphis, Tenn.*

New spring jewelry. A sparkling array of the new spring sterling silver novelties. We are now showing all the latest styles and prevailing fads. The new designs are in fancy stunts for the smart spring girl, including the Florodora heads, dragons, pug dog heads, art nouvea, etc. They are all the rage.—*Hope Bros., Knoxville, Tenn.*

Escaping jewelry store stagnation after the holidays is what we mean to do. We manage to do this by lopping off prices on our goods until the profits are represented by a large round O. This year we propose to make things unusually lively and have cut prices until in many instances hardly more than the assay value of the material is left. If you have any birthdays you must remember during the next few months, we suggest that you can obtain a gift from us now which will cost you much more after this sale is over.—*Johnson Jewelry Co., Logan City, Utah.*

The band that binds hearts together seems to be in great demand just at this season of the year. Your ring is here, just what you want, backed up by our full guarantee. Our big stock has just been strengthened by a wide variety of all that is latest and best.—*J. F. Carr, Kenton, Ohio.*

The added charm to a woman's toilet is exquisite jewelry. The gems or articles need not be excessively costly; if the gems are well cut and well set and the articles perfectly made, they will greatly add to the charms of the wearer. Ernsting's is the store which carries a most magnificent stock of all that is desirable in jewelry—diamonds, kunsite, tourmalines and other gems at remarkably low prices.—*C. W. Ernsting, San Diego, Cal.*

We make a specialty of exclusiveness in every line we undertake as is shown by our displays. When you want "something different" come to us.—*Hansel, Sloan & Co., Kansas City, Mo.*

In keeping with the grand onward sweep of this time-honored establishment, we have now the pleasure of announcing our new department of diamond jewelry. A new department and a new departure. Selling the costliest of diamond jewelry on the same basis of small profit as characterizes all the Ehrich merchandise—removing diamonds from the category of luxury or extravagance and putting them into the more satisfying form of an investment. In inaugurating this great move our purpose was to erect a department which would be at least equal to any of the best ones in the store, and be also the equal of any exclusive jewelry store in New York. That means a large variety of diamond jewelry of the highest class, together with original and exclusive novelties in settings; and gold jewelry which, apart from the precious stones, is no less sought after by persons of the most refined tastes. This should not be looked upon as a mere department; it is more than that—it is truly a jewelry store, with ourselves as manufacturers.—*Ehrich Bros., New York, N. Y.*

A present that gives pleasure not merely for a few days but for long months and years is the ideal Christmas gift. That is why jewelry made by master workmen and sold at moderate prices is fast growing in favor. Designs full of the beauty of art are found in glistening profusion at the Lambert store. Choosing is no longer a task, but a pleasure.—*Lambert's, New York, N. Y.*

We are still determined in our effort

to close out all the jewelry remaining from the past season, before attempting to properly show and display the new jewelry, which has been rapidly arriving during the past few weeks. If these prices are not sufficiently low to stimulate curiosity, come down and examine the goods, and see how much lower they are than usual.—*McKelvey's, Youngstown, Ohio.*

Wedding Rings.—Tiffany wedding rings are the proper kind, and should be of finest quality. We have in stock every size or shape, or make them to order, if you so desire. Our reputation assures you of the best. We invite you to call.—*E. J. Scheer & Co., Rochester.*

Imported Rhinestone Jewelry Actually at Half Price—Very many of the prettiest designs are exclusive. The settings are sterling silver or gold plated. It is really surprising how such particularly pretty pieces could be made for such prices.—*Abraham & Straus, Brooklyn, N. Y.*

If you intend to get a ring in the near future it will pay you to invest now. Yes, buy for Christmas.—*H. Fellman, Woonsocket, R. I.*

It's a fitting custom that of giving baby a silver souvenir spoon, illustrating in some way the year you wish to be remembered. We sell a great many for that purpose, as well as for remembrances to friends at home. We charge nothing for engraving the date.—*Stewart Dawson & Co., Melbourne, Aus.*

Look all over town, then come to us and be convinced that our line of rings surpasses all others. We want the young men to see the nice engagement rings in our trays. For those whose purse permits, the diamond is always the thing. See those solitaire diamonds in Tiffany ring mountings at \$38—sure to please. The opal, no longer unlucky, but now the most popular stone, is much in evidence in our stock. Handsome opal and diamond engagement rings \$10 to \$25. Possibly the day of days approaches and it's a plain gold band you need; we sell only the seamless solid gold wedding rings, the only sort to buy—all shapes and sizes—\$3 to \$8.—*E. D. Vosbury, Atlanta, Ga.*

Novelties in jewelry and belts. Dainty little articles which appeal to every woman and which are an indispensable part of a woman's dress fixings.—*The Hamburger Store, Los Angeles, Cal.*

When you think of jewelry think of *Lyon, Lexington, Ky.*

The Reliable Store. Frankly, now, wouldn't you rather have a wedding or a birthday present from Stewart Dawson's than almost any other place in Sydney? Why? Because this is a reliable store. Because for thirty-one years we have made a specialty of one class of goods—the reliable. As to prices, is it not reasonable that we, as specialists in reliable goods should be able to buy quality and sell quality lower than shops that merely dabble in quality for the sake of effect? Our stock has been carefully gone into, and we can say that the assortments were never larger and time was never more propitious for a satisfactory buying. Orders by post have careful attention, and catalogues and particulars are gladly furnished inquiries.—*Dawson & Co., Sydney, Aus.*

Jewelry. Little luxuries priced as low as if they were necessities. Every article of the same fine quality as if the best jeweler's name was on the box, but at much lower prices.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

An up-to-date jewelry store is the best place in the world to get suggestions for presents. The stock and the prices are so varied that every taste and every pocket is likely to be suited. We have many inexpensive but dainty little novelties here which will make excellent gifts. This is the place where you can get just what you are looking for. Our stock never gets low.—*Stewart Dawson & Co., Melbourne, Aus.*

The latest fashionable engagement ring. Very fine. Brilliant enough to cut any heart.—*L. W. Sweet & Co., Brooklyn, N. Y.*

Pins and pins. While waiting in a New York store one day last week, an observing man noticed and counted the small pins worn by a smartly dressed woman who was standing at one of the counters. There were fifteen pins in all—four on the front of the waist, four on the cuffs, three on the neck band and four on the belt. Fifteen is maybe a large number for every-day wear, but still—pins are being worn this season more in number than ever before. Our stock shows the newest ideas—in pins for the belt, the collar, the cuffs and the waist. There are pins of gold and pins of silver; pins round, pins oval and bar pins. Prices range from 30c. up to \$8 each. Come in and see the line.—*C. E. Gifford & Co., Fall River, Mass.*

Art and poetry have always had some of their highest forms of expression in jewelry and the precious stones. The

creations of the twentieth century prove this time honored rule in an almost absolute perfection of design and workmanship.—*Arthur M. Field Co., Asheville, N. C.*

We always sold jewelry—in fairly intelligent fashion and always with guarantee that we stood ready to make good; but one can't give gifts "subject to guarantee." A gift must be right of its class—its bulk cost isn't the standard of judging. So we changed our tactics, and we installed experts—known country-wide—at every corner of the business. In a couple of years our store has won a splendid clientele who know that the Gimbel jewelry store stands for these things: Vast assortment gathered here and abroad. Trustworthy goods; subject to every test—Exclusive things—as particularly fine stones and ornate mountings. Inexpensive jewelry—gold, if we say so; and many Paris oddities that generally are not gold. We have a clientele who know, that, better than a guarantee to be made good, the jewelry we sell is good—is givable.—*Gimbel Bros., Philadelphia, Pa.*

It pays best to offer our customers the best style, finish and quality of jewelry of all kinds. Our new spring stocks are well selected and represent the latest designs and most artistic styles for the fastidious purchasers as well as the popular styles for all. We call your attention to our new showing of diamond rings, gold and gold filled watches, wedding rings, signet rings and a complete line of novelties in gold, silver and cut glass. Don't fail to see our display.—*LeBron Jewelry Co., Montgomery, Ala.*

Gold rings. It is worth while in buying a gold ring to know that you are getting one that is absolutely dependable. W. L. & Co. solid gold shell rings, which we have sold for years, are fully warranted for five years. If in any way one proves unsatisfactory we will give you a new ring for it. Rings for babies, children, women and men. Some set with opals, garnets, amethysts, sapphires, emeralds, turquoise, pearls and rhinestones; both imitation and genuine settings. There are also signet rings, chased rings and plain rings. Now on sale on Grand Aisle Table at these prices.—*Hahne & Co., Newark, N. J.*

You will notice at a glance that our stock is above the ordinary, commonplace jewelry found in most stores. In other words the Williams' jewelry is the kind that up-to-date people demand. Our prices are right.—*A. F. Williams, Trenton, N. J.*

Weddings. Antiques for wedding gifts. To many young people an antique would be more acceptable than anything new as a gift. For several years we have been accumulating what is now quite an interesting collection of useful and ornamental pieces. We have them in metal, wood and porcelain. We invite your examination. Take elevator to second floor.—*Waneless & Co., Toronto, Can.*

Between now and June the blushing bride and sweet girl graduate will command the greatest attention. The perplexing problem of what to give finds an easy solution at the Hartdegen store, where worthy qualities in diamonds, jewelry, silverware, cut glass and art goods are assured, where the assortment is satisfying and where prices are pleasing. Our under-price table is a permanent feature and provides many worthy and suitable gift things at a snug saving. Many people are paying close attention to the under-price table. It's in the rear.—*Hartdegen, Newark, N. J.*

Lucky Swastika jewelry. Notice how many people are wearing the Swastika—that curious cross-eyed symbol. It's a "sign of welfare," an emblem of good luck, as old—well some say it's the oldest symbol in the world. Get a Swastika. Brooches, charms, cuff links, belt pins, scarf pins, waist sets.—*Oberlin Bros., Fresno, Cal.*

Mourning jewelry. If you are interested in mourning or jet jewelry we invite you to call and see our summer stock which has just been received. It is unsurpassed in point of variety and value at the prices asked. We suggest, belt buckles, back combs, bead necklaces, bracelets, new design barrettes. Ask to see our new mourning stationery and visiting cards. Mail orders properly and promptly filled.—*LeBron Jewelry Co., Montgomery, Ala.*

Dingwall jewelry. We have the distinction of being the only jewelry house in the West having a fully equipped jewelry factory and employing a complete staff of stone setters, ring makers, jewelers, engravers and repairers, each of these being a separate branch. It is in this factory that "Dingwall" diamonds are mounted. "Dingwall" jewelry made, engraving and repairing done. We would deem it a pleasure to show those interested in the art of jewelry making through our workshops.—*D. R. Dingwall, Ltd., Winnipeg, Can.*

Store full of wedding gifts. Have you ever thought that almost every article we sell is suitable for a wedding

gift? Not only that but every article you buy from us has an artistic value far beyond the actual cost, and far preferable to some article of utility only. It is a matter of pride with us that a gift is frequently more highly prized because it came from our establishment. A lady patron described our store as "The Wedding-Gift Store," and we have always been pleased with her title for us.—*LeBron Jewelry Co., Montgomery, Ala.*

Many men make a hobby of their shaving outfits. To such persons we offer the most complete line of razors, strops, hones, etc., ever shown in this city. We have a fine stock of American, English, German and Swedish razors. All the leading styles of safety razors, in cases, of all kinds of combinations. Shaving brushes from 20c up to \$1.50 each. Razor strops and hones in twenty-five or thirty styles, in prices from 25c to \$2.00 each.—*W. B. Miller & Son, Springfield, Ill.*

The Seventh Street Store is showing a particularly attractive line of new goods this spring, and we are especially proud of a recent purchase of hat pins, waist sets, etc. There is no finer assortment or more reasonably priced goods in this or any other city. The difference between Market street rents and Seventh street rents is easily apparent in the price mark of every article.—*W. L. Roberts, Wilmington, Del.*

Bead bags specially priced. Our Mr. Belt-and-Bag man brought these from a town away over in Germany where they have been making bead-work for years and years—they have a statue erected to the women whose skill helped to make the art famous there. Because we brought them across the seas ourselves, we can offer them to-morrow far below value.—*Strawbridge & Clothier, Philadelphia, Pa.*

A grand collection of beautiful gifts. Quality is the great leverage in every honest comparison, and we always get the credit of being the lowest price house in our line. The prices are irresistible, in fact they spell economy in its truest form. Call and see for yourself at—*Gainor's Jewelry Store, Troy, N. Y.*

Our superb array of jewelry and watches makes buying easy. Everything is in perfect taste, and everything may be fully relied upon. We sell you nothing we don't know all about, and we tell you all we know about the goods we sell you. Prices reasonable.—*H. G. Shupp, Wilkesbarre, Pa.*

January diamond sale. If you contemplate the purchase of a diamond or fine diamond jewelry in necklaces, pins, pendants, rings, studs, scarf pins, etc., we will be pleased to have you call and look over our large stock and get our discount prices. On account of our location and small expense we can make prices that no other house can. Call and be convinced.—*H. F. Legg & Co., Minneapolis, Minn.*

Cause and effect have to be carefully explored, sifted and analyzed in all matters of importance. When you want to buy diamonds, watches and silverware there is some cause for the want. Something you are cognizant of has the effect of your acting on such knowledge and buying of us. Our fine stock is a cause and our low prices are the effect that gives us your patronage.—*M. J. Kennedy, Schenectady, N. Y.*

Customers of our jewelry store are protected against extravagant prices by our early purchases of gems and precious stones before the last important advance in cost. Unless you have inspected the new diamond jewelry now being shown here, and made comparisons with diamonds of equal quality, you will not be able to appreciate what this protection in price fully means. Feel free any time to ask us to show you the unmounted gems shown only upon request in the little diamond room.—*The John Wanamaker Store, Philadelphia, Pa.*

Exquisite designs in jewelry. Gift seekers will find in our stock an assortment equal to any in the large cities. It's necessary for us to carry a large stock to meet the demands of our customers. If you desire jewelry that's different, something besides commonplace designs, come here. A deposit reserves anything you may select.—*A. F. Williams, The Jeweler, Trenton, N. J.*

Rings. Great Christmas stock. Now and always rings are the gifts which women like perhaps best of all. Of course there is a great stock here, for babies, girls and boys and men and women. This little list can no more than hint at the variety. Your own good judgment when you see the rings will show you what are the values. Signet rings are especially popular this year, and if they are to be engraved, they should be bought now.—*Frederick Loesser & Co., Brooklyn, N. Y.*

The increased demand for Knerr engagement and wedding rings—and the reason. Everyone wants to be absolutely sure of their store when purchasing these articles. It's different from ordi-

nary jewelry. Bought for a lifetime, they must and should be right. The "J. H. K." trademark goes into every wedding ring we sell—it's pure gold—you buy by weight, and we suggest that you notice particularly their finish—everything is the best that high-class, skilled workmanship can develop. Solitaire diamonds the same way—we're just as particular about the ring's finish as we are of the stone's purity and beauty—and then comes the price—this is given to our customers at the smallest margin of profit. People know this and they tell others.—*J. Harry Knerr, Camden.*

Rings are the most commonly sold pieces of jewelry, yet contrary to thought it is seldom that any two like rings are found—that is outside of this store. This gives you an insight into the greatness and size of the stock with which this store is provided. A ring for every finger is our claim and we honestly believe that we could sell a ring to every one in this town without selling duplicates. Ring this fact and remember it. They are all gold rings and range up from 50c.—*John C. Pierik & Co., Springfield, Ill.*

Hat pins. An assortment that challenges the showing of New England's largest jewelry marts. Gathered here for your selection. Gold filled; exceptional quality, \$1.00 to \$2.50, Easter hats must have pins—as an Easter gift, what better suggestion?—*The Philip H. Stevens Co., Hartford, Conn.*

Gifts for Easter have become popular and the custom is growing. These little gifts need not of necessity be large or expensive, as there are so many other gifts to be made during the year. It is, nevertheless, decidedly graceful and appropriate to remember one's friends on this, one of the most joyous festivals of the year. If flowers are appropriate, why not a handsome vase to put them in? We have some very dainty and beautiful vases in cut glass, Bohemian ware, Austrian ware and white and gold in every variety and shape. They are not expensive and we will be pleased to show them to you.—*C. H. Case & Co., Hartford, Conn.*

We are now showing a variety of the styles now fashionable. They are in solid gold, and there are many different patterns of the close and the open curb—in both Dickens and Albert chains.—*Johnston Bros., Montreal, Can.*

Wedding rings and presents. The quality is absolutely the finest and guaranteed; initial stamped on the inside of each ring.—*E. J. Hyde Jewelry Co., Spokane, Wash.*

JEWELRY—CLOCKS

A clock that runs more than a year without winding. It is a clever German idea, this clock that with a single winding will run for four hundred days. One needs to be careful that it is properly set up to begin with, but after that the clock will do its duty steadily without further attention. It is under a glass case, so that the very interesting mechanism may be open to view; and almost every one who sees it wants to own one.—*Fred. Loeser & Co., Brooklyn.*

Do You Need a Clock?—One would make a "timely" present for your wife. We believe we have the finest line you have ever looked at.—*Millard F. Davis, Wilmington, Del.*

Clock Prices Cut in Half.—We have gone through our stock of wood clocks in our first floor showroom and chipped a big piece off the price of each. We have carefully overhauled them and repolished the cases, so that every one will be a satisfactory purchase. We have no space in our cases to show them—that is the only reason we have for cutting the prices in two, and they should quickly find new homes to regulate.—*Stewart, Dawson & Co., Sydney, N. S. W.*

The clocks in a house are very potent in making the first impression when one enters. Think of this when you go calling again, and notice the clocks in the houses you enter. You will be surprised how much they tell of the character of their owners. We want you to get interested in clocks. They are very attractive and interesting in many ways, both useful and ornamental. We are clock wise and can tell you as well as show you all about them.—*L. B. Moore, Denison, Tex.*

We don't know whether all clocks are right as to time, but we do know that this is the right time for clocks and that our clocks keep time with regularity and accuracy. We have our own importation of Swiss made clocks.—*Eagle Drug Co., San Diego, Cal.*

Wouldn't a cuckoo clock make a pretty and useful gift for a June bride? Odd and unique out of the ordinary; and they are splendid timekeepers, too.—*Feagans, Joliet, Ill.*

These chilly mornings when it is almost impossible to arouse yourself from slumber's tight embrace, you should en-

joy the comfort of being awake on time by using one of our alarm clocks.—*Albert Pfeifer, Little Rock, Ark.*

While a hall clock is a luxury which anyone can do without, yet we do not know of any investment in furniture that will bring more satisfaction than the purchase of a clock of this kind. It is very ornamental, contributing as much or more to the furnishing of a hall as any article that could be put into it. It has a guaranteed time keeper that will last a hundred years, while every part is as well made as though it cost five times as much. Our price is \$40.00.—*The Vincent-Barstow Co., Cleveland, O.*

Grandfather clocks. Old-fashioned clocks are the fad. Modern homes are incomplete without grandfather clocks. The oldest of our readers will remember the massive timepieces that marked the fleeting moments of childhood. Such clocks are now sought for as a necessary piece of furniture in fashionable residences. We have secured from various manufacturers the finest specimens of grandfather clocks that are to be had. They include various styles and finishes. Some of them are open to the floor; the lower parts of others are utilized for books or bric-a-brac. The works in nearly all of our clocks are of the celebrated Seth Thomas make or of the best imported makes. The frames are substantial and lasting. The movements are calculated to be the same and to wear indefinitely. These clocks are finished in mahogany, golden oak, flemish oak, weathered oak, etc. Some are built to hang on the wall; others are designed to stand upon the floor. The illustration shows one of the many styles we have secured.—*Barker Bros., Los Angeles, Cal.*

Always on time wins respect. It has gained a reputation for our watches and clocks that we feel proud of. While we consider the movement the most important part of a watch or clock, beauty, too, should be considered. Our selection of time pieces are marvels of artistic skill in design and finish. They must be seen to be appreciated. If in need of an alarm clock get one of our Tattoo alarms \$1.50. The best intermittent alarm made.—*Jos. J. Consedine, Lebanon, Pa.*

JEWELRY—DIAMONDS, PEARLS

Oriental pearls. A large and beautiful collection of pearls has just been received from our eastern buyer. Pearl jewelry is fashionable for brides and bridesmaids' gifts. We suggest: Ring No. 2038.—Five fine pearls at \$40.00 as a suitable gift of the groom to the bride. Special wedding jewelry made to order.—*D. R. Dingwell, Ltd., Winnipeg, Can.*

Buy a flawless *diamond* of the first water and you have an investment whose value can never depreciate through time or circumstances. You are perfectly safe if you buy diamonds here. We sell only perfect gems—noted for their depth and brilliancy.—*J. Abramson, Los Angeles, Cal.*

Of all *jewels* the most sought after and most highly prized is the *diamond*. Our resplendent stock of jewelry contains an enticing array of this gem of gems, but the less costly *pearls*, opals, garnets and amethysts have not been slighted. Fine stones in the finest of settings are in our cases for your admiration and choosing. Beautiful pieces of every description in plain gold and silver. We make a specialty of fine time pieces for pocket or shelf. Elegant designs in all sorts of solid silverware, plated ware also.—*LeBron Jewelry Co., Montgomery, Ala.*

Diamonds are still advancing in value. These long summer days are good ones for buying diamonds. You have the best possible light in which to judge and compare them and plenty of time to do so. We have a very large stock of them on hand, most of them bought far below the present market prices. We have in some of the newest, most up-to-date mountings, and think we can prove to any one interested that now is the time to buy.—*L. B. Moore, Denison.*

Diamonds. There is nothing more attractive in society than beautiful gems. Nothing points out your position in the world more than the wearing of diamonds. If you are anxious to get in the best set, why just come in and choose your own setting, we have diamond brooches, rings, pins, diamond set watch cases, etc., at prices that place them within your reach.—*A. G. Carter, Winnipeg, Can.*

To gain knowledge requires time, added to patience. You gain knowledge

about diamonds and high-class *watches* by coming here and seeing what we imported in papers of loose diamonds, and how very high-class our fine white gems are, and how reasonable a proposition we can give you to secure one. Everything bought from us is sold with a strong guarantee.—*Hess & Slager, Jacksonville, Fla.*

No other gem can compare with the *diamond* in beauty and luster. Aside from its money value, it adds prestige and refinement to the owner. We handle a complete assortment of set and unset, clear-cut stones of the first water. No imitation or ordinary stones here. Our prices will meet with your approval.—*J. Abramson, Los Angeles, Cal.*

Diamond jewelry. Rarely beautiful pieces—rings, pendants, brooches, etc., in many combinations. Diamonds with opals, sapphires, pearls, and emeralds. Many of our costliest pieces are set in platinum, instead of gold; this adds to the price, but the former metal is more lasting. Our stock of solitaires is unusually attractive just now. Several settings to choose from. We also make settings to your order. You are earnestly requested to come in and look this line over.—*M. A. Hagen, Fargo, N. D.*

Every *diamond* you buy at our establishment strengthens our reputation for selling the highest grade diamonds at the lowest minimum of profit. Each selection made, even though you close your eyes while selecting, will be a flawless diamond. Every unmounted gem in our stock has not only been critically examined with a high power jeweler's microscope, but has been doubly inspected by two experts. Therefore our customers are in every way protected and our reputation for selling guaranteed perfect blue white and extra white diamonds only is constantly enhanced.—*Brock & Feagans, Los Angeles, Cal.*

Smooth sailing after once establishing yourself as to the proper place to buy *diamonds*, the finest imported. We find that satisfied customers are sending their friends to our stores and we are making customers all over Florida. Only the finest diamonds, quality the best, prices the lowest. Ninety dollars in cash given for a diamond you pay us one hundred for.—*Hess & Slager, Jacksonville, Fla.*

Give a *diamond*. It has what every present should have, sentiment and intrinsic value. Never grows old; more valuable as the years pass. If it is bought here you are sure of a fine stone at the lowest prices to be found anywhere. That's the Mitchell reputation. Every stone backed by our guarantee.—*Mitchell's, Philadelphia, Pa.*

Diamonds. We believe that we can convince any unprejudiced person that it is worth their while to purchase their diamonds here. The mounting of diamonds is an important matter, and we not only have a large selection, but we mount the stones in any way desired; thus your ring or pin may have an individual character, which the ordinary mountings lack. Our prices are lower than are to be found elsewhere in diamonds of fine quality.—*R. J. Riley Co., Jacksonville, Fla.*

Good diamonds. Even after every one has had his say about diamonds, the quality of our gems still remains unsurpassed. For purity, brilliancy and reasonableness of price we cannot be outdistanced. Personal selection from the best sources, small expense and no duty account for our splendid values. Try us for diamonds.—*Wanless & Co., Toronto, Can.*

We call the attention of *diamond* purchasers to be particular to quality rather than price. Confidence is the most essential part in buying diamonds. No one can undersell us, provided quality and quantity being equal to that guaranteed by us. Call and see before making your purchases.—*E. O. Zadek Jewelry Co., Mobile, Ala.*

Diamonds retain their popularity among polite people. In our collection we have some that are absolutely "gems," and we invite your inspection. It is really a treat to look over our unset stones and when you are shopping, call and examine them.—*Bonnet, Columbus.*

A mere glance at a good diamond is ample to indicate its quality. This can be in truth applied to any one of the stones you may chance to examine in our large collection, all laying equal claim to your admiring exclamation: "Isn't it a gem!" Our prices are the lowest at which fine stones can be sold for.—*G. F. Hutcheson, Charlottetown, Can.*

A form of diamond security. Diamonds come from the cutters in melange lots, that is the diamonds differ materially in quality and accuracy of cutting. The dealer must know how to classify the diamonds, or some of his customers will pay too much for some grades.

Many dealers lack the skill to grade properly, others do not care. We guarantee the grading of our diamonds, and in order to do this each lot is subjected to two inspections, one by the head of our diamond department, the other by Mr. Brodnax. It is practically impossible that any error should get by both. This is but one of many ways in which we safeguard the interests of buyers.—*Geo. T. Brodnax, Memphis, Tenn.*

Particularly at this time of the year we have for the inspection of buyers and visitors, one of the most extensive stocks of choice diamond and precious stone jewelry in America, artistically mounted after original designs belonging exclusively to this house. Persons who have no thought of purchasing, but are interested in precious stones, and the art of their appropriate setting and treatment, are as welcome visitors as those who come with purchases in view.—*Henry Birks & Sons, Montreal, Can.*

When we give you our word regarding a diamond, you can positively rely on it. As experts of lifelong experience and as extensive dealers in these gems, we are in every way equipped to give perfect satisfaction in quality, style and cost.—*Hansel, Sloan & Co., Hartford, Conn.*

Don't be fooled by jewelers who try to sell you genuine diamonds at high prices, with the argument that they are a good investment and that you can always realize within a small percentage of their cost. How many have tried this experiment only to discover, when they were compelled to part with their jewels for cash, that \$20.00 was all they could realize on a diamond that cost \$100.00. If you want to invest your money, buy government bonds or something equally as good. If you want diamond jewelry for ornament, buy Lucios gems, they have all the luster, color, fire and brilliancy of the genuine old-mine gems. They will stand every test of the genuine, and will preserve their brilliancy forever. We guarantee them to do so.—*Lucios, Toronto, Can.*

Diamond Purity.—In the selection of a diamond, size is only one of many considerations. Purity of color and freedom from flaws are very important elements, as also are shape and style of cutting. The most important feature, we think, in buying diamonds, is the source you procure them from. We buy direct from the cutters in Amsterdam. This enables us to give our customers the choicest of gems without having to pay the fancy prices.—*R. A. Dickson & Co., Montreal, Can.*

Pearls as spherical as miniature billiard balls. A pearl unevenly shaped—however choice otherwise—cannot be admitted into the “select company” of Diamond Hall’s ring trays. Ryrie Bros.’ pearls are perfect in color, shape and luster. When combined with diamonds, each gem adds to the other’s beauty.—*Ryrie Bros., Toronto, Ont.*

Read what an authority says—People cannot understand why diamonds do not come down in price. Unless some new diamond fields are discovered they will never come down, and I think that proportionately they will go as much higher in the next ten years as they have in the last ten years. The reason is this: Ten years ago it took less than one-third of the effort to produce diamonds that it does to-day. In other words the strata of blue ground in the Kimberley Fields that were then worked were so prolific that diamonds were found practically on the top of the earth. After the very prolific strata were worked out and it was necessary to go down a little deeper into the earth diamonds were not quite so plentiful, and to-day it takes at least three times the effort to produce the same amount of stones it did ten years ago. Pearls are also going up in value at a rapid rate.—*Stewart Dawson & Co., Sydney.*

Diamond loveliness is a uniquely brilliant and valuable form of beauty, but one from which impurities detract immensely. We look sharp for quality and insist on purity when selecting our gems. A large and choice stock of diamonds now on hand.—*John M. Frear, Binghamton, N. Y.*

There are no bargains to be had to-day in any grade of diamonds—why, simply because their value is advancing, not decreasing. Of course, there are grades and qualities in diamonds—you can buy diamonds at different prices per karat—but, high or low, price is always based on quality and color. Selling as we do but one grade of diamonds, the very best, you will find that our prices are fair and honest—lower than we can ever expect to replace the same goods in our stock—lower, we assure you—quality considered—than you can buy elsewhere. We invite the most critical expert criticism—as to our prices and the high grade quality of our diamonds. The strongest written guarantee goes with every diamond we sell.—*Montgomery Bros., Los Angeles, Cal.*

Anticipating this rise in the cost, we bought largely of diamonds early this year in Amsterdam and London, secur-

ing them at the old figures, and consequently there will be no change in prices here this season. Only the highest grades and only perfect stones.—*Wanamaker, Philadelphia, Pa.*

Diamonds of every size and mounted in every style, correctly cut—to suit every purse. Variety in everything but quality. Jaccard’s diamonds are ideal graduation gifts. However, there is but one price to everybody for every article at *Jaccard’s, Kansas City, Mo.*

Among the recent purchase of diamonds on display at the De Wolfe store are several stones that are as rare gems as the old Liberty Bell is a rare relic.—*The DeWolfe Store, New Bedford.*

In buying a diamond, the first thing to decide is, do you want a cheap stone (that is a diamond that is imperfect or bad color), or do you want a first quality stone? A stone that you can show with pride and know that you have the best. If you want the cheap kind I have not got it; if you want the best then see me. I have handled this kind for many years in Marion, and will guarantee that I can sell you this class of diamonds as low as any firm in the State. I give back your money less ten per cent. any time within a year.—*Phil Diels, Marion, Ind.*

Bringing over our own diamonds unmounted lets us start with the lowest possible cost; selling them without extravagant profits (which is always the rule of this house) keeps down the final cost to below the average. The mountings are the latest and are done by the most expert workmen. The variety in rings, pins, brooches, necklets, etc., is now large.—*Wanamaker, Philadelphia, Pa.*

It is possible that you have wanted to buy a diamond ring for yourself for a long time, and you’ve put it off just because the ring you wanted entailed too big an outlay. If that is so, or if for any other reason you are interested in diamond rings just now, we urge you to come in and examine our collection.—*Bloomington, New York, N. Y.*

Americans are the greatest diamond purchasers in the world. They insist upon quality. Naturally, therefore, their love for the precious gem leads them to closely study the stone, until to-day they hold the prestige as the world’s greatest diamond connoisseurs. Their invariable decision in according first place to a Birk’s diamond is an assurance of the utmost importance to Canadian diamond purchasers.—*Henry Birks & Sons, Montreal, Can.*

Diamonds of unquestionable quality, mounted in the newest settings, constitute a special feature of our large stock of fine jewelry.—*Berry & Whitmore Co., Washington, D. C.*

We do not intend to lose money in closing out our stock. Although we may lose a little before we get through, our plan is to sell the goods for just what they cost us, without any attempt to make profit or loss, so that when our doors close for the last time we can say, "We are even." Have you noticed the way diamonds are going?—*Lissner & Co., Los Angeles, Cal.*

Diamond experts send their friends who want to buy diamonds to us. They know that good stones cannot be bought anywhere in America as advantageously as here. We are satisfied with moderate profits and are not compelled to tack on an extravagant percentage to pay big rents and store expenses.—*Mitchell's, Philadelphia, Pa.*

It is conceded by our ablest financiers that there is no better or safer investment for money than in diamonds. In the past eight years diamonds have increased in value more than eighty per cent., and the movement is ever upward. Experts claim the present year will see an advance of twenty per cent. No other investment that takes on no shadow of risk offers such inducements. In comparison with deposits in savings banks, the advantage is many fold, for not only is the return much greater, but the property remaining in your own possession, renders the security absolute, and convertible into cash at a moment's notice.—*The Rushmer Jewelry Co., Pueblo.*

Your husband's dividends are to be paid this week, and he'll be looking for an investment, likely. Now, why not suggest the purchase of diamonds? They increase in value at the rate of 10 per cent. a year, have done so for ten years and will do it for another ten years. We are prepared to demonstrate the fact to him or to you. Incidentally you will doubtless get the benefit of the wearing of them. Just now we are selling our last year's purchases still at last year's prices. Why not drop in and see? Our private diamond room insures quiet and privacy.—*C. L. Byrd & Co., Memphis, Tenn.*

When you buy a diamond you must be sure and get it from a dealer you can rely on. When you buy a diamond you must have quality first, price second. When you buy a diamond at Howell Bros. you are sure the quality and price are both right.—*Howell Bros., Windsor.*

A pure white diamond when bought at the right price is one of the safest investments for your money you can find. We have nothing but first class stones. We buy cheaper than the ordinary dealer and are enabled to offer you far better values than is possible elsewhere. Think it over.—*O'Maley, Denison, Texas.*

Buying gems is a matter of confidence. Most people cannot accurately determine for themselves the value of precious stones. It is important to know the store you buy from—what their guarantee means. To-day some suggestions of diamonds and pearls.—*Wanamaker's, Philadelphia, Pa.*

Our Diamond Jewelry is always full of interest, and beautifully illustrative of what Diamond supremacy means. The high qualities, exceptional designs and reasonable prices, as well as our vast assortment, have contributed much in making this store so attractive to lovers of fine Diamond Jewelry.—*B. & H. B. Kent, Toronto, Can.*

Buy a diamond with your savings. It will beat real estate. Diamonds have advanced 65 per cent. in the last two years, and are still going up. We have some inside information about diamonds, as well as a very large stock of the real thing. Come and let us show and tell you all about it.—*L. B. Moore, Denison, Texas.*

Our expert diamond setter has had 20 years' experience in mounting stones. This experience has been gained in the best shops of the country. You may believe that a man doing that kind of work and doing it for this period has gained deftness and skill that few workmen can have. Further, he has all the latest improved diamond setting tools to work with. All diamonds need resetting at intervals, and new work, of course, must be rightly done. Those who require diamond setting will understand, we think, the necessity of bringing such work to us.—*Brodnax, Memphis, Tenn.*

One often hears that certain colored precious stones are in vogue, and that in consequence of the demand, and also of the limited supply, the price is rapidly advanced. That is especially true of the emerald and ruby. But that advance affects very few people. The average buyer, here or elsewhere, of precious stones, prefers a diamond to any and all others. We certainly sell fifty diamonds to one colored stone. Diamonds have advanced, and are still on the rise, but it does not seem to affect the demand.—*Hight & Fairfield Co., Butte.*

Securing our diamonds at first hands in the diamond markets of Europe, coming personally in contact with the leaders of the De Beers syndicate, we naturally know pretty exactly the condition of the diamond business and can give expert advice if you care to have it. For this reason we said publicly a week or so ago: Put your Christmas money in diamonds, because they are a wise investment; buy diamonds at this store because of our inside knowledge of the coming advances in cost we laid in a supply of diamonds not yet charged with recent advances. This expert opinion we now repeat. It is backed up by the diamond experts of the world, who predict a steady rise in the cost of diamonds for some years to come—simply because the supply is constantly falling short of the demand.—*Wanamaker, Philadelphia.*

The diamond is a gem; a gem diamond is an extraordinarily fine one.

To attain this degree of perfection the diamond must not only be of pure quality, but perfectly cut.

We sell only "gem diamonds." No matter what price you pay us for a stone, be it big or little, the quality must be of the same high grade.

The difference in the size of the stones alone makes the difference in price.—*Henry Birks & Sons, Montreal, Can.*

Diamonds don't cost as much as many persons think. Nearly everyone can afford to wear a diamond because they are really good investments when purchased by the "Jaccard Way." Stop at The Diamond Shop and see how little money it takes to buy a diamond.—*Jaccard Jewelry Co., Kansas City, Mo.*

It's a "gem of purest ray serene" if you have been thoughtful enough to purchase it at Shaw's.—*M. W. Shaw, Galveston, Tex.*

Brodnax Diamond Plans. Any demand diamond bought of us will be bought back at any time within a year at full purchase price less 10 per cent. You can buy and wear a good sized diamond for a year and then return it, if desired; the pleasure and benefit of wearing it for the year costing you but a few cents a week. We have a cumulative purchase plan, whereby any one can invest his savings in a diamond, get as large a one as he wishes and have a diamond to wear from the first day. Call or write for our diamond book.—*Geo. T. Brodnax, Memphis, Tenn.*

The glory of diamonds.—The glory of the diamond never pales, its iridescent fire never dies, its lovely radiance is perpetual. We have been selling diamonds

for nearly fifty years. We know diamond values, and through the facilities our long experience has made we are able to undersell any other house in the State. Comparison proves this. Here is one of the largest collections of diamonds and other precious stones in the country, both in the loose gems and in the latest art designs of settings. Every diamond thoroughly guaranteed pure in color and perfect in cutting—with a price-saving of fully 25 per cent.—*F. Rolshoven & Co., Detroit, Mich.*

Bright and sparkling gems are always a pleasure to look at. Nothing adds to one's dress so much as a fine diamond, ruby, emerald or precious stone of any kind.—*Sommer & Pierik, Springfield, Ill.*

Diamond rings for autumn.—Engagements are as acceptable to the fair sex then as at any other time. Cupid has all seasons for his own. That is why we keep always in stock a nice selection of engagement rings. If you are interested, come and see what we can do for you.—*P. H. Lochicotte & Co., Columbia, S. C.*

Though there's a five per cent advance on the rough stones, you won't have to pay any more for diamonds at Bloomingdale's than before this rise, as we bought in large quantities early in the year, thus getting the old figures—and according to our established policy, selling exactly as we buy, we are giving our patrons the full benefit of our foresightedness.—*Bloomingdale's, New York.*

All you hear to the effect that prices of diamonds are going up and will stay up is perfectly true. If we did business in the ordinary way we could offer few inducements to diamond buyers. As it is, we purchased gems in Amsterdam long before the recent advances in price, and imported them direct, so that you pay no middlemen's profits in our store. That is why we offer diamonds at prices below those quoted by other reliable jewelry houses. Every purchase is a good investment.—*Lambert Bros., New York, N. Y.*

You run no chances of getting anything but the best quality diamonds here. We have but one quality, and there's no better mined. We welcome comparison.—*Ellis, Hamilton, Ont.*

Diamond rings for the betrothed—engagements are as acceptable for the fair sex now as at any other time. Cupid has all seasons for his own! That is why we keep always in stock a nice selection of engagement rings.

If you are interested come and see what we can do for you.—*J. T. Allen & Co., Richmond, Va.*

A mere glance at a good diamond is ample as indicating its quality. This can be in truth applied to any one of the stones which you may chance to examine out of our immense collection, every solitary stone not falling one iota short of deserving the appellation—"a gem." And equally emphatic will even those of moderate cost prove.—*B. & H. B. Kent, Toronto, Can.*

Rich, rare gems on credit terms Progress is a sign of success. We've installed on an elaborate, princely scale the rarest collection of genuine jewelry ever offered outside of a specialty house. No man or woman can afford not to wear the costliest gems on the basis we sell. No bank on earth offers you as much as Hecht's part-payment privileges in diamond buying. Your purchases never lessen in value—diamonds especially will steadily improve with each succeeding year. One of the best authorities in the history of Maiden Lane is our jewelry buyer and expert. We sell nothing that we can't guarantee.—*Hecht's, New York.*

Are you in love? If you are you may need an engagement ring later on. Better get one now. You'll save \$11 if you do. Nothing could give any woman's heart more pleasure than a genuine diamond ring. And a genuine diamond is the only kind of engagement ring you should bestow upon her, you know. This is the greatest diamond bargain you have ever been offered.—*Isaacs, Pittsburg, Pa.*

Better diamond values.—Diamond supremacy means much to our patrons and likewise considerable to us. It not only enables the selling of better grades at minimum prices, but gives us control of a large and growing business.—*B. & H. Kent, Toronto, Can.*

September Sapphires.—The engagement ring will be more acceptable if it bears the name of "Birks."—*Henry Birks & Sons, Montreal, Can.*

Come! See how they sparkle!—*De Mora Diamond Palace, St. Paul, Minn.*

Every diamond good. Throughout the entire part of any single jeweled design taken from our stock you will find but the one high quality prevails. It is this universal regard for diamond purity that has helped to build the enviable reputation we enjoy to-day in the selling of diamonds.—*B. & H. B. Kent, Toronto, Can.*

Diamonds, as you all know, have soared in price until they are now well nigh prohibitive. We have a very extensive line of these sparklers, all perfect gems, which were bought right, and our price

is right, but during this sale, this money-raising clearance sale, we shall offer our diamond stock at fully as low prices as we can buy them at the importers.—*The De Wolf Store, New Bedford.*

Bridal gems.—There is a brilliancy which attracts the eye for a moment—both in people and in gems. There is brilliant quantity, which has also depth and genuine worth! Our diamonds, suitable for bridal gifts, or for your personal use, possess the brilliancy which attracts and intrinsic worth of unvarying value. A good investment—a pleasing gift.—*J. T. Allen & Co., Jewelers, Richmond.*

Great sale of exquisite diamond jewelry. This special sale offers the greatest chances ever known for extraordinary value getting in fine diamond jewelry. Prices are 40 per cent. below market values, and this in spite of the continued advance in the cost of precious stones. Only room here for a few quotations, as the stock includes brooches, pendants, earrings, scarfpins, locket, rings—in fact, everything conceivable in diamond jewelry.—*Bloomingtondale's, New York.*

Three pearls. The pleasure of owning a beautiful ring is scarcely greater than the pleasure of giving one. We have three pearls in a 14k. hoop ring; they are perfectly round and of that exquisite luster which gives a pearl its value. The price is \$40.—*O. B. Knight & Co., Winnipeg, Can.*

Diamonds and diamonds. Like many other things, diamonds are good, bad and indifferent. Everyone wants a good diamond and wishes to be positive that he has a good one. Our stock of diamonds represents the best. We have stood for and maintained quality for sixty-seven years in Toronto, and we stand for it to-day. A Wanless diamond has character, and that is what you want. Close buying on our part, personal selection and the fact that diamonds enter Canada free of duty—these, with our assurance of good quality, should be strong arguments why you ought to consult us for diamonds.—*Wanless & Co., Toronto.*

The bride who receives a check as a gift will naturally seek to invest it to the best advantage. We suggest diamonds—because they never decrease in value, but on the other hand pay far larger interest than the greater majority of investments. "Ryrie" diamonds are carefully selected from the cutters in Amsterdam, and are admitted into Canada duty free. And then we are the largest importers of gems in Canada, which means a distinct saving to you.—*Ryrie Bros., Toronto, Can.*

JEWELRY—REPAIRING

An engineer on a locomotive oils his engine a number of times every day, and the engine rests half of every day. Your watch runs days and night, continuously, but when did you have it oiled? Are the delicate pivots grinding away on dry jewels, to their destruction? Are watches so cheap that you can afford to have yours lose all its good time keeping virtues by neglect? Bring your watch to me, before the injury goes further. There may be excuse for its poor performance of late. I will examine it, and congratulate you if it needs no attention; and if it does, you shall pay for no more than is necessary to restore it to perfect health.—*DeWolf, New Bedford, Mass.*

Don't you go to a competent physician, in whom you have confidence, when you have an ailment and expect relief? Isn't it just as essential, in a smaller way, to know who is the best jeweler, the most competent watch-physician? We give especial care to our repair department—remount diamonds and other precious stones with skillful exactness. All our repair work is at lowest possible cost consistent with excellent workmanship.—*R. Ashby, Colorado Springs, Col.*

Jewelry repairing is an important branch of our business—we give careful, painstaking attention to it. We give especial attention to repairing fine watches—the kind that need extra careful adjustment. We try to have our work give satisfaction—such as will win your confidence if you leave your repairing with us. We want you to be satisfied first, last, and all the time.—*Lumsden, Richmond, Va.*

Genuine jewelry can be purchased here cheaper than elsewhere. This implies everything that good taste and good buying can possibly suggest. Suppose your watch is out of order. Just let's look at

it. It certainly will be in better shape when returned; and if it isn't you know our reputation for making good.—*Jud S. Newing, Binghamton, N. Y.*

Refurnishing sale of silver-plated wares. Housekeepers who are going over the supplies for summer cottages will be glad of the opportunity to secure these artistic wares so much below their original cost. Many careful people do not take their solid silver to the country, and there is little reason for doing so, when plated wares are so handsome, and their cost so small as now. The variety of pieces and designs is quite large. The prices are a quarter to a third below the real values of the wares. When your silverware needs repairing our facilities are at your service.—*John Wanamaker, New York.*

Expert watch and jewelry repairing.—If your watch or clock needs doctoring up, bring it to the Silverware and Jewelry Store, and we will put it in fine running order. If it's the clock, we'll send for it, repair and return it without inconvenience to you. We do fine jewelry repairing as well and do it right here in the store. When you bring us a fine stone to be reset, you run no risk of its being sent outside to be mounted. It doesn't leave our hands—a point to be remembered.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

See that your jewelry is in good repair. It's a good time to look over that necklace or brooch. There may be a jewel that needs tightening. Perhaps you would like that diamond reset—you'll want it displayed attractively at the Governor's Ball. We make a specialty of reconstructing and cleaning jewelry, diamonds, etc. We'll not over-charge you, either.—*Philip H. Stevens, Jeweler, Hartford, Conn.*

JEWELRY—SILVERWARE

Mr. Gadd—"The Poormans celebrated their silver wedding last night."

Mrs. Gadd—"Oh! no; I saw all the presents."

Mr. Gadd—"What do you mean?"

Mrs. Gadd—"It seems to have been a silver-plated wedding."—*Philadelphia Press.*

Still selling silverware. Indeed we're selling silverware. More of it going out this month than ever went out during the same period before. The silverware will stand the test of time and wear, because it is the best quality plate made. The maker says so, and we back it up with our "money back guarantee."—*T. Eaton Co., Toronto, Can.*

All eyes will be on silver now! The usual yearly sale begins to-morrow. Prices a half to a fourth less than value. Engraving done free by an expert. It is silver week, and a most important sale, and silver is streaming through the main aisle. It is good silver—every piece. Our guarantee is back of it just as surely as though you were going to pay full prices. About every useful article in silver is to be had—for the table and boudoir. All the new finishes are included; the patterns are simple, dignified and chaste.—*Hochschild, Kohn & Co., Baltimore, Md.*

Remarkable savings in choice silverware. The beauty and character of the silverware which opens up the sale here to-morrow are its own eloquence. There is but one way in which to explain these astonishingly low prices, and that is, our ability to control surplus stocks direct from the manufacturers. The sum of silverware sold here from season to season runs way up in the thousands, and manufacturers recognize our ability as a door wide open for their wares, and in the distribution of stock favors we always get our share.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Economy sale of silverware. A sale that gives you beauty of design with utility, and at prices so low as to almost question quality. But the quality is here for expert criticism. A sale that marks our ability to stand first in the ranks of worthy silver.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Handsome table silver is the delight of the hospitable housekeeper when she

sees it decorating her hospitable table, or ornamenting her buffet and lending a tone to her dining-room. Our stock of silver is artistic, produced by the most talented designers, with every piece a gem of the silversmith's art.—*Arthur M. Field Co., Asheville, N. C.*

The silverware sale. Our Cross aisle is brilliant with the beautiful wares marked at little prices to-day. And it is not a tawdry glitter.—*Wanamaker's, New York.*

Going-away time suggests nice plated ware. Most women couldn't sleep nights in a summer cottage in the country, on the mountains, or by the sea, with their fine silverware (largely wedding gifts, with all their train of recollections), in the house. Solve the problem by getting a supply of 1847 Rogers Bros.' A1 silverware. Nor is this as "cheap" as it is inexpensive. As a matter of fact, the 1847 goods are of the heirloom kind. You will find them after a lifetime of ordinary care worthy of being mentioned in your will and handed down to your children.—*C. L. Byrd & Co., Memphis.*

Let the wedding gift be enduring, as it carries your heartiest wishes for home joys. It need not be expensive to be serviceable and in good taste. You will derive much pleasure from a visit to our silver room. Our display of china, cut glass and *sterling silver* is beautiful. We can offer many helpful suggestions.—*The Webb C. Ball Co., Cleveland, Ohio.*

This department has been very much enlarged and improved—the entire northeast corner of the first floor has been fitted with huge glass cases and filled with the best of silverware. The prices are so very much less than at the exclusive stores that one is apt to be suspicious. Needless—you see the name of the famous maker on each piece and you have his guarantee and that of the Palais Royal. The wear has to prove satisfactory—we and the makers are responsible for five years.—*The Palais Royal, Washington, D. C.*

Silverware, in extent, splendor and quality, the most worthy showing that could be wished for. To see our present assortment is to see everything there is produced in fine silverware.—*Hansel, Sloan & Co., Hartford, Conn.*

Best substitute for sterling silver tableware is the quadruple silverplated ware of the better grade—the only kind we sell. Manufacturers are realizing now that a good design costs no more to make than a poor one, and the patterns this year in plated ware closely approach those in sterling silver.—*Wanamaker, Philadelphia, Pa.*

“Think naught a trifle, though it small appear.”—Young’s “Night Thoughts.” Nothing that proceeds from its workshops is thought a trifle by the Goram Co., silversmiths. As much thought is given to the design, as much care to the finish of a teaspoon as of a thousand-dollar vase. The quality of the silver is precisely the same and to both the trademark gives the same guarantee of excellence.—*Gorham Co., Omaha, Neb.*

Beautify your home at small cost. Did you ever stop to think how much better and more cheerful your table would look if it had one or two little things on it?—useful things we mean. It is surprising the brightening effect a dainty dinner table has on one and how much more cheerful every one is. When you have a few minutes to spare sit down and think the matter over, then come and see what we can do for you—for very little money, too. It you can’t spare the time we send catalogues. Inquiries we cheerfully answer and execute orders by post promptly and particularly.—*Stewart Dawson & Co.*

That the best is the cheapest when buying silver-plated spoons and forks goes without saying. They are used probably four times a day every day, and if not A1 quality they quickly show signs of wear. The length of time silver plate will wear depends entirely on the way you clean it. If you use some polishing powders you can soon wear the plating off. If you clean our A1 spoons and forks with fine whiting and water, and polish with a clean chamois leather, we can safely say the plating is good for twenty years’ family use. At the end of that time you can get them replated to be as good as new.—*Stewart Dawson & Co., Sydney, N. S. W.*

When you buy silverware and quality goods are of interest to you, we wish to call your attention to our large and varied stock. Appreciating the fact that most people want the best we have put in a variety of “Wallace Bros.” and

“Rogers Bros.” manufacture. Both names stand for finest quality and we guarantee every bit we sell. The lines we carry include: tea and coffee sets, bon bons, fruit dishes, cake baskets, fern pots, spoon trays, bread trays, and a complete line of knives and forks and spoons. For hotels and boarding houses we have a special line of knives, forks and spoons made to resist hard usage. Special prices on these lines.—*Ashdown’s, Winnipeg, Can.*

Wedding silverware. This is the depot for serviceable, sensible wedding gifts. No trashy or foolishly ornate tawdry stuff, but strong, durable, long wearing quadruple silverware, in designs to please the most refined. And it comes put up in such beautiful packages. The sets are packed in satin lined boxes—a place for each piece. Then again silverware is a three-times-a-day reminder of the donor. We have not space to numerate the suitable articles. Suffice it to say that we have everything in silver from a set of nut picks up to large candelabra. *Rogers’ Brand Anchor brand silverware.—J. E. Griffith, Hartford, Conn.*

Our superb silverware exhibit. You should see our display of silverware—both sterling and plated. It’s superb. All the latest—all the best designs of America’s foremost silversmiths are gathered here in one complete, glittering display. And new goods are arriving every day. We are careful to see that everything we select is distinctly out of the ordinary, and never of the “bargain sale” sort. And for this known quality you pay a price that is only just and reasonable.—*J. Wiss & Sons, Newark.*

Richly designed toilet silver. This store possesses rare opportunities for the gathering of unique and distinctive designs in toilet silver. Not alone does our assortment depend upon those designs wrought in our own workshops, rich and worthy though they be, but through our facilities in the world’s markets, do we secure designs that are different from those seen in the ordinary run of trade. We invite your attention to our display. Specially noteworthy are: The hand engraved design, the Pompadour design, the Portland Bead design.—*Henry Birks & Sons, Limited, Winnipeg, Can.*

Silverware—finest quadruple plate. It’s not like buying a pig in a poke buying silverware at this Eaton store—there’s one absolutely safe guarantee extended to every purchaser. Every piece of plated ware sold here is the finest quality of quadruple plate. With this assurance given, Eaton prices need little argument.—*The T. Eaton Co., Winnipeg.*

The Lancaster. A spoon and fork design that carries an artistic combination of the rose and bead patterns is found in our Lancaster *silver plated ware*. On account of the extra heavy plating of pure silver that each piece possesses, the finish is equal to that of sterling silver, while the life of each piece is guaranteed to be one of long service. "From Birks'" assures quality.—*Henry Birks & Sons, Ltd., Winnipeg, Can.*

June wedding suggestions. As a wedding gift we could not mention a more suitable line than our English cabinets of fish and fruit knives and forks. These goods are a most reliable quality, made by the famous firm of George Butler & Co., Sheffield. On Tuesday we offer our entire stock at greatly reduced prices. Remember the quality is the best and they are put up in elegant style, boxed in pretty English leather gift cases.—*Hudson Bay Co., Winnipeg, Can.*

Sterling silver. This department of our business is exceptionally strong. We have the best line of sterling silver tea sets in Canada, and our stock of spoons and forks is a wonder to those who know its size. The quality of our silver is absolutely the finest; the finish is all that can be desired and our prices satisfactory to close buyers. What more could be desired? We hope to see you.—*Wanless & Co., Toronto, Can.*

Selecting wedding gifts is a poser for many puzzled people. Pardon the suggestion that our judgment and experience may be of some aid. Presents of *silver*, cut glass, art goods and china are always in order. Styles and prices right.—*Eugene V. Haynes Co., Atlanta, Ga.*

Wedding silver. There is nothing more appropriate for a wedding gift than a piece of sterling silver. It always remains an enduring and pleasant reminder of the friend who gave it. The assemblage of beautiful objects in sterling ware has been gathered with greater thought and research than ever before. To-day I am showing a varied and artistic assortment in spoons, forks, ladles, berry spoons, olive spoons, pickle forks, bon bon baskets, salad sets, cold meat forks, cake knives, etc. A beautiful and complete line of cut glass in latest style cuttings also awaits your approval.—*B. D. Loring, Watchmaker and Jeweler, Plymouth, Mass.*

Bridal gifts. Whether you are father, mother, or simply a friend of some prospective May or June bride it matters not, you will find it convenient and satisfactory making your purchase with us. We can show you an assortment comprising

the most expensive gifts of *solid silver* in handsome cases, to be handsomely marked, as well as the simplest cut glass dish at moderate expense. Our line of bridal gifts is varied and we cater to the discriminating tastes. Gifts suitable for ushers or bridesmaids are also to be found in new and varied designs in scarf pins, brooch pins, etc.—*C. H. Chase & Co., Hartford, Conn.*

We show a splendid array of *sterling silver* in the many various articles so essential for wedding presents. Designs are richer and more beautiful than we have ever before displayed, while prices are extremely reasonable. We will appreciate the favor of a call from you.—*King & Metzger, Lexington, Ky.*

Special sale. This has proven to be a good time to sell silverware. Our prices prove it to be a good time to buy silverware. One week of unprecedented silverware offerings. Come while the sale is on and we have the goods.—*Geo. K. Muuro, Grand Forks, N. D.*

We have made the most of it. All we ask is that you inspect our showing. We boldly announce that for clever, original and exclusive ideas, as well as extensiveness in variety, there is not another collection in America to be compared with what we can show you to-morrow.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Sterling Silver, the Gift Ideal.—In selecting a bridal gift you will find nothing more pleasing, nothing more lasting than a piece of our beautiful sterling silverware. We handle all the newest and best patterns made by the leading silversmiths of America.—*Lochman Bros., Springfield, Ill.*

Now in Progress.—Our Great Annual Sale of Sterling Silverware.—Every one who has taken advantage of the opportunities offered in our previous silverware sales will appreciate the significance of this announcement.—*Marshall Field & Co., Chicago, Ill.*

Quadruple-Plated Silverware.—Every piece quadruple plated on pure white metal; exquisite in design and faultless in workmanship, and offered at about half what the exclusive jeweler would charge you.—*Kaufmann's, Pittsburg, Pa.*

A Clearance of Silverware.—Before stock taking we find we have more than we need of certain of the staple lines of silverware. So to-morrow prices drop about half to help us straighten out. And we shall have to sell silver not a whit better than this at the full prices later—that's the odd part of it.—*Abraham & Straus, Brooklyn, N. Y.*

For the Summer Home.—Kayserzinn, the new ware. It's beautiful, dainty, most artistic, very reasonable. Made in Germany of a mixture of pure silver and alloy of tin. Looks like solid silver, wears better.—*Gray & Dudley Hdw. Co., Nashville, Tenn.*

It's a common thing now to find silver sales in many stores and at many times, but it is uncommon to find such a collection of silver-plated tableware as we are showing to-day in the Arcade.—*Wanamaker's, Philadelphia, Pa.*

Give the bride sterling silver that is individually distinctive—right in weight and quality. The best goods from the best makers are kept here (or rather, sold here, for we don't keep things long)—and with quality is combined style and service.—*Lumsden, Richmond, Va.*

Useful wedding gifts are most pleasing to the recipients, especially when they possess those lasting qualities; in Sterling Silver this is a marked feature which is worthy of thought. Our stock is a revelation on suggestions, and, combined with the many new ideas prevailing, you can make your choice with great ease.—*A. Ashby, Windsor, Ont.*

We desire to call your attention to our magnificent display of silver, particularly appropriate for wedding gifts. This store has a reputation for its exclusiveness in wares, and much so in Sterling Silver. The collection of serving pieces is most exquisite.—*Charles Mayer & Co., Indianapolis, Ind.*

To-day winds up the September Silver sale; but it presents one more day's opportunity to pick up very handsome articles for presents, or for one's own use at very much below the regular prices.—*Wanamaker, New York, N. Y.*

The sterling silver now ready is in such a variety as you will perhaps scarcely credit, until you see with your own eyes. For many years our silver store has been in alliance with the best silverware manufacturers in the country, and we have an array of patterns that will delight those who are wanting thoroughly artistic gifts of intrinsic value for wedding and other presents. No firm in America can compete with our prices.—*Wanamaker, New York, N. Y.*

We have in stock a line of Silverware of very good quality that we can sell for very low prices. It is good enough for use at your Sea-shore Cottage, and will last for years. It is not the heaviest ware in the world, and it is not the lightest by any means. If you wish to equip your cottage, we can think of noth-

ing that will give better satisfaction.—*Legate Manufacturing Co., Hartford.*

Those unfamiliar with our stock of sterling silver for wedding gifts will find the cream of such silversmiths as Gorham and Whiting.—*S. Nordlinger, Los Angeles, Cal.*

In the downstairs salesroom, beginning to-day, continuing Saturday, and all of next week, the sale and display of silver will furnish much profit and pleasure to hundreds and thousands of astute shoppers. The affair will reward early visitors, and it will pay late comers. We have been preparing for the sale quietly and effectively, made successful purchases of fine goods from leading silver concerns, brands of wares that rarely figure in special sales, now at reductions because of buying outright all reserve stock at special discounts, besides we have picked over our regular lines, and slashed rates to conform with the new additions. There will be several displays of articles, some of which are too great in variety for special mention, and all bearing prices that will afford great opportunities for safe investments. Four offers,—and only suggestive of others.—*John G. Myers Estate, Schenectady.*

Silver-plated knives, spoons, forks, tableware. Every variety of artistic ware, in the heavy silver-plate that means long service, is in the sale. Handsome patterns in all the good styles of finish—bright, frosted, butler, etc. This sale is second to none of the past either for patterns or prices. The housekeepers who depend upon this opportunity will not be disappointed in styles, qualities or money-economy.—*Wanamaker, Philadelphia, Pa.*

Don't shop around for sterling silver shirtwaist sets—I can supply you. Besides, you'll have the satisfaction of making your own selection from an assortment of the latest designs.—*Chas. E. Rose, Telluride, Col.*

Some Special Plated Silverware.—We have in stock a line of silverware of very good quality that we can sell for very low prices. It is good enough for use at your sea shore cottage, and will last for years. It is not the heaviest ware in the world, and it is not the lightest by any means. If you wish to equip your cottage, we can think of nothing that will give better satisfaction. Spoons, knives, forks, and a few special pieces are included. Just drop in and we will show you this ware, which we believe you will find very desirable.—*Legate Manufacturing Co., Hartford, Conn.*

A lady who had not a single piece of plated ware in her home, after making a large purchase from us, declared that it was the most beautiful in design she ever saw, and said she did not know that plated silver could be so lovely.—*The Legate Manufacturing Co., Hartford.*

There's no such thing as being limited or handicapped in your choice of a wedding present from this collection of silver. Designs are new and charming in variety. * * * The price range offers something for every purse—and every price is fair for what it buys.—*The Wanamaker Store, New York.*

Our silver-plated ware is of high grade and artistic design. Prices are as low as you pay for cheaper grades elsewhere.—*Henry Kohn & Sons, Hartford, Conn.*

Amid the beautiful surroundings of purple decorations, this sale is moving merrily along; but we can't tell how long it will present its present completeness—for the silver is melting fast. How could it be otherwise? The finest qualities in sterling silver and best quadruple plated ware are selling at prices that are one-half to one-quarter less than usual. There are many most desirable exclusive designs, well worth double the price, that are sure to be snapped up during the early days of this sale. To be sure of them shop on Monday.—*The T. Eaton Co., Ltd., Toronto, Can.*

The bride, looking over her wedding presents, always feels pleased when she gets a piece of sterling silver, for she knows it is only a short time until all her cut glass and china get broken, and pictures fade out, while sterling silver is a "thing of beauty and a joy forever." We have now the largest and most select line of silver goods ever shown in the city.—*Harvey Fritz, Oil City, Pa.*

Like our patrons, we are satisfied with nothing but the best. Superiority of quality in the metal itself, and designing that shows the highest achievements of the silversmith's craft. If you have use for such home furnishings, come to us for new ideas.—*Hansel, Sloan Co., Hartford, Conn.*

Some things will not stand looking into. Probe below the surface—only a little probing needed sometimes—and you learn how much is veneer and how little is genuine. The satisfaction in buying silver-plate bearing the brand of this factory is that it will stand lots of looking into. It is genuine quadruple silver-plate—every piece guaranteed—silver-plate that does give long wear.—*Standard Silver Co., Ltd., Toronto, Ont.*

Handsome table silver is the delight of

the housekeeper when she sees it decorating her hospitable table or ornamenting her buffet and lending a tone to her dining room. Our stock is artistic, produced by the most talented designers, and are gems of the silversmith's art. We will be pleased to show you the latest productions.—*Chapman & Armstrong, Galesburg, Ill.*

A show of silver. No jewelry or silver store in N. Z. has ever made a display of silver surpassing that now being made in our establishment. In our show windows and in our cases is now to be seen the most handsome and artistic pieces in silver and high-grade plated ware that has ever been shown before. Silver has for more than a century been in favor for wedding gifts. A plain teaspoon satisfied in the days of our great grandmother, but now that silver is more plentiful, and our prices bring it within the reach of all, the demand is for more elaborate pieces.—*Stewart Dawson & Co., Wellingford, N. Z.*

Autumn sale of high-class silver-plated wares. Again we have prepared a great economy movement in beautiful silverware. Our buyer made a between-seasons tour of the great factories, and secured hundreds of beautiful table pieces in patterns that were not in sufficiently large quantities to be run in the manufacturers' Fall catalogues. None but high-class goods has been considered. Every piece is perfect in every way. The saving is based entirely on the fact that new designs have displaced these particular patterns—for the manufacturer must be ever changing his shapes, though the purchaser uses the silverware for twenty years, perhaps—and design is not a matter of as much moment, as are real beauty and high quality. We guarantee the quality of every piece in this gathering; and the beauty of the pieces will speak, more loudly than words, to the eyes that see them. The sale offers splendid opportunity for reinforcing your own supplies of tablewares; or to select wedding or holiday gifts of most gratifying sort, at unusually low prices.—*Wanamakers, New York.*

Silverware that does not wear out are the incomparable productions of the Simeon L. & George H. Rogers Company, the silverware that leads all other plated ware in quality and durability. We sell this beautiful ware here in Hartford at factory prices. No house in America can approach them. No silverware manufactured in America is so good.—*The Legate Manufacturing Co., Hartford, Conn.*

Replenishing the Silverware.—Rogers silver and quadruple plate at half to two-thirds the usual prices will just about hit people right when returning from their summer holidays. The table always needs looking after, and silver is one of the most important points.—*Wanamaker's, Philadelphia, Pa.*

While we aim to vary our stock and include in it the more modern silver styles of England, France and America, yet we maintain in the manufacturing of Birks' silver a generous loyalty to designs of the early silversmiths of our forefathers, thus giving our display an individuality rarely seen even in London itself.—*Henry Birks & Sons, Montreal, Can.*

Solid Silver Knives, Forks and Spoons.—During the past year silver bullion has steadily advanced in price, and to-day silver bars are worth 15 per cent. more than two years ago. This means but one thing—an advance in the price of sterling silver table wares. We anticipated this increase and have doubled our holiday purchases. Our stock of desirable patterns in spoons, forks, knives and all table silver is larger and more complete than ever. We will continue selling at the old price.—*Montgomery Bros., Los Angeles, Cal.*

Next to gold, silver is the most sought after metal. Many people call it the most beautiful metal in the world. A recent fortunate purchase brought to us an enormous quantity of Roger Brothers' 1847 Silverware. No need to tell you this is a standard brand among plated silverware. Nearly everyone is familiar with it. The "wearing test" has proven its value. We are going to sell Roger Brothers' 1847 Silverware for the littlest prices ever known here to-day for high-grade knives, forks and spoons. Run your eye over these items.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Silver and glass—June brides. Of all wedding gifts these constitute the great majority. They make their appeal—direct, personal, intimate, as no other wares excepting costly jewels, and attract the attention of the gift-giver in preference to all other wares. Our stock of sterling silver and cut-glass is a veritable museum of all that is choice and select—sympathetic interpretations of the beautiful—in form and artistic merit.—*Sander's, Schenectady, N. Y.*

Silver Serving Pieces.—The rich pieces of sterling silver that add so much to the elegance of the table appointments. Some of the new designs are extremely

artistic; for instance, the "Bourgeois," a combined floral and figure design of great beauty, and suggested by one of this great French painter's works. Another similar pattern shows a figure and a fleur-de-lis. These patterns are in the well-liked French gray. Then there is an antithesis in the shape of a simple colonial pattern in bright finish—the "Standish." All of these designs include full sets of serving pieces; in two of them the small table silver is also obtainable.—*Wanamaker's, New York.*

Solid Silver.—We are showing superb new things in our silver room this fall. Attractive, moderate cost pieces for gift-giving and heavy, substantial wares for family silver. Designs are the prettiest we have ever shown—rich, heavy cast boraers—refined, practical shapes—perfect gems of the silversmithy.—*W. W. Wattles & Sons, Pittsburg, Pa.*

Teapot.—Heavy white metal, neatly engraved, well silver plated, an admirable article at a price that scarcely pays for the silver that covers the pot.—*Alfred Edmondson, Morecambe, Eng.*

Remember the October Brides.—A wealth of happy thoughts in sterling silver and silver plated ware here to suggest for the October weddings.—*Wm. Rogers Mfg. Co., Hartford, Conn.*

Silverware that's good for years of service. Dependable silverware, graceful in its patterns. Staunch in its wearing qualities, is what we of "The Silver Store" put before you—always at lowest prices.—*J. Wiss & Sons, Newark.*

Silver and Cut Glass.—One of nature's most beautiful works—silver—we have combined with one of man's finest productions—cut glass—in many artistic pieces for dining table and boudoir, than which nothing can be in better taste for a fine wedding gift.—*Henry Birks & Sons, Toronto, Ont.*

A really dependable stock of silverware, something that bears the stamp of worth and can be relied upon to do years of service. The assortment is large, and the patterns the latest. We handle the genuine Rogers goods in solid silver and plated ware. Showing the new things from this maker. They are very handsome. Cost a little more than other kinds, but then you will have something that will last generations. They are made for wear as well as for show. Not show alone.—*W. E. Finch, Delhi, N. Y.*

Six 5 o'clock teaspoons and sugar tongs, new shape and new value; you would guess double until you hear the price, 2-9 worth say 5-6.—*Alfred Edmondson, Morecambe, Eng.*

JEWELRY—WATCHES

"So you bought your husband a stop watch?"

"Yes," answered young Mrs. Turkins.

"How did it work?"

"Perfectly lovely," was the answer. "Charley took it to the races with him, and he says that every horse he was interested in stopped before it got into the home stretch."—*Chicago Record-Herald.*

A little talk about watches is timely, because at this season of the year so many of them are bought as graduation presents. No gift to a bright student could be more useful. When you buy a watch your only safeguard is in the character of the house from whom you buy. The mere appearance of a watch is no guide, since thinly plated cases may be made to shine like solid gold, and may later be marked "14 karat." Nor is the name on a watch a protection to the buyer. Waltham designates the make of a movement, not its quality, for a Waltham movement may come anywhere from \$3.00 to \$50.00. Our watch department is the product of almost thirty years of work and study. Experience has taught the public to believe in us, to understand that the Lambert guarantee is more than a formality. Every watch we offer for sale, even the most inexpensive, is the best of its kind, and has been examined by experts with keen eyes for faults. Imperfect watches are returned to the factory at once.—*Lambert Bros., New York, N. Y.*

In watches we probably do more business than any other store in the country, and are exclusive distributors of the famous Jules Monard watches of Geneva, which through merit have secured the name of "Jules Monard watches of precision." Jules Monard himself personally adjusts and examines every watch before it leaves his factory. Of American watches we have the Waltham and Elgin movements in a variety of cases.—*Wanamaker, Philadelphia, Pa.*

The Watch Store.—All kinds, all qualities, all prices, and each watch the best of its kind, whatever the kind. I mend watches, too—mend them in the right way. I know how.—*Fletcher M. Noe, Indianapolis, Ind.*

How much is your time worth? If you are a busy man, you count every minute worth money. You must depend upon your watch to do so many things in a

certain allotted time. You'll miss your engagements if you haven't a good watch. You'll miss trains and experience vexations and costly delays if your watch cannot be depended upon. We are selling a watch for \$23 that will help you to make money, if time is money.—*Isaac's, Pittsburg, Pa.*

A watch is always right—right as a gift and right as a timekeeper when from our shop.—*A. Frankfield & Co., New York, N. Y.*

Waltham and Elgin watches, America's best watch productions. In ladies' and gentlemen's sizes. Open face and hunting cases. Accurate time-pieces.—*C. H. Case & Company, Hartford, Conn.*

It pays to buy the best watch that you can afford. At our prices any one can afford a pretty good one. We have no watches at any price that we can't warrant to keep good time.—*E. Gundlach & Co., Hartford, Conn.*

This Expansion Idea is not only in some countries and individuals, but is an actual necessity in high grade watches. The watch balance wheel has an arm through the centre, the rim being cut on opposite sides, allowing it to expand by heat, and contract by cold, without increasing or diminishing the size of the balance wheel. Beside, our high grade watches are adjusted to heat, cold and position. See us about expansion in watches.—*Chas. E. Rose, Telluride, Col.*

Watch Assurance.—It's assuring to know that the seller of watches has faith in his timekeepers. This is how we show our faith in the watches we sell—if a single one proves less trustworthy than we promise we'll take it back willingly.—*Davis Bros., Toronto, Ont.*

The Pulse of a Watch.—If your watch is running irregularly—doesn't beat 60 to the minute—bring it to our store. No feature of our business is receiving more attention just now than our watch repairs.—*J. F. Carr, Kenton, O.*

A watch abused will not last forever. You will either need a new one or need the old one repaired. We will look after the repairs, if they are necessary, or sell you a new and excellent timekeeper, if you prefer.—*J. T. Allen & Co., Richmond, Va.*

Do you hold a position of responsibility and trust? You have no moral right to trifle with time. Carry a Dueber-Hampden watch, and have the satisfying feeling that you are always accurate to the second.—*Dueber-Hampden Watch Works, Canton, Ohio.*

"How is your watch?" Does it keep good time? If it doesn't just bring it here and we'll repair it for you and repair it right.—*Gilmore's Jewelry Store, Kenton, Ohio.*

"Timely" bargains for "watchful" buyers.—*The Millinery World, Los Angeles, Cal.*

If it's a Waltham, you're on time. All around the globe "Walthams" will find a wearer.—*W. W. Wellner, Charlotte-town, P. E. I.*

What a friend—steadfast and true—is a really good watch! A watch that you can depend upon is a real treasure. That kind we keep.—*Roch's, Chicago.*

Many men prefer the 16 size watch, as it takes up but little space in the pocket—is light as compared to the 18 size, and is a strong, serviceable watch.—*Chas. E. Rose, Telluride, Col.*

What's the Use of carrying a watch if it doesn't keep time? If your watch is of any account our experts can make it keep time. We sell watches of all standard makes and guarantee them.—*Park's, Salt Lake City, Utah.*

Watch Reliability.—You will be punctual in your engagements if timed by a watch bought here. We sell standard makes for less than others. You run no risk, for makers guarantee them to us and we to you.—*Geneva Watch and Optical Co., Los Angeles, Cal.*

No wonder the possessor of a good watch or clock is careful into whose hands he leaves it for repairs when it fails to do its work properly. Many a good watch is left in bad hands and is spoiled by incompetent or careless repairing. Does your watch or clock need repairing? Is time an important factor to you? Don't run the risk of having your timepiece ruined. Bring it to us.—*Challoner & Mitchell, Victor, B. C.*

Always on time wins respect for a woman. It has gained a reputation for our watches and clocks that we feel proud of. While we consider the move-

ment the most important part of a watch or clock, beauty, too, should be considered. Our selection of time pieces are marvels of artistic skill in design and finish. They must be seen to be appreciated.—*C. H. Hartman, New York.*

Outing watches. The attractiveness of these handsome belt watches must be seen to be appreciated, and be worn during the summer outing to realize the convenience and necessity of wearing one. You are never late to dinner and never fail to keep an appointment or catch or meet a train on time. They will always be in demand. We have a superb assortment of watches, pins, chains and locketts for your inspection.—*Conner's, Burlington, Ia.*

\$5 watch. It has been a long time since I said anything about our \$5 watch. Why? Because it talks for itself. It's just a nice, genteel, good time-keeping watch, and lots of people pay \$25 for something inferior.

A Group of Beauties.—The showing of ladies' watches is more than usually interesting. We have added a large number of new designs and new styles to our already large assortment. Where there is so much beauty and merit a choice may be difficult, but prices will help to a selection. Ladies' watches from \$9 to \$75. Good value at all figures.—*A. Mierow, Tacoma, Wash.*

What you see when you look at watches in our store isn't all there is. Reliability and long service are in every watch we sell, whether it costs \$4 or \$100.—*Cushing's Jewelry Store, Rockland, Mass.*

Buying a Watch.—You'll find it an easy matter to buy a watch at "Trorey's."

Because in the first place we have the watches—all kinds of them.

In the second place we assist you in your selection.

Then again, you can depend upon what we say about a watch.

Of course, if you are a stranger here and do not know us or our methods, very well, you'll perhaps want more than our word for it.

Then here's our written guarantee.

It is just possible that after you've lived in Vancouver for a while and have made some inquiries about "Trorey's," you'll not care whether that guarantee is lost or what becomes of it—ten chances to one you'll burn it up.

You know we'll "make good," as "John Henry" would say.—*Trorey, Vancouver, B. C.*

Accuracy cannot be obtained from poor watches. To prevent annoyance and disappointment provide yourself with a watch or a clock that can be depended on. George Jordan sells the best American makes and guarantees each one to perform properly.—*Geo. Jordan, San Bernardino, Cal.*

Our watch selling methods. When you buy a watch of us, you know exactly what you are getting. We enjoy going with you into the details of its making and material, pointing out its elements of strength—or weakness, as the case may be—of showing you why certain parts should be scrupulously examined and perfectly adapted to meet certain wear conditions, and all that sort of thing. In other words you get the benefit of our expert technical knowledge and of our persistently honest methods. Watches of every desirable style.—*Maier & Berkele, Atlanta, Ga.*

Watch your time by carrying a time-piece that we can recommend.—*Schacht & Riordan, Spokane, Wash.*

Don't run. Get a good watch to run for you, and be sure of your minutes. An accurate reliable time-keeper can be bought now for a very little money.—*The Hoffman Supply Co., Columbus, O.*

A Good Watch for a Little Price.—Not a pocket clock. Suitable for the boy at school or the man who must be on time at his work.—*C. L. Ruth, Montgomery, Ala.*

The accuracy with which our watches are made and the resulting close time keeping makes them the most desirable watches to be had. Our prices are based on competitive conditions in our own large cities as well as the East and we know they are right. In short if you want a timekeeper and value received, see us.—*Warner's, Fresno, Cal.*

Men's watch special. A fine selection of excellent timekeepers is displayed at the jewelry counter, in a most comprehensive variety of movements and moderate prices. For the January sale we make a special value offer.—*The T. Eaton Co., Winnepeg, Can.*

The watch? There are no secrets in watch buying—no deception in real value, judged from the standard of reliability. Kirby watches answer the watch question satisfactorily, give you actual value for every dollar expended. Every watch desire can be satisfied—every style from the smallest chatelaine to the popular sizes in both men's and women's watches.—*Kirby & Son, New Haven.*

A striking value for to-morrow. A

beautiful gift for anniversary, confirmation or graduation and a very dainty little timepiece for grown folk to take away to use during the summer vacation or traveling, when the valuable watches might better be left at home. These are all delicately yet durably enameled, and have dainty fleur-de-lis pin to match. The case has gold-filled trimmings and is fitted with a jeweled Swiss movement. It is enclosed in a neat velvet case, all ready for presentation. The colors are ruby, sapphire, emerald and turquoise. None C. O. D.—*Abraham & Straus, Brooklyn, N. Y.*

Americans should buy American watches, made by American tools and machines, by American skill and labor and at American wages. When a dealer tells you that a Swiss watch is better, it is because there is more in it for him.—*Waltham Watch Co., New York City.*

We offer you the best watches. Our stock is made up of the most reliable timepieces to be had. Our guarantee of these watches is given with every confidence. The various styles of cases shown express the best and latest ideas of the foremost makers of such goods.—*Berry & Whitmore Co., Washington.*

A man will oil a wheelbarrow because it squeaks, and at the same time allow his watch to go untouched, because it noiselessly performs its daily duties, even at the cost of its existence. Let us overhaul and oil your watch. Our prices are moderate, our workmen capable.—*Thos. J. Porte, Winnipeg, Can.*

Brown makes a specialty of railroad watches. He uses a special movement containing 21 jewels, one that runs with wonderful accuracy, and is built to stand the wear and tear, smash and slam of the railroad business.—*Brown, Hartford, Conn.*

Were you late?

Was your watch to blame?

If it was, bring it here and let us put it into shape.

If you haven't a watch, let us sell you one that you can rely on. All sizes, all prices, all kinds.—*C. H. Tilton, Rochester, N. Y.*

The man with a well-regulated brain makes a success of life. To regulate your actions properly you want one of our well-regulated watches.—*A. B. White, Pictou, N. S.*

Stop watches for the coming races—large assortment, all prices. We make a specialty of repairing these delicate movements.—*Bancroft Bros. & Co., Columbus, O.*

Your watch has needs just as much as you have. You need cleaning and fixing up once in a while, and so does your watch. About once a year the proposition of cleaning and oiling that watch comes up. It's then that you want to think of me. The treatment accorded a watch is just the same whether it is the best or the poorest make—that is, the best attention is given it. Wade is an expert at handling watches. Let him try to fix up your timepiece.—*Wade, the Watchman* (you can watch me through the window), *Galesburg, Ill.*

Watches.—A Sale. Was a time when we deemed it right enough and proper to write our watch advertisements with the distinct object in view of overcoming the prejudices entertained by some people against buying such things outside the portals of exclusive jewelry stores. The time has passed for all such arguments and appeals. Macy's system of merchandising, Macy's method of retailing, may be largely responsible for the educational processes that have been working as regularly and surely as the forces of nature. People now know the store that serves them best when they buy dry goods, furniture, carpets, clothing and groceries can also serve them best when they buy diamonds, paintings, bric-a-brac—and watches. The watch sale that begins here to-day is an important trade event.—*R. H. Macy & Co., New York.*

That laggard, lazy watch. Bring us in that laggard, lazy watch of yours that is always provokingly behind time. It may be only the most trivial of matters that causes it to be so erratic, or there may be something seriously wrong with it. In either case, the defect will be correctly diagnosed and correctly treated if brought here.—*Barr's Jewelry Store, Salem, Ore.*

"I guess I am a little slow." How often one hears the above remark when the time of day is inquired for. What's the use of having that kind of time. Something you can't depend on? How is your watch running? A little slow? A little fast? Is it out of repair? If so bring it to us and have it fixed right.—*Gilmore's, Kenton, O.*

For the Boy.—There is no sense in buying the boy a cheap watch. There is no economy in the lack of quality. We could sell watches for 8-6 and make money—but lose friends. Give him a good watch, and he will take a pride in its possession—it will early teach him the value of punctuality. You can't expect punctuality if you give him a poor, use-

less watch. These are hints.—*Stewart Dawson & Co., Sydney, N. S. W.*

Our watch guarantee means something.—*S. Nordlinger, Los Angeles, Cal.*

Watch out? Bring it in. We'll right it. People who sing "Just Behind the Times" didn't get their timepiece here. Perhaps you're hesitating because you didn't; don't do it; come in and you can go out on time.—*Grandmason, Kenton.*

For a thoroughly reliable, accurate timekeeper you can't beat these watches, they're guaranteed to give absolute satisfaction. They're in handsome solid silver and gold-filled hunting or open face cases, fitted with the best standard American movements. Watches you'd readily pay ten dollars for, special to-morrow, \$3.64.—*Bloomingdale's, New York.*

Watches. We have on display a large, varied assortment of 14 karat gold watches. Many set with precious and semi-precious stones, such as diamonds, sapphires, rubies, emeralds, pearls, aquamarines, peridot, kunziter, tourmalines, turquoise and Chinese jade. Our prices will be found very reasonable.—*S. Nordlinger & Sons, Los Angeles, Cal.*

The pleasure to own a good watch and the satisfaction of patronizing home enterprise are both felt in selecting a Ball watch. They are built to meet the exacting requirements of modern business—and they do meet them.—*The Webb C. Ball Co., Cleveland, Ohio.*

More of those new, thin model watches that created such a furore last Saturday. Last week we only had 100, and they were sold before 12 o'clock, and we had to take orders from a sample. Won't get caught that way again. Men who have bought these watches are sending their friends here every day. Without doubt they are the best watch values ever offered, and the name Waltham is a guarantee that they are a good timekeeper, and what's more, they are fine looking watches.—*Simpson Crawford Co., New York.*

100 more of those gold filled watches for men, women and children. Same kind that sold so well last week, and this may be the last chance you will have to secure them at this price, because it was difficult to get this lot.—*The 14th St. Store, New York, N. Y.*

The watch is an invaluable little instrument. It records the many minutes and hours wisely and foolishly spent. We have a fine collection of genuine gold and silver ladies' watches, and the prices of them will speak for themselves.—*A. Microw, Tacoma, Wash.*

A sale of watches. Does "rummaging" in watches strike you as odd? It probably does because you haven't yet gotten clear of the haze and mystery that used to hedge about the jewelry business. But get rid of that notion. Let's get down to facts, and the fact is that we look on watches and jewelry simply as merchandise—high class, it is true—but subject to the same general up-to-date methods we use with other merchandise. We've had some watch cases and movements too long. Time they had new owners, and as they didn't sell at first prices, we've reduced prices so they'll move. That's all. No mystery about that, is there? Our guarantee with every watch we sell.—*Gimbel Brothers, Philadelphia, Pa.*

It is generally conceded that we have the largest stock and the handsomest assortment of watches to be found anywhere in town.—*W. F. Sellers & Co., Altoona, Pa.*

How's your watch running? Is it always fast or slow? Never quite on time? Perhaps the watch is capable of very accurate running, but it is not in perfect order. You know the tiny mechanism of a watch absolutely demands that each of the dozens of little parts, springs, wheels, jewels, etc., be just right, or good timing is out of the question. Watch repairing always has been a hobby of ours, to do the best work possible.—*J. C. Sharer, Alliance, O.*

A good watch is a faithful friend and it's the sort of friend every business man and business woman needs. We can sell you a timepiece that will prove itself a truly dependable companion. We've been selling watches for years and we know just what it takes to make them deserve that adjective—dependable. We should be very glad to have a talk with you on the subject and to show you our great stock—incomparably the finest in the South.—*Maier & Berkele, Atlanta.*

Watches.—People who want good, reliable watches will find in my stock the products of the best European and American factories. When you buy a watch from me you have absolute assurance that it will serve you satisfactory. My guarantee covers all points, and I want it understood that it is a guarantee that means something.—*F. M. Powers, Youngstown, Ohio.*

We pride ourselves on the completeness of the "Feagans" watch line. Movements from the greatest makers known the world over for accuracy and reliability.—*Geo. E. Feagans, Joliet, Ill.*

In this era of women in business, ev-

ery business woman and girl should own a watch—and for that matter, a watch is a gift sure to be prized by anybody. To-day's word is of better than good values in watches of approved good "movements," hedged about by the makers' guarantee, backed by ours. Do you need a reliable watch, or know some one who does.—*Gimbel Bros., Philadelphia.*

Marcel Watches are the best you can buy. They are made especially for us—the result of long experiment in endeavor to get a thoroughly high-grade Watch for less than the usual price. We stand back of the "Marcel" Watches in every respect—and they cost about a third less than other Watches as good.—*Frederick Loesser & Co., Brooklyn, N. Y.*

In a Hurry?—Well, yesterday we sold a very particular man a fine watch and chain in eleven minutes. Could do some better with the watches we are selling at our clearance sale price. It takes but little time to decide which you want when you see them.—*Chas. E. Rose, Telluride, Col.*

Honest Watch Work.—The science of watch repairing is only comprehended by the man who understands how to make a watch. The man who can successfully solder a ring may spoil a splendid watch in less time than it takes to tell it. The great success we have attained in watch repairing comes because we employ only the most skillful watch makers.—*Geneva Watch and Optical Co., Los Angeles, Cal.*

Buy a Watch.—Buy as good a case as you can afford, but first get a movement which will be accurate. All watches recommended and sold by the George H. Ford Company are the best timekeepers made in the world.—*New Haven, Conn.*

Time is precious, and so is a reliable timepiece. Watches and clocks purchased at Parker's are always accurate timekeepers and require the least repairs with ordinary careful usage. They can always be depended on.—*Parker's, La Crosse, Wis.*

The mainspring is not the only thing that gets out of order in a watch. There are wheels, pivots, jewels and lots of other parts that need looking after. But no matter what the trouble be, I can find it and make it right, and would like to prove this on yours.—*A. Jette, Lancaster, Pa.*

Watches are like oysters—you should not judge the inside by the shell. As well try to tell the kind of tobacco a man chews by looking at the box he carries it in.—*J. H. Lehson, Butte, Mont.*

KIMONAS AND WRAPPERS

An unusual under price offering of dainty wrappers and gowns. Light, sheer and graceful garments that every woman especially appreciates—the development of the ordinary wrapper into a garment of true beauty. And yet to-morrow brings a chance to choose from a great stock of this dainty wear. For prices much less than the worth of the gowns.—*Abraham & Straus, Brooklyn, N. Y.*

You can worry and work and spend your time making a wrapper like this 69-cent one we are placing on sale Thursday. How much will it cost you without your time? Probably \$1.50—and even then you wouldn't impart so much style to it, unless you are peculiarly adept with needle and scissors. Then why make your own wrappers? we say. These await you on the second floor to-morrow.—*Rhodes Brothers, Tacoma.*

About the coolest house wrappers. Are you aware that your choice of house wrappers largely determines the extent of your summer comfort? We have had a lot made up of lightest lawns, with trimmings that are very pretty and perhaps a little different from any you would think of. And the comfortable garments are all ready for you to wear as quick as you pick out the ones you like best.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Here are wrappers of pleasantly cool, thin materials—percale and white and colored lawn—daintily made, in a number of pretty styles, and now bearing decidedly lower prices than those with which they began the season. And that's not long ago—for the four groups told of here have only been on our shelves for a very little while. Now they must go—and many a woman will be delighted to buy such attractive garments as these for summer negligee, at such modest prices.—*Wanamaker's, Philadelphia, Pa.*

The manufacturer of these garments tells us that we have tipped his scale, taken the most of them of any store to whom he sells kimonas, and he sells from the Atlantic to the Pacific. Made of nice quality lawns, fast colored, neat figures, and hair lines. Trimmed with bands of white lawn.—*S. P. Dunham & Co., Trenton, N. J.*

Greatest news of wrappers any store ever had. Thousands—each wrapper a beauty and a bargain. It is the season when wise women like to have a good supply of these loose and cool house garments on hand. Just as easy to have them pretty as ugly, if you go to the right store. Just as easy to have them pretty and save a good bit on the price as well, if you take advantage of this sale.—*Abraham & Straus, Brooklyn.*

Women's kimonas. An important sale of women's kimonas to-day. The assortments include kimonas in either long or short lengths in pink, blue and tan colors. The designs are oriental and floral. All are daintily trimmed with bands, embroidery or lace. For to-day the regular prices are reduced one-third.—*Rhodes Bros., Tacoma, Wash.*

Wrappers of our own make. That is the reason we are able to give such splendid values. Values that cannot be equaled any place in Canada outside of the Eaton stores. The materials used are bought direct from the manufacturers and carefully selected by our own buyers. The workmanship is superior and as already stated the values are exceptional—easily 30 per cent. lower priced than wrappers bought in the ordinary way, where jobbers' profits have to be added to the manufacturers'. Knowing the kind of material from which they are made and the class of workmanship which is put into them we can interestingly guarantee them.—*The T. Eaton Co., Ltd., Winnipeg, Can.*

KNIT UNDERWEAR

Women's Knit Underwear.—Such daintiness and charm as must at once appeal to refined womanhood are characteristic of this broad and brilliant showing of knit underwear. There is another feature of attractiveness, also—prices are exceedingly little. Here are hints.—*Abraham & Straus, Brooklyn.*

Women's Vests and Corset Covers.—Look at the trimmed kinds to-day—those lace-like, cool-looking, dainty things that women love. You'll go far before you see anything like the Wanamaker variety, and farther before you find anything like the same quality for the money.—*Wanamaker's, Philadelphia.*

Let us spread for your examination a few of these dainty garments which we prize. First, feel the muslin. Could a woman ask more? Next, hold the garments up and glance at the fetching design. Of course the trimmings delight you. Now—the needlework. You could toil many a tedious hour without more perfect seams or neater stitches. And yet some folks who haven't tried Hale's undermuslins can wonder why women seem so proud of them. Even the plainest of them that cost but the least little price somehow seem nicer. The safest way is to not let one penny be coaxed away from you till you have been to Hale's.—*Hale's, Los Angeles, Cal.*

White Wear at Wonder Prices.—A replenishing sale of quality. Not a garment in this great offering that isn't worthy the consideration of the most discriminating taste. This isn't a rhapsody of words, it's a statement of facts. Fine muslin, ample folds, cut for style, finished as daintily as a bride would choose if made to her order.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

A Combination Corset Cover and Shirt Waist Extender.—It's a curiously made thing, simple withal, a full underbody that acts as a corset cover and shirt waist extender, made of a wiry, white lawn, made very full of ruffles. It's the most complete garment of its kind you could imagine. It will help the set of that shirt waist wonderfully, and at the same time it's a cool, comfortable corset cover.—*S. P. Dunham & Co., Trenton.*

How would you like to lay by in your sewing closet a snug lot of wash goods so that all winter long you could spend

dull moments in making pretty garments? It's not short of amazing, the big, big lot of goods you may have for a little money. Our profit has been made. What remains shall serve as a brilliant advertisement for Hale's. It's not the money, it's the talk we want. Every time you show your purchase to a friend it advertises Hale's. You can't help buying when you see the goods. You can't help telling your friends about it. The whole city will talk, and think, and praise the Hale method of merchandising.—*Hale's, Los Angeles, Cal.*

The climax reached in this sale of ladies' muslin underwear.—Our great muslin underwear department will fairly buzz with selling excitement to-morrow, for we put on sale underwear bargains that will make manufacturers and retailers look aghast. Feminine interest will be aroused, for this sale will be without doubt the greatest ever devised. Remember this fact and be guided accordingly. All the underwear we display to-morrow is bright, fresh and strictly first class. Made by the best maker in New England and sold to us for about half of the wholesale prices, to clean up the factory's stock. Don't miss this golden bargain opportunity.—*Hochschild, Kohn & Co., Baltimore, Md.*

Undermuslin talk is all in vain if it isn't true—wish you'd all look and compare—and price isn't the only thing to compare—the garments are good—not good at the price. When you have seen how good they are, it's pleasant to quote the little prices.—*The Boston Store, Milwaukee, Wis.*

Night Gowns Mostly Half-price.—Almost a dozen different and attractive styles of nightgowns are included in this offering, all reduced in most radical fashion; most of them by exactly one-half. It's a chance for women who like dainty—even luxurious—garments to satisfy their desires at small cost.—*Wanamaker's, New York.*

Middleweight underwear at lightweight prices.—*T. A. & L. F. Newman, Brooklyn, N. Y.*

Great piles of snowy white, hot weather underclothes ready this morning—if you are as eager for them as we think, the piles will melt away in no time.—*Wanamaker's, Philadelphia, Pa.*

Here are bushels of cool underwear—in a peck of trouble. Sixty-five cents for \$1.50 qualities, etc.—*F. M. Atwood, Chicago, Ill.*

Clean-up Sale of Undermuslins.—Rapid selling has depleted every line in our entire stock and it has been necessary to group a number of values in order to get a full line of sizes at a price. But summer stock must be closed out, as it is not our custom to show any old lines with new crisp goods. Barring the fact that some garments may be slightly soiled or mussed from handling or window display, their usefulness is not in the least invalidated.—*Hamburger's, Los Angeles, Cal.*

Don't forget that right underwear is the first element in keeping cool. Not thin underwear simply, but garments rightly cut and shaped—if they don't fit you will be in agony no matter how thin the material is.—*Wanamaker's, Philadelphia, Pa.*

Porous underwear for sizzle weather.—When such lightweight garments can be bought for so little, do not injure your feelings with heavy, burdensome sorts. No underwear can be too porous for summer; the weather is ripe now for the lightest.—*Simpson Crawford Co., New York.*

Sale of muslin underwear, and the prices so reasonable.—*Eastman Bros. & Bancroft, Portland, Me.*

Most women are ready to harken to reason, when it comes in this attractive form; dainty garments, prettily trimmed. The material would cost you as much as the ready-to-wear, well made underwear. Listen to reason; save time, save strength and save pennies.—*Eastman Bros. & Bancroft, Portland, Me.*

The warm weather approaching will soon necessitate lighter weight underwear. Are you properly supplied? If not, read every one of these items. The exceptionally fine quality of our garments, coupled with their unusually low prices, offers you values that will be impossible to duplicate.—*Giddings Bros., Colorado Springs, Col.*

Pajamas for women. Ladies are taking kindly to pajamas as sleeping garments. It's not merely sentiment or novelty which is leading to such general adoption, but the real comfort which they afford. Their fad period has passed.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Petticoats and waists. Some newcomers. The petticoats are of black sateen—stylish, sightly and serviceable. And

the variety of new effects is most attractive. The waists are of brilliantine, spangled with little silver dots, on various well-liked colors. Precisely the waists one wants to wear on cooler days between now and fall.—*Wanamaker's, New York.*

Opportune sale of underwear.—Great drifts of snowy whiteness, made to please the most exacting as to fabric, fit and finish. You'll like these garments for their Frenchness of fluffiness and for the delicacy of detail. Nothing skimpy about them anywhere, in spite of their surprisingly low prices.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Crisp new undermuslins of snowy whiteness.—*L. S. Plaut & Co., Newark, N. J.*

Seasonable underwear.—How can you expect to keep cool if your underwear is heavy and irritating? We suggest some light, gauzy undergarments that will bring comfort to men and women at trifling cost.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Knit underwear for women and children.—The kind of underwear that fits; that particular women want to wear. No cheap shoddy kinds not worth carrying home, but soft, fine, warm underwear that feels comfortable.—*T. Maginn & Co., Los Angeles, Cal.*

A superb showing of dainty white goods.—These lovely, cool, crisp night-dresses are the thing for the hot months. Some exceedingly pretty new designs are here, constructed for beauty and comfort.—*Robt. Wright & Co., Brockville, Ont.*

Breeze sifting underwear. We have underwear so comfortable that it's cooler to wear it than to go without.—*Trenton Clothing Co., Trenton, N. J.*

We are just as careful when a man buys underwear here to see that he's correctly fitted as if we were making him a shirt. That's one reason why we do such a tremendous underwear business.—*Daniel Bros., Atlanta, Ga.*

To-day, men's underwear in just the correct weights for spring and summer, and at just the right prices to suit you.—*Bernheimer's, Kansas City, Mo.*

The warm weather approaching will soon necessitate lighter weight underwear. Are you properly supplied? If not, read every one of these items. The exceptionally fine quality of our garments, coupled with their unusually low prices, offers you values that will be impossible to duplicate.—*Giddings Bros., Colorado Springs, Colo.*

The old folks always said: "Stick to your flannels 'till they stick to you." Good advice too, but it's just as well to be prepared for a change. We have on hand a few odd lots of medium weight union suits and vests to close cheaply.—*E. C. Nichols Dry Goods Co., Bangor, Me.*

Underwear for women and children. Light weight and medium weight. Just what you want is now ready and waiting for you, a carefully selected line and underpriced.—*James McLean & Sons, York, Pa.*

Judgment and mother wit make it self-evident that it pays to buy undergarments ready made, for one either buys plain pieces for the worth of the material alone, or elaborate pieces that no one at home could make for the price. This is the sort of underwear that makes home sewing extravagant. The garments are the kind that a careful woman could make herself, yet she could never make them for as little as these will cost.—*Kaufman, Trenton, N. J.*

You don't want to neglect purchasing your winter supply of knit underwear longer, for the change in temperature is very apt to cause you to contract colds which a little judgment now in displacing the thinner underwear of summer will prevent. We absolutely know that we offer the very best values in knit underwear for your money to be found on the entire Pacific Coast.—*Hamburger's, Los Angeles, Cal.*

Knit underwear for men. Many men, many minds—perhaps you've had trouble in finding just the right kind of underwear for you. We have all the good new as well as all the good old sorts. We mention some at 35c, 50c, 75c and \$1.00, and wish to say that we have taken particular care that every garment shall be better in every way than you will be able to find anywhere else for the price.—*Hysinger & Rosenthal, Peoria.*

Men's underwear at half price. The chillness of the night air will make this little piece of store news doubly interesting. We have a small lot of men's heavy weight underwear to sell for half price. Durable quality—and a grade that can be worn by men who cannot wear finest wool. The garments are finished inside with silk fleece—making them the softest and most comfortable imaginable.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Weight in underwear is not the only warmth-giving quality—comfortable fit means more than uncomfortable weight. Here's underwear that will save your

coal bills, and, besides, prices are at least one-third under the market.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

Women's snug underwear.—Comfortable and nice. So many women make the mistake of buying underwear that seems cheap and then regret it all winter long. If it's low price that you wish you can suit your purse at Hale's, and you'll never be dissatisfied. We could mention a hundred items, but simply these for to-day.—*Hale's, Los Angeles.*

Flannelette night gowns.—Nights are getting chilly—yet not cold enough to part with the sheets. Have you thought of the flannelette gown? They're just the thing for early fall. Under the clever management of our buyer we are able to place before you an assortment larger than ever before and not excelled by any.—*Harned & Von Maur, Peoria, Ill.*

Pajamas for women.—They're steadily growing in popularity, as women learn by experience their real worth, and are certainly the ideal sleeping garments for winter, as every pajama-wearing man can testify.—Here, for women, in a variety of attractive new patterns and materials.—*Wanamaker's, New York.*

The muslin underwear sale goes merrily along.—*Goldsmith's Bazaar, Scranton, Pa.*

Our annual exposition of white opens to-day on the spacious third floor. This magnificent gathering of muslin underwear is anticipated with pleasure by every shopper within the zone of this store's influence, and is one of the proudest features of broad gauge merchandising at Younker's. The distinguished character of white garments made for this wonderful display—makes them pre-eminent in the favor of discriminating women. We shall again demonstrate that this store leads in this class of goods, and that nowhere can such beautiful white garments be purchased at so low a price. Make it a point to be present at the opening to-day.—*Younker Bros., Des Moines, Iowa.*

Women's undergarments at the white fair. Daintiness, refinement, ample proportion, good materials, neat sewing—all the merits of home-made garments—these are the charms first recognized in the counterfuls of garments that have turned this into a store of white.

Every garment made in a sanitary, airy factory, by skillful, cleanly workers. Every seam in these garments is felled—every possible care has been taken to have them to your perfect satisfaction.—*Moore & McLeod, Charlottetown.*

The 20th century girl wears McKelvey muslin undergarments. Annual exhibition and sale. It is not vainglorious boasting upon our part when we assert that the utmost care has been bestowed upon the making of every garment we shall offer for sale, no matter what the price. Not a skimp will be found in the shaping of a single one, nor a flaw in fabric or finish. Only the prettiest and best trimmings have been used and the garments, without exception, are substantial, dainty and durable—like those made at home, only more so, since our experts are continually in touch with the very newest ideas far in advance of the season and able, consequently, to give wide variety to their work.—*McKelvey, Youngstown, O.*

Muslin underwear specials. This sale offers such a host of close trading possibilities that it should call to our counters every woman in this city. Our garments are bright, new and well-made—each is a grade model for the wear and satisfaction it insures.—*Boston Store, Milwaukee, Wis.*

Underskirts. No longer does the dainty white petticoat hold undisputed sway. Its use is reserved for dress and evening wear. For general wear, for warmth, petticoats more appropriate to the season, wool flannel petticoats at \$1.65 and \$2.50.—*Schipper & Block, Peoria, Ill.*

Undermuslins. Especially low-priced—It's puzzling women to know how we can sell them—Muslin underwear at prices that would scarcely pay for materials were they to attempt to make the garments. Sold as much yesterday as any ordinary store sells in a week. This is perhaps the greatest recommendation the goods can be given.—*The Boston Store, Milwaukee, Wis.*

The great and constantly increasing demand among New York women for the Simpson-Crawford Co. muslin underwear is sufficient proof to an unprejudiced individual of the merit of our goods. This fact, however, only spurs us on to stronger efforts to hold our proud position as the premier muslin underwear store in America. This leadership also enables us to place before you such attractive offerings as are here given.—*Simpson-Crawford Co., New York.*

Cold weather is almost here, and though winter underwear is hardly suitable, these lighter fabrics—sort of betwixt and between as it were—you'll find are very comfortable when worn under the light summer overclothes.—*Joel Gutman & Co., Baltimore, Md.*

Silk petticoats. The rustle of the silk petticoat has a wonderful fascination for womenkind, and now at this rare price most women can indulge their fancies in this line.—*Bloomingtondale's, New York.*

A dainty white petticoat, whether it be silk or cotton, is just as important to complete the graduating toilet as the dress itself. We make a special showing to-day of a number of handsome new styles in white taffeta silk petticoats. Made with accordion plaited flounces, trimmed with ruffles, tucks and ruchings.—*Geo. B. Peck Dry Goods Co., Kansas City, Mo.*

Call in and inspect our line of underwear. We will show you the ideal underwear for summer. Our Balbriggan underwear will stand more laundry and abuse from the laundry than any other kind, and summer underwear is in the laundry as much as anywhere else.—*Clucker's Clothing Store, Kenton, O.*

Do you wear pajamas? To the man who does not wear pajamas we want to say that they are very comfortable and cool and are really the proper sleeping garments for men. Traveling people all over the world consider their wardrobe incomplete without a few suits of pajamas.—*Jonas Selaner, San Bernardino.*

A sale for men.—Here is most important news to all men who don't possess all the summer underwear they need to make them entirely comfortable. And it will also tempt many a man into laying by an extra supply of handsome, comfortable garments against future needs. For the prices are enormously attractive.—*Wanamaker's, New York, N. Y.*

Chilly days! Hints of coming cold weather! Prepare for the change! The underwear is splendidly ready. Our clever assortments and low prices will help you make satisfactory selection.—*Lewis' Store, Anaconda, Mont.*

Many a man is hot and irritable because his underwear is uncomfortable and yet he doesn't realize it. Loeser makes a specialty of fit—the abnormally stout or thin—the long or short arms or legs get a comfortable fitting here—and without extra cost either. Here is some variety for all—both the big or the little purse.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Proper underwear for spring.—You will need the kind we tell of here before long. Why not choose now, before the hurry days set in? We've a wonderfully comprehensive choice ready at prices that will make present buying an object.—*L. S. Plaut & Co., Newark, N. J.*

Dainty underwear. An October offering of fluffy whiteness from a great stock of fine muslins, well made up.—*A. D. Matthews' Sons, Brooklyn.*

Summer underwear. He who buys here buys the best the market affords. That's true if he pays \$1.00 a suit. That's true if he pays \$10.00 a suit. Nothing inferior, but all that's superior.—*The Ware-Pratt Co., Worcester.*

Every man's store has balbriggan underwear at fifty cents—'cause it's a popular price—and you'll find that every store has a different quality to offer, made in a different way, and if dissected quite a difference in workmanship will be found. We dwell on the merits of our fifty cent underwear, because we know that it's the best undergarment for the price sold in Atlanta to-day—and in sizes to fit any man that walks.—*Daniel Bros., Atlanta, Ga.*

Like an inexhaustible treasure house, the great January sale of muslin underwear continues to pour out wanted garments at the lowest prices for women and children. The extra specials for to-day's selling will be in the children's underwear. Keep in mind the fact that these January sale prices will not be in force after this month. A hint to buy all your children's underwear now.—*Emery, Bird, Thayer Co., Kansas City.*

We will start the sale promptly at 9 o'clock this morning with just exactly 2978 undergarments. It will be the biggest muslin underwear event Fresno has ever known; a sale that will outdo any and all sales ever held by this or any other store in the city. We gathered these dainty undermuslins from several of New York's best makers. They are new, fresh, dainty, clean; carefully made garments; manufactured under the most favorable sanitary conditions. We frankly tell you that you can't buy the materials alone, unmade, for anywhere near the price we are offering you these carefully constructed garments for all ready to put on and wear. Come and see them; examine the materials, the sewing, the fine embroideries and laces they are trimmed in; open up each garment and see how full and wide and shapely they are. You will then say too they are the biggest underwear bargain ever offered in Fresno.—*The Wonder Cloak and Suit House, Fresno, Cal.*

Men's and women's underwear.—Spring stocks ready, and we have found ways of bettering them, too, wherever possible. For instance, we believe you won't find the equal anywhere of this French balbriggan underwear for men

at 50c.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Women's lisle thread underwear at 25c.—The underwear stock offers the widest range of selection. A point on which we wish to lay special stress is the thorough reliability of all the goods, and the fact that no matter how low the price of a garment may be, it will surely give good wear.—*Mandel Bros., Chicago.*

Women's underwear.—Knit underwear, thinnest and gauziest, the year's newest and finest sorts, as well as the standard, staple styles; vests, pants and union suits; well made and perfectly fitting. Modest prices for these.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

Summer isn't here yet.—No use to rush right into your lightest underwear just because the indications are for warmer weather. There is a medium between "winter" underwear and "summer" underwear that ought to be considered. From now until the middle of May one should wear "spring" underwear, and this is what we have to show you.—*Strauss & Hirshberg's, Youngstown.*

Underwear for women and children.—A change of seasons forces you to a change of underclothing, and those who know the invariable superiority of our assortments will not think of going elsewhere.

Heavy and light weight cotton, wool or silk vests and pants and union suits. An assortment that would be a credit to any metropolitan store. Prices to suit any purse.—*A. S. Knowles Dry Goods Co., Montgomery, Ala.*

Our underwear is beyond betterment.—*The White House, Spokane, Wash.*

These sales offer various useful styles that we do not carry all the time. There is economy in getting a share of these. Some you can put additional trimming on. Gimbel underwear is best liked in Milwaukee because our styles are neatest and our garments are all made as women would have them—not stingy and skimped. Sales are passing all former May records, showing that more and more women lean on the Gimbel store.—*Gimbel Bros., Milwaukee, Wis.*

Your underwear.—Make a shift now, sir! It's time to change. We have medium weights, just suitable for this cool fall weather.

Some men prefer it to the heavier kinds, even for winter wear. You can't afford to take chances on your health—look to your underwear. Don't wait for a cold, make a shift now.—*Fred M. Nye, Ogden, Utah.*

Underwears come and underwears go, but "Jaeger" goes on forever. Why this pre-eminence? Because "Jaeger" feels better, protects better, and wears better than any other underwear made. special weights for spring.—*Dr. Jaeger's Co., New York, N. Y.*

Warm, sensible underwear prevents many ills to which women fall heir. Direct special attention to this timely news. It concerns underwear our expert bought in New York at special price concessions. Main part of the story is told in the reduced markings.—*Siegel, Cooper & Co., Chicago, Ill.*

What underwear? Warmth isn't wholly a question of weight. You should be warm, but what is right for one isn't for another. The material that suits one doesn't please another; and occupation and work, and indoor and outdoor life are also to be considered. There's health as well as comfort in right underwear—perhaps more than in anything else a person puts on. All the weights—from almost the thickness of carpet to gauze; all the materials that are good, silk, wool, cotton, linen and mixtures; correct shaping—underwear that will fit; and a price range from the finest to the least cost.—*Wanamaker's, Philadelphia.*

The home of good underwear.—It's our business to supply as good underwear for less money, or better underwear for the same money. Pick any style, quality or make and let us prove the statement.—*Northway & Anderson, St. Thomas, Ont.*

Real warm underwear is needed to protect your health. If you loose your vigor and sap your vitality you stop your income and increase your expenses. A small outlay will prevent all that. We will point out the merits of the good grades if you'll kindly come to this department.—*Hahne & Co., Jersey City.*

Wear this knit underwear and be comfortable. Not too heavy, not too light—underwear specially for the first cool days; high neck and long sleeves, well knit and perfectly proportioned; a better quality and better finish than can usually be had at these prices.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

Ladies' fall underwear.—The decided change from summer to fall necessitates putting on heavier undergarments, and while our annual fall opening is reserved for later, the two following lines are taken from values which have just been received, and are very meritorious bargains in themselves.—*Hamburger's, Los Angeles, Cal.*

Fall and winter underwear.—Just one or two more nights like last night and we'll all be hunting up last winter underwear—or buying a new lot. If it's buying a fresh lot, that's where we figure prominently. When it comes to materials and weights we have no end of variety. Men's, women's or children's—no matter what you want, we have it at a price to suit.—*Wright's, Ogden.*

For cool nights and sudden changes our line of new fall underwear is just the thing. We are offering this season the most desirable qualities at lower prices than ever before—the best fitting, most comfortable, durable and satisfactory.—*The Hannan Store, Montreal.*

Winter underwear for men and women. There is no uncertainty, no disappointment in any of our lines of underwear for men and women. Every piece of it is as good as can be made, the products of the best makers and sold at reasonable prices.—*The A. Chapman Co., Milwaukee, Wis.*

Gentlemen, how are you fixed for winter underwear? It will soon be time to put on heavier underwear. It isn't good policy to wait until you are chilled before buying heavier underwear—cold days are sure to follow. We have confidence in our ability to please you. Our prices are right.—*The Hub, San Bernardino, Cal.*

There can't be good health unless the pores of the skin are free to throw off the waste tissues of the body. This freedom of the pores is assured to all wearers of Jaeger underwear. That is why physicians everywhere recommend it.—*Dr. Jaeger's Co., New York.*

Loeser values in underwear and hosiery have a place apart in the esteem of Brooklyn people. They have not been matched outside this store. There has seldom even been an effort to equal them. A business vast in magnitude and immense in prestige has been built up here. Now a cool May has set the underwear makers to unloading stocks, and several remarkable lots of hosiery have been bought in the past few days. The result is that to-morrow will present values which even here make a new record in some instances, and in almost every instance reach the best we have ever done.—*Frederick Loeser & Co., Brooklyn.*

The only things that can stand up against a sudden fall in temperature. After all arguments are heard there is nothing to beat the Pure Natural Wool as a healthy garment for the body.—*Allan's, Montreal, Can.*

This underwear has a combination of recommendations peculiarly its own—the seams are beautifully finished, buttons are securely fastened, proportions are so exact that there is neither pulling nor drawing, and there is every desirable shape, weight and material.—*Shepard Norwell Co., Boston, Mass.*

“Oneita” combination undergarments for women bear a national—a world-wide reputation. Their worth needs no laudation by us. But the opportunity to buy Oneita garments at half price and less comes but once a year, and, as usual, we save you the most on them.—*Adams Dry Goods Co., New York, N. Y.*

The medical profession has indorsed this underwear for various reasons. For the woman or man of nervous temperament it is best because it is made on marvelous machines that weave it in the form of the body without rough seams of any kind—thus there is no irritation under the arms or in any sensitive part; it is as soft after a dozen washings as when put on—and just as elastic, giving to every movement. It is made of the finest Australian baby lamb and contains not one thread of cotton.—*Abraham & Straus, Brooklyn, N. Y.*

The experience of ten years has demonstrated beyond a doubt that this is the best underwear for men, women and children during the winter season. It gives vigor to the skin, comfort to the body and keeps you comparatively free from colds. In every way it is a vast improvement over the older style underclothing of wool, silk or cotton.—*James McCutcheon & Co., New York.*

These are the treacherous days—one hour warm, the other cold; but you can throw off all ills by keeping your skin warm, and only buy your underwear where you can depend on what they tell you. We are offering a splendid line of the celebrated “Forrest Mills” garments, which are known all over the country for their excellent qualities and beautiful finish.—*Perlmutter's, Jersey City.*

The “Arnold” knit goods have long proved their superiority for summer wear. The fabric absorbs perspiration, protecting the wearer from colds, clamminess or discomfort and the garments are so well made as to prove a constant satisfaction. For children, they're ideal, and mothers best look after their offspring's welfare when they buy “Arnold Knit Goods” for the little folks' wearing.—*Yards, Trenton, N. J.*

Jaeger summer underwear is a synonym for coolness with comfort. Clad in this light and porous fabric, you can

pursue the even tenor of your way, assured of an even temperature for your body.—*Eisenbach & Co., Brooklyn.*

A vast collection—hundreds and hundreds of beautiful garments in materials, cut and trimmings suitable to the coming warm weather. The kind of muslin underwear we carry is too well known to need lengthy comment. Full sizes, generous use of material, well made, tastefully trimmed, are the chief characteristics. The prices we quote you are low prices. The merchandise is good. We do not sacrifice quality in order to quote you a low price.—*Warren M. Crosby & Co., Topeka, Kan.*

For old-fashioned comfort nothing can hold a candle to good reliable underwear. Inventory revelations have put our underwear prices on to toboggan slide.—*F. M. Atwood, Chicago, Ill.*

What a magnificent display of only worthy garments it is and what economy there is to be enjoyed in present purchasing—We need not take your time to tell you the “Whys and Wherefores” at the sale, for this store's reputation as undermuslin leaders has long since been established. No one thinks of questioning qualities or criticising cuts in lingerie that bears White's label. No matter how little they pay for it. These are garments that are correctly cut from well chosen materials, and carefully made by well-paid expert labor.—*White's, Columbus, O.*

A grand galaxy of muslin undergarments. Little prices sparkle their attractions. Here are the fine fabrics at figures you will gladly pay. Little priced luxury—elegant economy—perfect in fit, fashion and fabric.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Attention is called to the following items in women's summer undergarments, made of thin muslins, soft cambrics and fine nainsooks, and which are excellent values at the prices. They are not the thrown-together, overtrimmed sort, but slightly, well made and tastefully trimmed—just such garments as you would make at home if time and patience permitted. The neat, practical sorts for summer wear.—*Woodward & Lathrop, Washington, D. C.*

For a great many years we have been compelling manufacturers to make underwear for us in better manner than they do for their regular trade. You will find the garments are better fitting, better made and better finished than those to be found elsewhere, and there are quite decisive economies in the prices.—*Wanamaker, New York.*

Time to change underwear. These warm days suggest thinner underwear, and we are showing the best lines in town.—*The Hulz, San Bernardino.*

Right spring underwear for women, men and children. Be ready with the spring underwear; the time for it is near—near enough to set forehanded people buying. Our stocks are full of good values.—*L. S. Plaut & Co., Newark, N. J.*

Muslin underwear.—Saturday's freight brought us the greatest single consignment of muslin underwear this house has ever received—so much that at this writing we can only tell you of its newness, its daintiness and its cheapness—enough to give you a chance, if you wish it, to be the first to enjoy the splendid opportunities that such an excellent and extensive assortment holds.—*Fourquarean, Temple & Co., Richmond.*

Muslin underwear.—Tempting prices for such quality. Everything so bright, fresh and attractive about these garments. They are liberally cut and beautifully made, and the materials are of the good kind, despite the little prices.—*Bailey's, Cleveland, Ohio.*

Cotton underwear.—We are showing every good kind of cotton ribbed underwear for women and children—light, medium and heavy weights.—*The Copper City, Anaconda, Mont.*

Summer underwear.—You've experienced this spring weather business many times before, perhaps, and remember how "Old Sol" usually gets in his good licks before you hardly have time to realize that winter has actually disappeared. Summer underwear, according to our prognostication, will be very much in demand shortly and knowing ones will hie themselves to "a store for men" to supply the demand. Everything in underwear from cotton to silk, 50c to \$8.00 a garment.—*Daniel Bros. Co., Atlanta, Ga.*

Glastenbury underwear is made of best pure Australian wool, and does not scratch; the process through which the wool is put makes shrinking impossible, so that each garment is guaranteed non-shrinkable. It assures protection against colds, rheumatism and changeable weather. If perfect satisfaction is not given through continuous wear of this underwear, money will be refunded.—*The 14th Street Store, New York, N. Y.*

To buy a suit of wool underwear that fits perfectly and know that it will continue to fit perfectly, no matter how often or how carelessly it is washed—

that is the proposition for men to consider. We guarantee the unshrinkable feature—a new suit if one should ever shrink.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Beautiful imported French lingerie. The acme of elegance and refinement in dainty undergarments for women. We have never before had hand-made underwear so fine and dainty to sell for such small prices.—*Geo. B. Peck, Kansas City, Mo.*

Exhibit of Paris-made underclothes. To-day the little French room is ready to tell you all the secrets that Paris has been packing over to us for the last three weeks. All the new lingerie and trousseaux for this spring and summer are here. It is news that should interest Easter brides especially. What in Paris you could only see by going under 150 roofs, is here all under one roof—more than that, in the quiet, quaint little corner called the French room.—*The Wanmaker Store, Philadelphia, Pa.*

Now the spring white sale. A storeful of tremendous values. Undermuslins, corsets, petticoats, waists and splendid wear for misses and children, breaking all records in savings worth while. Hundreds of thousands of new, fresh, fine muslin underclothes will be ready tomorrow—the annual spring white sale begins. They are good garments, in material, in workmanship, in style. They have been made for us in the past months in cleanly, well lighted factories, by girls and women who are well paid for their work. They are as excellent garments as you would make for yourself—as well shaped, as daintily trimmed. They are—and this is the difference between Abraham & Straus' white sales and other sales.—*Abraham & Straus, Brooklyn, N. Y.*

Our annual April sale of muslin underwear and corsets. Tomorrow begins another of those matchless sales of women's muslin underwear—a department of the Ehrich store which has doubled, trebled and quadrupled its business by sheer force of the high character of its offerings, coupled with the lowest prices in New York. Great as have been previous sales, we expect this to far outclass them all. Hints of the values.—*Ehrich Bros., New York.*

Sneezing yet? Well, you will be shortly, if you are not now. Remedy? Our men's medium weight underwear, of course. It isn't safe to risk thin underwear these days—too many sudden changes in the weather.—*J. F. Gregory & Son, Portland, Me.*

Snow-white muslin underwear demands recognition. Beautiful needlework makes the demand imperative. And prices, too, they play a most important part and must appeal to you with singular force.—*Joel Gutman & Co., Baltimore, Md.*

French hand-made lingerie. For daintiness and exclusiveness of elaboration and effect, our models of imported lingerie are as representative as any to be found in the States.—*Saks & Company, New York, N. Y.*

Dainty new undermuslins. Every piece made right—you would be proud to claim these garments as products of the home workshop. All the new ideas are here.—*G. C. Meisel, Port Huron, Mich.*

Another great week for the petticoat sale. Such petticoat selling as we have hardly ever known, even the week before Easter, came last week. But such values as they were! And now, inspired by the enthusiasm of the white sale come forward more thousands of beautiful and serviceable skirts at prices which will hurry them to usefulness. The new spring petticoat is a necessity. To get such fine ones at such small prices is good luck. Will you share?—*Abraham & Straus, Brooklyn, N. Y.*

We start at fifty cents with imported and domestic Balbriggan shirts and drawers fashioned of fine soft Egyptian yarn. Be his proportions what they may, no man is without the pale—the fifty cents series include all sizes. One dollar shirts and drawers of fine lisle thread in white or blue include the most famous brands of which the market boasts—some shops have the courage to ask a dollar and a quarter for them. Athletic shirts, short drawers and linen mesh or silk undergarments we present in a goodly variety at very modest prices.—*Saks & Co., New York, N. Y.*

The immense purchases we make in underwear secures us concessions in prices that we give you the benefit of by offering you the very best garments to be had at a less cost than you would expect to pay for similar qualities. Your best interests should tell you to lay in your fall and winter supplies now.—*Pettis Dry Goods Co., Indianapolis.*

Cooler weather enforces the demand for heavier underwear, and those who know the invariable superiority of our assortments will not think of going elsewhere. Heaviest and finest silk garments, cotton or woolen vests, pants and union suits at prices enough less than those ordinarily asked to create a degree of wonder as to where our profit comes in.—*Bamberger's, Newark, N. J.*

Child's underwear.—Don't put off changing the little one's underwear from the light to the medium weight. Why not make your purchases to-morrow and profit by these special offers?—*Kaufmann's, Pittsburg, Pa.*

Are you prepared for a cold snap? It is time to think about your coming underwear needs, and it is possible by purchasing here now to accomplish money saving of a kind that cannot be promised later on. The finest of silk garments and cotton or woolen vests, pants and union suits in assortments that guarantee a satisfying selection.—*Bamberger's, Newark, N. J.*

The nearest thing to a man's heart is his undershirt; it's necessary then that it should be of a quality to be depended upon. The Big Store's reputation for carrying dependable underwear grows year by year.—*Hudson Bay Stores, Vancouver, B. C.*

Notwithstanding the upward tendency in the price of cotton, some time ago we secured a case of this underwear at a price that would be impossible had we waited until now to buy it. Fine quality, serviceable vests and pants, made of clean carded white cotton; perfectly shaped and finished; in short—a notable, early offering of knit underwear that cannot be duplicated any place at the price.—*H. M. Voorhess & Bro., Trenton.*

This we count our master-effort—the most important sale of its character which we have yet conducted. It concerns what is, perhaps, the most comprehensive collection of undergarments to be found the whole town over—garments of an exceptionally high character, fashioned of the better grade of fabrics. Fine laces and exquisite embroideries subscribe their richness to the garments which are exceptionally generous in proportions. In their elaboration the power of good taste was exercised—good taste as the discerning understand it. The series of new and distinctive models demonstrate the ingenuity of the cleverest designers of two continents.—*Saks & Co., New York, N. Y.*

To-morrow we open the first shipment of the celebrated Harvard underwear for women; all new fall and winter weights. The following are two very worthy styles in fine white cotton, best imported Egyptian maco yarn, soft and very elastic, with hand crochet, silk trimmed neck and fronts in vests, pants and equestrian tights; two weights; ribbed cotton, unlined, or heavy ribbed cotton, fleece lined, all styles.—*Adams Dry Goods Co., New York, N. Y.*

KNIT UNDERWEAR

Underclothes made as well as underclothes can be made in bright, clean, sanitary factories—women's muslin, nainsook and cambric undergarments, made generous in proportions, carefully cut, well sewed and every garment effectively fashioned and trimmed in the newest ways, are offered in the 1905 white sale.—*Bloomington's, New York.*

Most physicians recommend wool underwear, but on the other hand wool against the skin is an irritation that causes many of us to risk future health for present comfort. The problem is a hard one. But the Piqua underwear people claim to have solved it. They make union suits which are three-quarters wool and one-quarter cotton, and, what is the peculiar and attractive feature of the underwear, nearly all the cotton is thrown on the inside. One enjoys the comfort of the finest cotton against the body, with the far greater protection and warmth of wool. Isn't that luxury?—*L. S. Ayres & Co., Indianapolis, Ind.*

Just a little thoughtfulness will bring you to this sale. The weather demands that you wear heavier underwear to avoid bad colds and diphtheria. Besides you can make money by buying now and dodge a possible bill from the doctor. We speak in the truest kind of word when we say this sale has never been surpassed in saving chances.—*Sheehan, Dail & Co., Binghamton, N. Y.*

Hundreds of fresh garments brought to the tables every morning, and still the buying continues with a rush. We don't wonder women are enthusiastic. Loeser standard in undermuslins is pretty well known, but such values as these, such soft, fine materials, such perfection of cut, such careful workmanship and finish and at the same time such little prices, these make a new record even for this store.—*Frederick Loeser & Co., Brooklyn, N. Y.*

This is no idle boast—it is a statement of fact that should interest every man, woman and child. Chemists have examined it and pronounced it the best. Physicians have tried it and declare it the most healthful. It is excellent for athletes or men and women of outdoor sporting tendency, because it so quickly absorbs and dissipates perspiration, the mesh permitting free circulation of air to the skin. It is grateful to women and children because of its soft, non-irritating and cool feeling. We carefully tried and investigated all makes and produced this improvement on them all.—*Abraham & Straus, Brooklyn, N. Y.*

"If there were any such thing as one

best underwear—we'd have it. But what's best for Jack may irritate John—we have many bests."—*Rogers, Peet & Co., New York City.*

Weather indications point to the immediate need for plenty of warm underwear, both for comfort and health. We are ready to supply a great many men with a great variety of warm underwear at many price grades—cost does not stand in the way of comfort.—*Schipper & Block, Peoria, Ill.*

We've just hurried in a line of underwear that you'll thank us for—the very thing to wear these coolish days.—*Gimbel Bros., Philadelphia, Pa.*

Our fall shipment ready for the first call. A broader and more comprehensive stock than ever before; every possible want has been carefully looked after; every good value we could find is here.—*Stanley Mills & Co., Hamilton, Can.*

That exacting standard of ours guards the character of every garment that finds a place with us—it makes it possible for us to stand back of every shirt or drawer which our imprint identifies, be it one of the balbriggan at fifty cents or one of silk at fifteen dollars.—*Saks & Co., New York, N. Y.*

Admittedly a most meritorious underwear sale. Values that mean big savings.—Fit is the main essential—and to show how they conform to the form, we have them displayed on forms, and the goods we sell are identical with the goods we show. Material counts for much, as only the best is good enough—at least that's the theory we work on, when we select the fabrics for these garments. Workmanship and finish are, however, the prime essentials—without proper sewing the garments are worthless. What's the use of buying things that will rip and tear the moment you try them on. Think of the time consumed in going over the sewing by hand.—*Abraham & Straus, Brooklyn, N. Y.*

Women's summer underwear flying out now.—Crowds around the counters all to-day and yesterday. It is such weather as this as puts the store on its mettle. Assortments are immense. Nothing you can possibly want is missing. Every garment is so well made and carefully shaped that you will get comfort out of it as well as long wear. And the prices are very little indeed.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Summer underwear.—Right at the beginning of the heated term come very extraordinary bargains in staple and lightweight underwear.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

Avoid underwear that isn't just right.—Don't overburden yourself with unsuitable underwear from mere inertia. It may require a little experimenting to get the kind that suits you best—but it's worth doing, with the mercury soaring skyward. Every good kind of summer underwear, for men, women and children, is found here, without fuss or bother.—*John Wanamaker, New York City.*

Manufacturers' samples of muslin underwear.—Several hundred garments, not any two alike, including nightgowns, skirts, drawers, corset covers and chemises, the samples carried on the road by the traveling men of our wholesale department will be placed on sale to-day at less than the cost of production. Almost every quality manufactured is represented in this sale, and it is by far the greatest sale of muslin underwear ever held in the basement section.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Reliable in styles, qualities, sizes and prices. Remember that we carry the largest assortment of all styles and sizes of women's, children's and infants' underwear of every reliable make, in light weight Merion, Egyptian cotton, lisle thread and silk at incomparably low prices.—*Gross, Strauss & Co., Worcester, Mass.*

You won't have the slightest difficulty in finding in this collection the exact sorts of summer undergarments, stockings and socks you want. There's a pleasant combination of wide variety, favorable prices and reliable quality that makes it quite worth your while to fill your needs at Wanamaker's.—*Wanamaker, New York.*

"I dread putting on wool when cold weather arrives." This is a common statement of wool wearers. He dreads the cold because he catches cold easily. Wear the Dr. Deimel Linen Mesh Underwear and you will have nothing to dread. You can wear it the year round with absolute comfort.—*The Deimel Linen Mesh Store, Toronto, Can.*

We have devoted an entire window to the display of this particular underwear, simply because we believe it to be the best value for the money we have ever seen. It's derby ribbed cotton, correctly cut, sure to fit properly, will stand the roughest sort of washing, and guaranteed to give satisfactory wear.—*Wentworth Clothing Co., Spokane.*

Putting away the "laundry" sometimes exposes painful shortcomings in one's stock of underwear, stockings or socks—particularly at this stage of the season.—*Wanamaker, New York, N. Y.*

This underwear means even temper and a cool body. Extra fine grade combed Egyptian yarn—long or short sleeves. Drawers made with double gusset and well finished. Pearl buttons and suspender tapes.—*Bamberger's, Newark.*

You have never seen the time that you could not use to advantage good hosiery and underwear. That's why this particular sale was arranged. We were able to pick up a number of lots at a saving, and plan that short selling to-morrow will do away with practically all of this merchandise.—*The 14th Street Store, New York.*

We have been selling high grade underwear and hosiery for men, women and children for the smallest prices of the year—and the business has gone ahead by leaps and bounds. Have you bought your share? These are some of the good things yet to be had in wide assortment.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Silk underwear. Among the many beautiful dainty kinds of silk underwear the artistic mind has conceived there is none quite so dainty and attractive as the magnificent array of Italian silk lingerie displayed in one of our windows. They appeal immediately to the genteel trade.—*Chas. A. Stevens & Bros., Chicago, Ill.*

There's one section of the store that the men folks will find extremely interesting to-morrow. You'll find scores of them in it from early until late Saturday night. It's the department where men's wool underwear is being sold at and below cost price. We have knifed the goods to the core, which the following quotations will show. Our space is limited and we must make room for our immense purchase of spring and summer goods soon to arrive.—*J. R. Lane Dry Goods Co., Los Angeles, Cal.*

This sale affords you an opportunity to buy men's undergarments that sell in a regular way for 75c, \$1.00, \$1.25 and \$1.50 for 50c. There are only a few of each style, including men's silk and lisle shirts and drawers, Jersey ribbed lisle shirts and drawers; union suits; fancy silk striped lisle shirts and drawers; balbriggans; light weight merino; light weight batiste; solid color balbriggans, and various kinds of wool underwear. Garments are perfect in every particular, and are style you will be wanting in the near future. It is well to provide for those needs; the saving is extraordinary.—*Stie, Baer & Fuller Dry Goods Co., St. Louis, Mo.*

KNIT UNDERWEAR

LACES

Special lace attractions.—We do not hesitate to say that—quality, variety and prices considered—there are few, if any, lace departments this side of Chicago that compare favorably with ours—a strong, broad claim, but we stand ready to convince you.—*Kemp & Herbert, Spokane, Wash.*

We are justly proud of this display. The styles are beautiful and enriching—not so bizarre and eccentric as those of last season. Daintiness, refinement, is the keynote. Indeed, the story of the new laces is of absorbing interest, and the price side of the story is most interesting, too.—*Kaufmann, Pittsburg.*

Whirl of laces and embroideries. Whir-r-r. You've seen the wind eddying in a snowbank? That's what we expect to have about our lace counters Monday, a flurry in white. Why? Look at the news—half price. Clearance sale, you know. Out they go Monday with a whir-r-r—*The Robert Simpson Co., Toronto, Ont.*

Wafted from out among the snow capped mountains of Switzerland and from sunny France are the exquisite novelties now so elegantly displayed in one of our windows. They've come at fashion's bidding for autumn. Women of Rochester, are you going to let them in? Did you ever see anything more chaste or lovely? Never was there a day when this store so proudly displayed its laces as now. Surely our never tiring energy has been rewarded.—*Beadle & Sherburne Co., Rochester, N. Y.*

What woman does not revel in the possession of real hand made laces? A sale like this, which offers an opportunity to possess these coveted beauties for an unusually small amount of money, is one not to be overlooked. They are made of pure linen and wear and launder splendidly. This fact alone would class them among the wanted kinds. Then the artistic eye will feast on these dainty designs. Busy fingers will adorn the underwear with these laces that will make the plainest underwear perfectly exquisite.—*Emery, Bird, Thayer Co., Kansas City.*

A tidal wave of laces. Quality and prices never equaled.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Laces are in greater demand now than for years back. We are displaying a

great many novelties in all the varied makes, selected with care and discrimination, priced as interestingly as the qualities and patterns.—*The Scott Dry Goods Company, Cleveland, O.*

There's always a refreshing breath of newness about this lace store, which you appreciate.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

A remarkable offering of fine fashionable laces. Just at the moment—right in the middle of February, with all the spring and summer dresses being planned—what could be more attractive to thousands of women than this rarest of offerings of beautiful stylish laces at average half prices?—*John Wanamaker, New York, N. Y.*

The new laces. Miles of the new laces are here in innumerable styles and patterns. Everything that's correct, everything that fashion sanctions, from the prettiest novelties to the styles that border on the staple. We've never invited you to select from quite so large, so comprehensive and so beautiful a lace stock as our present one. It holds high interest for every woman who would know what is newest in the lace world—and who desires to choose from a stock whose attributes are lavish quantity, great variety, character, worth and the fairest of prices.—*Kaufmann's, Pittsburg.*

Laces! Laces!—We shall place on sale this week the largest line of fashionable laces at lower prices than have ever before been offered. Net top Oriental, net top Venise, net top point de gaze and Lierre laces, in all widths of edgings with insertions, or bands to match in white, cream and Arabian shades.—*Gross, Strauss & Co., Worcester, Mass.*

For my lady's eyes. Over a thousand pieces of Point de Paris and Valenciennes, the daintiest lace creations ever conceived. Those who know a 20-cent lace, know the extent of this bargain.—*McConnell & Co., Scranton, Pa.*

Beautiful summer laces at such little prices that there will undoubtedly be a tremendously lively demand for them. Included in this highly opportune sale are insertions and bandings in great assortments. It is a positive fact that at no time before have such attractive laces been offered at these prices.—*Bloomington, New York.*

Of course, you know how much in demand these laces are now for trimming those smart summer dresses, because they launder as nicely as the dresses themselves—they are wash laces and insertions—broken sets of fine French insertions—broken sets of fine French round mesh Vals., English Vals., and Clunys—odd widths Normandy and Point de Paris laces—white Cluny bands and laces—vast assortment for less than you ever saw them priced before.—*Simpson-Crawford Co., New York.*

Greatest stock of laces ever shown in Pittsburg is now assembled at "The Big Store"—a gathering that embraces every new effect—as light as a cobweb or as heavy as the lace looms produce.

A superb collection; masterful in every detail, and of absorbing interest to everyone. To introduce a stock that is complete and replete we shall offer more than twenty thousand yards at less than half price to-morrow. The lots include all-overs, insertings, Venise laces, appliques, galloons, etc.—*Adams Dry Goods Co., New York, N. Y.*

This lot contains the trial strips of some of the leading manufacturers of Plauen and St. Gall, indicating the prevailing styles for the coming fall season. They are perfect in every particular, and the styles are entirely different from anything shown heretofore. We should have had this lot four weeks ago, but they were delayed in transit, so as the season is pretty well advanced we will put them on sale at remarkably low prices. If you do not need them now buy them for future use, as they were all made for the fall business. We mention just a few specials. Venise laces, appliques and insertions in white, champagne color and ecru.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Scarce hand-made antique laces. There is to be a craze for hand-made antique lace this spring. It's vogue has already begun. And it's scarce.—*The Gamble-Desmond Co., New Haven.*

Special showing and sale of antique, Cluny, net Venise, and Russian lace waists. Unusual interest surrounds this showing and sale, because of the superb styles and the unparalleled pricings. The values afford lovers of the beautiful and artistic in exclusive waists the supreme buying chance of the early season.—*Simpson Crawford Co., New York.*

Airy, fairy laces half price. If we could tell the beauty of this display of cobwebby filminess, these counterparts of the dew-bespangled creation of the insect which spins its silken threads at night

to glisten in the glory of the May morning, it would make our lovely laces no more real. Come and see them. Here are some special reasons for coming.—*A. D. Matthews' Sons, Brooklyn.*

Sample lace sale continues to offer the best values of the season at 25c. Another day's selling like Monday's and we'll not have enough of these laces to continue the greatest sale of the season. Expected to have enough for all week, but the values have proven so good that smart dressers, dressmakers and milliners will not wait. They're all imported laces, purchased direct from Plauen by our Paris house. To-day's selection is complete and we repeat the original offering, probably for the last time, so do not fail to take advantage.—*Simpson Crawford Co., New York, N. Y.*

These laces won't tarry here at these prices. Expressions of amazement were heard in united chorus from hundreds about our lace counters to-day. One woman was heard to whisper delightedly to a friend: "I just know they never intended to put these laces in the 10c assortment. They are worth 25c, I'm sure." And you'll have good cause to be enthusiastic over the values we have arranged for to-morrow.—*Kaufmann's, Pittsburg, Pa.*

The most popular of laces—Yours at half usual prices.—We just purchased a lot of about five thousand yards of Lierre, Oriental, Repousse and net top Venise laces at a figure that was temptingly low, indeed, allowing us to quote these exceptional prices for to-morrow.—*Bloomington's, New York.*

Customers tell us we give the best lace service in the city. That is a compliment, but that we do so isn't an accident. Our prices are so nearly at the cost of production that thinking women often ask, "How much do the foreign workers get for labor?" That is sympathetic, but we have to continue securing enormous stocks to sell at these same low prices every week.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

The legions of new laces are full of absorbing interest.—The fullest gathering we have ever assembled is crowding the lace section with newness and beauty. A showing of such endless variety that but one word—completeness—seems adequate to express it. The woman who seeks novelty finds a field of rich certainty here, while she who looks for elegance or daintiness sees their presence in hundreds of ultra patterns.—*Fourquarean, Temple & Co., Richmond, Va.*

Another notable sale of new laces and embroideries.—Thousands of yards of the newest and most desirable laces and embroideries, directly imported and offered at prices never quoted before.—*Rothschild, Chicago, Ill.*

A word to the wise often results in their obtaining first choice from displays of fresh, new goods. Early attention will give you preference from the entire new array of Point Venice and Irish Crochet Lace Cape Collars—and these adornments are going to be much in vogue. Cream, ecru and tan shades—in many patterns showing leaf, wheel and other designs, \$1 to \$4.98.—*Burke's, Rochester, N. Y.*

More new laces. Who can describe the spider's web? Who can picture these new laces which come here on Saturday to greet you this week? Never have we shown so much lace richness. No store in the world has a better or finer collection of laces than we carry—no store in the world—a broad assertion, but the laces are here to prove it. What will you say to these new robes?—*Joel Gutman & Co., Baltimore, Md.*

To-morrow in the lace department is to be a bazaar day because of the unrivaled display of the most dainty, bright, fresh, new laces. Suitable for dresses, nightgowns, corset covers, chemises etc., and are the kind that give that charming air to all women's wear. Just the laces to make dainty femininity only the more winsome.—*The 14th Street Store, New York, N. Y.*

One of those periodical opportunities that are made possible by trade conditions brings this offering of pretty laces at a little more than half their regular prices. It is sure that you've never had a chance before to get such laces as these for so little. New and fresh laces—both the prettiest and the most practical sorts—in all the different widths that you'll want for trimmings. See the big counter display of galloons in serpentine and medallion effects and the handsome patterns in wide bands, up to five inches wide.—*Boston Store, Birmingham, N. Y.*

It is a show as well as a sale; a display of real laces which in breadth and variety and beauty has never been matched hereabout. There are hundreds of pieces fine enough to go in anyone's cabinet. There are real lace robes that have taken years to make. Yet rare and beautiful as these laces are, they may be bought for a fraction of their worth.—*Fred. Loeser & Co., Brooklyn, N. Y.*

Latest novelties in lovely laces.—Our

foreign offices are constantly on the lookout for novelties in laces and are instructed to forward the choicest and most exclusive things to us. That is why we lead in laces—why we show the latest things in advance of other houses and why we are able to sell at prices cheaper than they can be bought at wholesale in this market.—*Adam, Mel-drum & Anderson Co., Buffalo, N. Y.*

Lace news that is good.—Pleasure and profit go hand in hand in this lace. Here is a lot of the most pleasing laces and robes we ever had to tell about, and the prices are very, very much less than their real worth.—*Abraham & Straus, Brooklyn, N. Y.*

Navy blue and brown laces.—To trim the gown with laces exactly the same shade is one of the modes of the day—the idea came to us from Paris, of course. Since necessity is the mother of invention, it did not take the manufacturers long to comply with Fashion's mandate—the laces are here, just received them, ready for your inspection to-morrow.—*Joseph Horne, Pittsburg, Pa.*

This season, even more than ever before, our efforts to show the handsomest and most expensive stock of beautiful laces and lace robes have been crowned with gratifying success. On all sides we hear nothing but exclamations of delight and praise from those who come here to view our displays.—*Bloomingdale's, New York, N. Y.*

Every woman appreciates and loves beautiful needlework. It is a heritage from our grandmothers who spent so much of their time over the samples and embroideries that some of us treasure now as heirlooms. But in this more complex age one buys the beautiful needlework of German and French and Irish folk instead of making it. And the finer sort are expensive.—*Fred. Loeser & Co., Brooklyn, N. Y.*

An immense assortment of robes, reduced to a price that will sell them quick. Various styles of white net robes, some with single flounces, others with three flounces—some hand made Renaissance robes; also a few black span-gled effects.—*Ehrich Bros., New York.*

The plainer fabrics are pretty much all being made up with ribbons, laces, trimmings and other adornments; the early importations from Paris struck this keynote and American women responded readily to the suggestion. As a result we are on the threshold of a season of laces, ribbons and robes.—*Boston Dry Goods Store, Los Angeles.*

An opportune lace offering—opportune in the truest sense of the word. With the various summer gowns in preparation and all the other summery items that need the addition of lace to give them the grace and daintiness which is so desired of all things in the modish woman's heart, this item should prove of intense interest. The price-concession comes through an importer's determination to make a quick clearance of what he termed the last of a broken lot.—*J. W. Robinson Co., Los Angeles.*

French and German Val. laces, 19c to \$2.75 values—5c to 69c a dozen yards. News even better than that which made such a stir last week—for the laces are finer, if anything, and the quantity is even larger. Everybody wants the French and German Valenciennes now—yards and yards of them are used for trimming summer frocks, waists and underwear. Prices are regularly pretty high and the stocks to be had are getting smaller. These are the little lots—mainly broken sets, that the importer was ready to close out at a fraction of their cost to him. All are exquisite in design and all are perfect. In many cases the laces and insertions to match.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Twenty-five thousand yards of laces were placed on sale Monday and more than half were disposed of in three days, due partly to the large orders of dress-makers and milliners. They cannot buy at wholesale at such low prices, much less at other stores. We give you this information believing that if you knew the saving was so extraordinary you would want to come at once and pick out a summer collection before the showing is depleted. At present the selection is complete, though not half so large as Monday.—*Simpson Crawford Co., New York.*

Get your laces here. It means big saving! An avalanche of marvelous lace values. There's to be lace on everything this season—the time is ripe—demand unprecedented. We have laces for ornament, laces for trimming, laces for entire robes. Buyers are improving these bright chances. We are very busy—the season only just begun and better than ever.—*Newman, Brooklyn, N. Y.*

Splendid collection of laces at half price. Saving a dollar is a little matter—but when we say we can help every woman in Rochester to save money the movement becomes a very important matter. A recent transaction enables us to sell laces at prices that are half less than regular prices. Great lot of

pretty kinds that are wanted for beautifying summer dresses. All fresh and new.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

The store is famous for its laces and should be. No other retail store in all America has the facilities for gathering laces in every foreign hamlet where fine work is done that we have through our connections. And so not only is the Loeser collection of laces the finest hereabouts, but the prices are always the lowest.—*F. Loeser & Co., Brooklyn.*

A lace picnic. Something new perhaps—but still possible.—To-day we place on sale the over stock of one of New York City's big lace importers. This lace man frankly told us that he had too many laces—wanted cash for them—was overstocked. We listened to him—heard his tale of woe—his price also—and finally we bought a big lot of his laces—cheap. We are going to sell 'em in like fashion—and we feel certain that these laces and the prices attached will be productive of a lace picnic—the word picnic being used here in the large and general idea of “an enjoyable occasion—almost too good to be true.”—*Crow & Whitmarsh, Cleveland, O.*

Hand made Cluny laces and insertions.—The unprecedented popularity of these beautiful laces is indicated in their great demand among the leading Parisian coutouriers, who are employing them so extensively and so effectively in the designing of model garments. Our present displays include a very attractive representation of medallions and other effects in the finer qualities—all priced comparatively low.—*Marshall Field Co., Chicago, Ill.*

Special lace attractions.—We do not hesitate to say that—quality, variety and price considered—there are few, if any, lace departments this side of New York that compare favorably with ours—a strong, broad claim, but we stand ready to convince you.—*Kent's, Cleveland, O.*

An exposition of the new season laces, that you ought to see. Not a great big pile of doubtful patterns, just a splendid and most comprehensible assortment of the most desirable kinds. You find complete sets here.—*Pickering's, Minneapolis, Minn.*

Lace trade winners. Never has a new season been opened with such rare values. And such a great diversity of fascinating patterns as there is—no reason why every woman cannot impart individuality to her costume.—*Kaufmann's, Pittsburg, Pa.*

Our great displays of fine laces are now ready for the Christmas season. The range of qualities covers the rarest as well as the less expensive pieces, forming the largest and most complete line in this country. The present scarcity of real laces and the attendant high prices were anticipated in our immense early purchases. As a consequence, each of the following articles is priced lower than the same qualities have ever before been marked.—*Marshall Field & Co., Chicago, Ill.*

Twenty-five cents for \$1 laces sounds out of the question, doesn't it? Well, it's a fact, in this phenomenal sale of manufacturers' trial lengths and sample strips direct from Plauen. We've received another great selection, better than any we've previously announced. You'll see every kind of fashionable laces right out in the bargain section—many creations you won't see elsewhere till autumn.—*Simpson Crawford Co., New York, N. Y.*

From makers with surplus lots of pretty summer laces and out of our own stock as well, come these specially interesting groups for Tuesday's selling. Fine as the lace news has been here in the past few weeks, there has been perhaps no such variety of wanted laces for as little prices.—*F. Loeser & Co., Brooklyn, N. Y.*

One of the big ocean greyhounds brought us this lot—a direct importation—of dainty Swiss insertions, in styles that are now greatly in demand for white dresses and fancy white waists. The widths range from one-quarter inches. Patterns are the daintiest we have seen in many seasons.—*Geo. B. Peck, Kansas City, Mo.*

It is always possible to get laces to sell under the usual prices, if you don't care what sort of laces you get. But to get the laces most in favor; to get such laces, for instance, as the prettiest of German and French Valenciennes, and sell them for less than half price, is a different proposition. It is a sale of summer laces of the most wanted sorts which we announce to-day; a sale which could hardly occur outside the Loeser store.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Great sale of sample laces. These are a brand new lot for which we've been negotiating. We finally got them at our price, which means the best lace bargains ever offered in Chicago.—*Schlesinger & Mayer, Chicago, Ill.*

Attend the opening of new laces. For

wash fabrics and muslin underwear. A display that will interest every woman. The demand for laces will be enormous the coming season, and now is the time to make your purchases. Many pretty wash fabrics will be used that need the trimming laces.—*Eastman Bros. & Bancroft, Portland, Me.*

Rare lace occasion.—Signalizing the latest enlargement of that model lace section by values that can have no competitive counterpart.—*The May Co., Cleveland, Ohio.*

Laces.—A spontaneous offering. Quite suggestive. Summer sewing yet to do? Then this is your opportunity. We have taken many styles you like and marked them at prices you'll be glad to pay.—*Hale's, Sacramento, Cal.*

Val. lace is to summer dresses what perfume is to June roses—and the greater your ambition to be the sweetest flower in society, the more lace you must put on your summer dress. You can well afford to put on all you can possibly carry at a price like this.—*The Fair, Montgomery, Ala.*

The new laces and women's neckwear. Parading themselves again to-day, proud as peacocks. With the novelties are the finest of the new Irish laces for fall, made in convents and by Irish peasants during long winter months. Lovely deep collars, flouncings, allover, edgings and insertions. While the designs always have, and always will, hinge on the tiny three-leaf shamrock, yet nobody ever tires of them.—*Wanamaker's, Philadelphia, Pa.*

Opening exhibition of laces, showing new laces, new embroideries, new trimmings. A beautiful and distinguished assemblage of novelties will be shown.—*The New York Store, Crookston, Minn.*

One of the best values we have ever given, and all women say that there is no place like The Home Store to buy embroideries and laces. In this lot are really beautiful patterns of all the new styles, designs for every conceivable purpose. Swiss, cambric and nainsook insertings, beadings and edges. Don't miss this item; there's a flood of opportunities for you.—*The Bowland, Morehouse & Martens Co., Columbus, Ohio.*

This is to be a great season for laces. All kinds will be used, the narrow valenciennes, the Oriental and the heavy Venice laces. In expectation of a big demand we bought about twice as many laces as we usually do. Among these are a great many lots which we are offering away under price.—*J. G. Hislop & Co., South Norwalk, Conn.*

Sale of laces 3c. An opportunity, a bargain opportunity, the result of the fact that this stock must be cleared for stock taking. We say these are bargains and you will say the same thing when you see the display. A special lot of cotton torchion laces, varying from one half to one and a half inches in width, in a bevy of assorted patterns. Broken sets—no insertions to match. The sale will begin promptly at 8 a.m. to-day.—*Montgomery Fair, Montgomery, Ala.*

New laces in a great sale. An immense stock of new and pretty laces will be ready to-morrow for prices which in many cases seem beyond the bounds of possibility. \$6 galloons for 98c a yard and \$7 galloons at \$1.49 a yard are fair instances of the chances in the sale—and some of these laces are the identical styles which have been marked at the full prices in our stock and now have to be marked down in harmony with the other laces in the sale. There are at least 2,000 patterns altogether, and the qualities are as fine as were ever offered anywhere at full prices. Altogether we believe the sale is the greatest we ever held in May—a sale which will stir interest wherever the news of it is known.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Less than half for beautiful laces. Wide laces at that—an extraordinary sale that every woman will appreciate. The offerings comprise beautiful venise and Irish crochet allovers in white and cream—they are 18 and 20 inches wide and are shown in the prettiest designs imported this season. For waists, yokes and trimmings they are exceedingly appropriate—come early to-morrow.—*Field, Schlick & Co., St. Paul, Minn.*

A wonderful sale of lace and insertions. The best values offered this year. Unusual indeed have been the values offered in the lace store and immense has been the business in consequence, yet in this showing we have gathered together the greatest values by far of the year in Venise laces and insertions, oriental insertions in white, butter and ecru shades. In the lot will be found baby Irish, filet, handsome point gauze effects and many other effective designs—in many instances the prices are about half usually charged.—*Abraham & Straus, Brooklyn, N. Y.*

65c German and domestic Valenciennes edgings and insertions, a piece of 12 yards for 45c. An interesting item of this time—when shirt waists and dresses and such are being made up for the summer, that will be incomplete without Valenciennes lace of some kind. Edgings and

insertions in twenty-seven different designs (nearly all in sets), various widths and fine meshes. See window display of these.—*Phila. Bargain Store, Trenton.*

Wonderful, indeed, are the beautiful effects produced by modern lace makers. The combinations of net embroidery, artistic colorings and dainty needlework are far more handsome than it is possible to describe in mere words. The part that laces and trimmings play in the creation of a beautiful gown is a most important one. It is essential that the newest and most suitable design be chosen to harmonize with the material and style selected. The most careful attention is paid to the selection of our laces and trimmings. Our prestige in these lines is the result of years of care that only the highest qualities and most correct styles shall find a showing here.—*The Crescent, Spokane, Wash.*

Meuser Bros., New York, importers of laces and embroideries, recently threw on the market the entire stock of a St. Gall manufacturer. The sale was remarkable for the amount of stock involved, and the prices so low as to immediately create a sensation among buyers from all sections. In spite of the fact that our stocks were already complete, we wired our New York representative to secure us a share of this unusual offering. He snapped up 25,000 yards of the choicest values, and in consequence it is our pleasure to invite our customers to a veritable feast of bargains—without exception the keenest, most tempting values ever offered in this department.—*Donelan's, Ottumwa, Ia.*

Laces for handkerchiefs. Handkerchiefs make dainty gifts. If you give one made by your own hands it will be appreciated all the more. We want to direct your particular attention to a lot of laces appropriate for handkerchief making that is now displayed on our lace counters. In many instances the edges and insertions match, while in other cases there are separate edges to be used with lace footing or beading.—*Emery, Bird, Thayer Co., Kansas City.*

Laces and embroideries. Every day we hear the expressions of approval of the goods shown in this department; this from patrons who overlooked the fact that we carried full assortments of laces and embroideries. Come for these specials to-day and get acquainted.—*Sullivan's, Springfield, O.*

Laces for all spring and summer; never before has Omaha shown such an enormous variety of these much wanted laces.—*The Bennett Co., Omaha, Neb.*

This is indeed a timely offering in high-grade laces. The prices are worth investigating. Every piece bears the hall mark of all that stands for cultivation and refinement of taste.—*Scroggie's, Montreal, Can.*

Fine Laces—Thousands of Yards at Half Actual Values.—A great pre-inventory clearance, which will prove one of the most remarkable value-giving events in the history of this section, has been planned for this week—beginning this morning. Real values have been almost totally disregarded in our desire to close out enormous quantities of odd lots and remnant lines. Beautiful designs in straight bands and irregular galloons will be included in all widths in white, cream and ecru. Practically our entire stock is represented—especially the more desirable designs and qualities.—*Marshall Field & Co., Chicago, Ill.*

In looking for the most correct trimmings and laces for your new Easter gown, do not overlook our assortment, claimed by many the best and most moderately priced in the city. All the latest styles are here and most of them exclusive.—*The G. W. Robinson Co., Hamilton, Can.*

A greater showing, a greater variety, a greater season than ever is starting for embroideries, white goods and laces. Come and see our line even if you are not ready to buy just yet. We'll take great pleasure in showing you these pretty goods.—*W. H. Smith & Co., Wilmington, Del.*

These have made the house of Gayfer & Co. renowned. We have a tremendous stock of dainty and beautiful pieces and we carry exclusive designs. Valenciennes, Mechlins, Cluny, torchons, motifs, and allovers in laces, and an immense and swell stock of nainsook, Hamburg and Swiss embroideries, allovers and motifs. While you are in the city be sure to inspect these and you will undoubtedly agree with us in pronouncing them the most exquisite merchandise you ever saw.—*Gayfer's, Mobile.*

We have made unusual plans this week to hold the most important sale of laces and embroideries. We will devote the entire center aisle of our big store to this purpose. We have sold during the past month more laces and embroideries than all other stores in the city combined. We do not say this in a boastful way, but simply to emphasize the fact that buying and selling as we do—thousands upon thousands upon thousands of yards—our facilities are so great that we are

enabled to give you newer styles, better qualities, lower prices and greater assortment than can be found in any store in the South.—*Hammel's, Mobile, Ala.*

One by one, boxes of new things have been coming from abroad, until to-day there is an accumulation fit to set before the Queen. More hand-made Irish lace than can be seen in Madison Square Garden at the Exposition now going on! Chief among this is the Baby Irish, and next comes the novelty Irish lace, made in France and Austria—but made by hand. In addition to these, an extensive collection of machine-made laces from St. Gall, Switzerland, and imitation Valenciennes of every width. Among the blouse patterns see the French hand-embroidered designs on net and the finest handkerchief linen. We can show you how they are to be made up, having studied the models closely in Paris. Embroidered laces and lace embroideries of every sort are on display. New all-overs, bands and galloons among the embroideries and delicate things, with a touch of gold and silver, to be used on evening gowns.—*The John Wanamaker Store, Philadelphia, Pa.*

Every well-informed woman knows the possibilities of the lace robe. The artistic work is done up by expert foreign needleworkers. Each robe contains ample quantity of material, the skirts being finished all but the band; and the materials for the waists allow them to be made up according to individual taste and requirements. For this reason an offering of this sort has no drawbacks. While these lace robes were imported last year, they offer the same possibilities to the clever woman or dressmaker as so much fine lace would present. They are not designed by any arbitrary style, but can be made up to conform to the very latest pattern; and the purchaser can still benefit by the reductions that are the most stirring we ever presented on fine dress materials such as these. The superb possibilities of the robes will be best appreciated when they are seen.—*John Wanamaker, New York.*

Val. laces half-price to-day. More than two hundred pieces of fine German and French valenciennes edges and insertions will be sold to-day at exactly half-price. They consist of a lot of broken pieces, odd lines and slightly soiled and rumpled ends. Laundry will fix all that easily enough, however. At regular prices they range from 5c to 40c. a yard. Choose to-day from 2½c. to 20c. yard.—*N. B. Blackstone Co., Los Angeles, Cal.*

LAUNDRY

"What is the matter with Fido?"

"Oh, isn't it horrible? I gave him to the laundress to wash, and she starched him."—*Stray Stories.*

Have you seen any carpets that have been cleaned by us? If not, call on your neighbors and see theirs, and we know you will be delighted, as we clean them as you never had them cleaned before. Compressed air is the only way.—*Lewis Laundry Co., Mansfield, Ohio.*

The good old way. Are you away from home? If so, let us do your laundry, as mother would do it. We sew on buttons, mend rents. "The good old way" preserves the clothes, saves you worry and money. A trial package will convince you that our way is best.—*The Model Laundry, Omaha, Neb.*

Gaining wisdom. We do not profess to know it all. We are gaining wisdom right along in the laundry business, notwithstanding the fact that we have been doing so for many years. There is always something new for progressive people to learn. And we claim to be progressive. We want progressive people to come to us with their laundry work. This is a matter of common interest that needs no elucidation. Bring us your work and we'll guarantee you perfect satisfaction.—*Robertson's Laundry, Saginaw, Mich.*

Good dress needs good laundering. A bulged-out or wrinkled shirt front, or a badly-ironed shirt band can spoil a man's appearance about as completely as anything else we know of. Men who have Blakely laundering have almost forgotten these annoyances—it's been so long since they experienced them. And they date their satisfaction from the week in which they tried the *Blakeley Laundry, Trenton, N. J.*

The tips of wing collars laundered here are shaped properly, the same as when new. Trial will prove it.—*The Union Laundry Co., Trenton, N. J.*

Why collars crack. You'll often find, among your new laundered collars, some that are scratched or blistered on the seam. That is, unless we do your laundry work. It's not a necessary evil, either. The explanation is simple. The seam of a double-fold or wing point collar should be evenly dampened before folding. Otherwise it blisters or cracks.

We have a machine to dampen those seams. It must dampen them evenly, for it does it with mechanical precision. And the girl that operates it knows her business. You'll get no cracked collars back from us.—*The Home Steam Laundry, Waterbury, Conn.*

Two men made a bet as to the efficiency of their respective laundries. One got a "cold deal"—a ruined shirt, frayed collars and cuffs. The other one was wise enough to deal with us. He's got the money. Do you want a broader hint? Well, we'll go further. If our laundry work doesn't suit you, don't pay us one cent.—*Gasner's Union Laundry, Schenectady, N. Y.*

Patronize the City Steam Laundry and my valet department, because our motto is perfectly-dressed linen and perfectly-kept clothes. Our laundry is equipped with the most modern laundering facilities. We realize that the best is the cheapest, and our work speaks for itself and is pronounced superior to other laundry work. Give us a trial order, and you will be convinced. Telephone or send post-card and a wagon will call for goods.—*City Steam Laundry, Hamilton.*

Do you know that we will mend your shirts, darn your socks, and patch your underwear without charge? We produce the best washing and ironing in the world.—*Cream City Laundry, Milwaukee.*

Do you have blue Monday at your home? We have an antidote; send your washing to the Salem steam laundry and have it done at our new household list prices. If you have not received a list get one, all machine work ironed ready for use, all starch work ready to iron. This is not only the best, most satisfactory, but the cheapest for dependable work; a trial will convince.—*The Salem Steam Laundry, Salem, Ore.*

Delighted first, last and all the time are the patrons of the Troy laundry. Clean work, time, skill and patience work out the salvation of your linen and other washables if they go through our deft hands. Yet, strange to say, our price list is as modest as most.—*Troy Laundry, Binghamton, N. Y.*

The money you spend on your laundry is out of your cash drawer, not out of your pocket, and if spent at the *Toilet Laundry*, it will get best results.—*Montréal, Can.*

Gratification and satisfaction is always shown on the face of the man whose linen is laundered at Mooney's. No saw edges, torn button holes or streaked linen leaves our laundry. Everything is laundered to the demands of the most fastidious in ladies' shirt waists or men's linen or colored shirts, collars or cuffs.—*Mooney Bros.' Laundry, Joliet, Ill.*

Leaders for wash day. Our wash day requisites are all of superior quality. The latest improvements in a washing machine or wringer count for a great deal. Why not have the newest models when they cost no more than the others? The work of the laundry has been greatly lessened by modern invention. You should see our spring showing in laundry needs.—*Hudson's Bay Company, Winnipeg, Can.*

We all live to die, but do not all dye to live. "Winter," that word means a good deal in the line of heavy clothing. We can clean or dye and renovate your heavy coats or suits, and put them in first class order. We have the best of velvet collars and trimmings. All kinds of altering and repairing a specialty. Baby robes and children's furs cleaned equal to new. Opera cloaks, gowns, kid gloves and slippers cleaned satisfactorily.—*Artistic Parisian Dye Works, Schenectady, N. Y.*

Why not have the best? It costs no more. When you buy anything you want the best you can get for the money. This applies to laundry work as well as anything else, and if you follow this rule you will see that your bundle comes to us. You will find your linen will last longer and look better. Our wing point and lay down collars are so laundered that they don't break or blister. They also fit the neck which insures comfort to the wearer. Our colored shirts retain their original color because they are washed in clear soft water supplied by our own water purifier and softener.—*Iowa Steam Laundry & Dye Works, Ottumwa, Ia.*

A full dress occasion makes superior laundry work absolutely essential—that shirt front with the swallow-tail must be spick and span. If you have the least care for your appearance you will make no miss by putting your linen into our careful hands. Par excellence laundry work here.—*The Gasner Laundry, Schenectady, N. Y.*

Your tie slips easily into place without any jerking or pulling and without spoiling the set of the collar if we do your laundering. We make this possible by ironing the inside of the collar smooth, and by giving the collar just the correct shape so the tie won't stick or bind. All important work done by hand.—*New Method Laundry, Winnipeg, Can.*

It's a poor way to have your washing done. There's no washerwoman in Saginaw that can give your linen the polish and elegant appearance that we can. We take great pains with your laundry and it won't come home with buttons off, sleeves ripped and shirt fronts torn. We make elaborate claims because our laundry work warrants them. Some people are satisfied with inferior laundry work because they have never seen any really perfect laundering. We'll call anywhere.—*Robertson's Laundry, Saginaw, Mich.*

We study your interest ahead of our own. It's not philanthropy either. It's simply sound business policy to please you with meritorious service. Considering the moderate charge we make, our laundry is about the most economical shop in town. If we cannot win your approbation we might as well quit the business. But we can win it after you have received a sample of our work and do a little judging. We use not only soft, but pure water.—*Newark Steam Laundry, Newark, N. J.*

Dresses and walking costumes soon begin to get travel-stained and dirt-spotted. They cannot be thrown aside on that account—they cost too much money. The better plan is to let us undertake their complete renovation and we will guarantee to make them look like new—for several cleanings, anyhow. And when they cannot be cleaned any more successfully, we will dye them for you in any required shade, so that they will still look as if new garments.—*The Modern Laundry & Dye Works Co., Ltd., Winnipeg, Can.*

Blistered linen is in nine cases out of ten caused by worn out machines and old methods. We have eliminated all worry on that score by installing new machines for the linen, getting the proper degree of moisture before ironing as a result. The decidedly objectionable blister never appears on shirts, collars and cuffs laundered by us. If you would have your linen laundered "just right" see that your next bundle comes to us. We think we can give you just what you want.—*Iowa Steam Laundry & Dye Works, Ottumwa, Ia.*

Rough dry. Our way gives the clothes a most thorough washing. They are returned correctly starched and the flat pieces nicely ironed. The price is such that no housewife through a sense of economy should be compelled to do the wash at home. Our new mangle irons table linens with a finish that brings out the pattern of the goods, and this adds much to the appearance of the table. If you have never had your table linen ironed on this machine you cannot appreciate the work until you do.—*Iowa Steam Laundry and Dye Works, Ottumwa, Iowa.*

The mystery of success. Those intangible somethings called fate, luck, etc., to which is often ascribed the success or failure of the launderer has no place in a modern laundry. Certain supplies and methods applied with a reasonable amount of judgment will as surely repeat success time after time as certain others will repeat failures. In our plant every step is taken with knowledge and reason so that the results are the cause of no surprise. A thoughtful consideration of these facts and results produced are all we ask.—*Iowa Steam Laundry and Dye Works, Ottumwa, Ia.*

Your duds—our suds and our facilities for cleansing the former in the latter, combined with thorough rinsing, correct finish, and with brains used through every process, make Blakely laundering not only the standard by which other laundering might be judged, but that by which it is judged. It's wise to stick to that which is standard. We call for bundles.—*Blakely Laundry, Trenton.*

The time to test our work is now while the social season is on and full dress is the proper thing. Full dress shirts, collars and cuffs must be snowy white and ironed nicely or the effect is spoiled. The only difference between your linen as we launder it and new is the price. Why not test our work to-morrow? We are at your service.—*The Grand Forks Steam Laundry Co., Grand Forks, N. D.*

Do you have blue Monday at your home? We have an antidote; send your washing to the Salem Steam Laundry and have it done at our new household list prices. If you have not received a list, get one. All machine work ironed ready for use, all starch work ready to iron. This is not only the best, most satisfactory, but the cheapest for dependable work; a trial will convince.—*The Salem Steam Laundry, Salem, Ore.*

It is not only done, but it is well done. Manager Leach talks: If you are not a patron of this laundry, become one. We repair your garments for you without

any extra charge. Your clothes will last longer and look better if we launder them for you. The Bixon finish excels—for it means a little better laundry work. Phone 666. Our wagons go everywhere. Express companies will bring us your out-of-town work.—*The Dixon Laundry Co., Fargo, N. D.*

We are in the swim and making rapid strokes to win public favor more and more. We are not drifting with the tide, but rather against the stream of opposition. We can keep our heads above water without fear of being swamped or sinking, because we always carry the life preserver of "honesty" to support us in the ebb and flow of trade.—*Witter's Laundry, Saginaw, Mich.*

Shiny, gloss finish is not proper or stylish finish for gentlemen's collars and cuffs. Furthermore, gloss finish is injurious to linen. Wear always natural linen finish. This finish can be had at *Star Laundry, Columbia, S. C.*

Do you have blue Monday at your home? We have an antidote; send your family washing to the Pond Lily Laundry and have it done for five cents per pound. Table linen and bed linen ironed—wearing apparel washed and starched ready to iron. This is not only the best, most satisfactory method, but the cheapest for dependable work.—*Pond Lily Laundry Co., New Haven, Conn.*

Would you know our laundry is already so great and still growing greater? Only the finest of fine washing and ironing is allowed to pass our doors. We use the best soap, the best starch, the best labor.—*Cream City Laundry, Milwaukee, Wis.*

The beginning and the end of our effort is to produce good washing and ironing. We know the secret and we use it. Good soap, good starch, good labor—these never fail.—*Cream City Laundry, Milwaukee, Wis.*

No more sloppy wash days for Columbus housewives. At the Capital City Laundry all flat pieces, such as table cloths, napkins, towels, etc., are washed and ironed, wearing apparel is washed, starched and sent home ready to be ironed; all the housewife has to do is to dampen and iron wearing apparel as she needs it—and the price is but 5 cents a pound.—*Capital City Laundry, Columbus, O.*

Do you want good work? Send us a trial bundle and we will show you what excellent work we can do.—*Fall River Laundry Co., Fall River, Mass.*

The wicked stand in slippery places, but the wise man patronizes the *Ogden Steam Laundry, Ogden, Utah.*

Satisfactory laundering is only made possible by employing a well-trained force of expert workpeople, using up-to-date appliances and following methods whose correctness has been proven. It's this sort of laundering which we not only promise, but can give to our customers, and do give it.—*Blakely Laundry, Trenton, N. J.*

Spring cleaning is near at hand. Send your curtains, bed clothes, etc., to us and have them cleaned. Any article that should be dry cleaned will be taken care of by our French dry cleaning process. You may want your last year's spring suit cleaned, to wear until you get your new one made. Let us dry clean it. We will make it look as good as new. Family washing done at reasonable prices. Our wagons go everywhere.—*Muskingum Laundry, Zanesville, Ohio.*

Built and equipped at a cost of one hundred thousand dollars (\$100,000.00). In all the world no laundry like this. Have we an agency in your town? If not, we need a good man to handle our work in every town in the State. Write us for particulars. Only steam and electricity used in producing "a gentleman's finish." Send us a trial package.—*Lloyd Laundry & Shirt Mfg. Co., Charleston, S. C.*

Lace curtains cleaned. Do not fold your curtains up and put them away without first having had them cleaned. Drop us a card. We will call for them and clean them for you at small cost, guaranteeing satisfactory work, and we will then return them to you or store them throughout the summer and deliver them in the fall when you say so. The cost of this service runs from 50c a pair up.—*Hahne & Co., Newark, N. J.*

Don't worry about your washing. This is the time when every housewife is busily engaged in cleaning house. She doesn't want to waste her valuable time trying to wash clothes in the yellow, muddy river water. Send your clothes to us. They will be returned pure, clean and white. We have the newest and most improved machinery known. Positively no tearing.—*Muskingum Laundry, Zanesville, Ohio.*

If the color doesn't suit, let us dye it some other color. If it is a garment of good quality it will dye perfect. The finer the goods the better the work. Don't forget that. Gents' hats dyed, blocked and trimmed. Don't throw away your hats, let us make new ones of them.—*Iowa Steam Laundry and Dye Works, Ottumwa, Ia.*

A collar's life and a shirt's existence depends greatly on who launders them. Some laundries will use up a collar or

shirt in two or three visits—others again are not so rapacious; but by proper treatment they can be laundered from 25 to 30 times before their fabric succumbs to the ravages of time and wear. The Gasner laundry will save you money in this respect. Family washing, 6c lb.—*Gasner's Union Laundry, Schenectady, N. Y.*

For shirts that are white and duds that are clean, this laundry of ours is peculiar. A trial bundle ought to show what others learned so long ago, that Blakely work is sweet and clean, and none so good was ever seen. Try it for proof.—*Blakely Laundry, Trenton.*

A kicker is an unknown quantity here. Dissatisfied patrons of indifferent laundries stop kicking—cease from troubling—when they commence sending or bringing bundles to us for cleaning, starching and ironing. What we don't do to washable clothing isn't worth doing. We'll get your commendations when we wash a week or two for you.—*Troy Laundry, Binghamton, N. Y.*

The best is none too good for you, especially so when the cost is no more than you have to pay for inferior work. Your next batch of soiled linen send to Mason's. We know that linen laundered by us will be done better and more satisfactory than by any one else. But don't take our word. Ask any of our customers.—*Mason's Steam Laundry, Sacramento, Cal.*

As in a Looking Glass.—The man who believes in "good form" finds himself depicated—duplicated, as it were—when he sees his reflection in the mirror. Aside from clothing, his linen is important. We launder them—everything else requiring washing, of course. We want your patronage; you will want our services when you know us. Let's get acquainted. Special rates on family washings.—*Bluff City Laundry, Omaha, Neb.*

Good Laundry Work Tells Its Own Story.—We have a reputation for turning out high-grade work. Our customers praise our work because we do it well. We do the best. Remember, if you leave your order with us you are sure of prompt service and satisfaction. One trial will convince you that our laundry ought to be your laundry.—*Mason's Steam Laundry, Sacramento, Cal.*

A sore point it is with some laundries to remind them of the superiority of our work, but we claim and reiterate that we do the best class of work in the laundry line of any establishment in Oregon, and our patrons will bear us out in our statement. If you bring or send your laundry work here you will be our patron always.—*Salem Steam Laundry, Salem, Oregon.*

A good front is very essential—an index of refinement—the beauty of our work is required by up-to-date people. We use wheat starch, which permeates every fiber of the linen. If the linen is not clean, it is very perceptible. Our up-to-date machinery dampens, folds and shapes all styles of collars and cuffs. We preserve the life of the linen. Fine work on table and bed linen. Special rates to hotels and lodging houses. Make the change to-morrow. Satisfaction attached to every bundle.—*Los Angeles Laundry Co., Los Angeles, Cal.*

Surely our methods are not miracles. They're just so far above the average that you can't help but see the difference. Send us a trial order. Our finish is town talk.—*Lackawanna Laundry, Scranton.*

Cascade means lots of water. We do work for a great many people who don't care to do their own washing during the warm months, and when it gets warmer they like the arrangement so well they continue and there you are. Try us.—*Cascade Laundry, Great Falls, Mont.*

The wise ones know when they are on to a good thing; that is why our customers stand by us. They have given our work a fair trial and we have proven our ability to do the best and most careful laundry work in town. Let us prove it to you. A postal will do the business.—*Monarch, The Soft Water Laundry and Dye Works, Pueblo, Colo.*

We wash for the family. There are three methods of doing family washings—do it yourself, hire a wash woman or send it out. The latter way is the only correct way—if you send it to the right place. For only five cents a pound we do family washings, rough dry, starching all pieces to be starched and ironing the bed and table linen, towels and handkerchiefs. Satisfaction guaranteed.—*Westcott's Laundry, Utica, N. Y.*

We aim to be the best in all of our laundering, and it's a notion of ours that the laundry with such an aim will get nearer to perfection than those who are content to do the well-enough sort of work. Try us with a few bundles, and see how superior our laundering really is.—*Blakely Laundry, Trenton, N. J.*

A rich man who has been our patron for many years was asked if any special reason caused him to be such a steadfast customer. He replied: "I have made my money by sticking to good things when I found them." Enough said.—*Cream City Laundry, Milwaukee, Wis.*

Muddy water will not make clothes clean, but water we use is not muddy. At home where you have no means of

filtering the water, you can't get the clothes white and clean. Then, too, what's the use of freezing yourself this cold weather when we can do your washing so cheaply. Our wagons will call and get your clothes, then deliver them to you.—*Muskingum Laundry, Zanesville, Ohio.*

The more critical a man is the better he's likely to like it. The pains we take with his linen adds much to his dressiness, and he can rely upon every bundle of laundry coming back to him in perfect condition. Try us with dress shirts. We're especially strong there.—*Blakely Laundry, Trenton, N. J.*

Yes, if you're pushed for time we'll turn your laundry out in quick time and right. No laundry in the city has better facilities for turning out rush work. Let us have the work in the morning, you can wear it at night, if necessary.—*Parkersburg Steam Laundry, Parkersburg, W. Va.*

In fashionable attire your laundry is the most conspicuous feature of your apparel. Therefore requires more attention than other articles of wear. We'll do it up for you in a style that'll give you comfort and pleasure.—*Star Laundry, Lansing, Mich.*

Dress shirt laundering ought to be just about right. A bulged-out shirt-front is a nuisance, and a limp one intolerable. We have special machines for dress shirt finishing. They press the fronts, instead of ironing them; make them stiff as a board, absolutely straight, perfect-fitting and ideal for dress wear.—*Blakely Laundry, Trenton, N. J.*

Three months or one year, which? Would you prefer to have your linen wear out in three months or last one year, which? We believe you would prefer the full year, wouldn't you? Well, the machinery, methods and skilled labor we employ make the average shirt last one year. This laundry gives you the best work and reduces your linen bill. Could you ask more? Our wagons call everywhere.—*The Union Laundry Co., Trenton, N. J.*

All the waters of Niagara couldn't make your laundry as clean as our home-method laundering, though they'd probably tear your collars, cuffs, wash waist coats, etc., to pieces, as some second-grade laundries do. One thing accounts for the destruction of many pieces of clothing—the use of acids. That's barred in this establishment. We call for and deliver goods, have a 'phone and price our work fairly.—*Fred N. Smith, Propr., Lansing, Mich.*

The linen we launder is not crushed in ironing, but is carefully ironed by very carefully padded machinery. There is a certain stiffness about our work that appeals to everyone. While the work is stiff, it has a pliability that makes it conform perfectly to the wearer. So carefully do we watch the details that we're sure we can please you. May we send to-day for a trial package. Our wagons call everywhere.—*The Union Laundry Co., Trenton, N. J.*

For a happy new year start in right away to have your laundry work done at Gasner's. With our capable efforts in your behalf your linen will look clean, will be clean, and you will be comfortable in the knowledge that your shirts, collars, cuffs and all the rest do you credit. Send us your first bundle for the new year.—*Gasner's Union Laundry, Schenectady, N. Y.*

A first-rate polish isn't all you get when we do your laundry work. You get the very best work we can do—careful work that makes the linen snowy white, but does not wear it. You get prompt, polite service. You get any special favors as to the work you may ask for, you get everything a good laundry should furnish.—*Troy Steam Laundry, Galesburg, Ill.*

Men and women who admire quality in laundry should investigate the superiority of our work. It is noticeable in all classes of laundering, but particularly on full dress shirts, fine shirt waists and other garments that require skill and care to produce the best results. Send us your bundle this week and we will show you what it is possible to accomplish by high-class laundering. 'Phone 2890 and our wagon will call.—*Mrs. Speth's Domestic Laundry, Kansas City.*

The property of a gentleman receives our best attention and is laundered in that perfect manner for which The Troy Laundry has become famous. Cuffs, collars and of course, shirts are treated to just the right quantity of water, soap, starch and iron. Negligee shirts are not made stiff and starched goods soft. Exactly right is the verdict on our work.—*The Troy Laundry, Ogden, Utah.*

Sickel's New Method Laundry. Strictly high class work. Why not patronize the best.—*Sickel's, Burlington, Iowa.*

Good laundering doesn't happen. It's the result of steady, determined effort along correct lines. You get it when you send us your bundles.—*Troy Laundry Company, Reno, Nev.*

We do mending and sew on buttons free. Notice the finish, color, style, fit

and length of time your linen wears. You will find that in these points and many others we always lead. Let us show you this week.—*National Laundry, Great Falls, Mont.*

Up to us to do all work entrusted to us promptly and to the "Queen's taste." The War Eagle Laundry is many steps in advance of that of others. The home laundress has not the time or experience to equal our work and the ordinary washerwoman has not the means or the ambition.—*War Eagle Laundry, Knoxville, Tenn.*

Some Whys. Why does the public look to the Ogden Steam Laundry for the best work? Why is it that the Ogden Steam Laundry has two-thirds of the laundry work? Why should all the people ask for the Ogden Steam Laundry? Why is it that out of three-fifths of the laundry work done by the Ogden Steam Laundry they are still increasing? All because the work is done right and promptly. Try us.—*Ogden Steam Laundry, Ogden, Utah.*

We give our personal attention to all our trade and assure you if any one can give satisfaction, we do. Send down, or phone us and give us a trial. 'Tis all we ask.—*The Home Laundry, Paducah, Ky.*

The rough dry way is still as popular as ever. It is so convenient our customers have decided it is just as good a proposition in good weather as it was during the winter. We have proved we can do the family wash better and cheaper than it can be done at home.—*Iowa Steam Laundry & Dye Works, Ottumwa.*

What Santa Claus says about our laundry work is the opinion of one who has years and experience to back him; therefore it goes, and you will find as he has, that we keep our promises, treat our customers right and clean and do up their linen in a style irreproachable for neatness and finish.—*City Star Laundry, Harrisburg, Pa.*

Goodness gracious! It's surprising to see the difference there is between our laundry work and the old fashioned kind. Let us prove to you that our laundry's ways are winning ways.—*Crystal Laundry, Spokane, Wash.*

Save yourself all the bother of carrying your laundry bundle to us by leaving your address here. Our wagons collect and deliver promptly. Cleanly laundered linen, without a moment's thought on your part is the service we offer. Don't forget to 'phone us your address.—*Grand Forks Steam Laundry Co., Grand Forks, N. D.*

New Year's is past, but resolutions are still in order and no better resolution can be made by you than to send your apparel here regularly for dry cleaning, dyeing or pressing. The looks of your garments will be pleasing to you when they are returned.—*The Grand Forks Steam Laundry Co., Grand Forks, N. D.*

White shirt waists and shirts laundered here are certainly and properly handled and returned to you looking like new. Phone us.—*The Union Laundry Co., Trenton, N. J.*

Who does your laundry? Does it always come back on time? Is every piece white and nice? Is it ever without spot or blemish—is it just as splendid as you could ask for? There are never any disappointments at *The Capitol City Laundry, Columbus, O.*

Your shirt looks well only when it has been laundered properly. The best fitting shirt, if laundered improperly, will not fit right on you. We launder your shirts to fit. We take good care of them, too, and leave the button-holes as good as we find them.—*J. W. Brown, Binghamton, N. Y.*

The coming man will always receive attention because he will always see to it that his clothing and linen are irreproachable. Try our facilities for laundering shirts, collars, cuffs, handkerchiefs, underwear, etc., etc., and you will thank us for bringing the name of our laundry to your notice. A postal will bring further particulars.—*Bluff City Laundry, Omaha.*

You can escape from trouble by taking your linen and colored shirts, fancy vests, duck or linen trousers to a first-class laundry, where satisfaction is guaranteed. We launder your shirts, collars, cuffs and also ladies' shirt waists, in a manner that defies competition by any other laundry in Lansing. Try our work on your summer garments, and it will save you from saying cuss words.—*Star Laundry, Lansing, Mich.*

You will look and feel better if you have your laundry work done by the *Model Steam Laundry, Grand Forks.*

Results count! The reason our department for doing table and bed linen is kept so busy is because we do it right and that is what you want.—*Grand Laundry Co., Paterson, N. J.*

We can put new "neckbands" on your shirts if you wish, and can give you a nice gloss or domestic finish, as you may direct.—*J. W. Brown, Binghamton, N. Y.*

Marked down. Here is a bargain in the laundry business that women cannot

afford to ignore. Just in the same ratio as the price has gone down the quality of the works of Parsons laundry has gone up.—*Parsons, New Bedford, Mass.*

When you want relief from washday cares bear this in mind: We'll do the family wash cheaper and better than you can have it done at home.—*Neptune Laundry, Philadelphia, Pa.*

They say our work is perfection, or as near it as one can get in this world. Whether the article is a gentleman's shirt or just his collars and cuffs, our laundering is always the best possible.—*Ogden Steam Laundry, Ogden, Utah.*

Collars and cuffs are very important articles of man's attire. To look well they must be laundered well and to be laundered well they must pass through our hands. The Elliott Laundry is successful with all classes of goods, but we consider our work on shirts, collars and cuffs simply perfect.—*Elliott's Steam Laundry, Grand Forks, N. D.*

Just pause and consider before sending your washing elsewhere if it won't be to your advantage to bring or send it here, or have us call for it, as we will gladly do.—*Kentucky Steam Laundry, Lexington, Ky.*

A light vest makes a pleasant contrast with a dark suit of clothes. But the wash vests require frequent laundering. We want all the men to know how much care and attention we also give to this work. The vests are starched just enough to hold their shape, and we do not fade the material.—*Trazee's Laundry, Washington, D. C.*

Properly done up. That's the way laundry is returned from the Capital City. It doesn't cost any more to get work done at an establishment which is complete in every detail with the finest and most modern machinery that money can buy than at the other kind. Ever think of the difference this makes in the wear of your linen?—*Capital City Laundry, Columbus, O.*

We're careful with colored goods.—There are some cheap colored goods whose colors you can't keep fast, no matter how you try—they weren't intended to keep fast.

But if there's the least chance to hold a color through its laundering, depend upon the Blakely for holding it.

Send us your colored shirts and skirts for a trial.—*Blakely Laundry, Trenton.*

Immaculate linen is the mark of the gentleman. We do your linen as it should be. Try us and see.—*Modern Laundry, Buffalo, N. Y.*

The well-known reliability of our work insures a woman against the vexations of careless, improper laundering or the use of washing materials that injure or destroy the fabrics.—*Frazer's Laundry, Washington, D. C.*

The man who cares about appearances is the man we cater to. We lead at the careful laundering of summer wear—when we make a mistake, which is not often, we make amends. We'll call anywhere.—*Neptune Laundry, Philadelphia, Pa.*

Hot and heavy. The atmosphere is now, and mid-summer is upon us, so it behooves you to take your linen to a laundry that will do it up in such a manner that you can depend upon its retaining its stiffness and freshness as long as possible. We will delight your heart with the collars, cuffs, shirt fronts and colored shirts that we launder for you here.—*Gruwald Bros.' Laundry, Bay City, Mich.*

Flannel mouth describes the facial expression of many people on beholding their flannels returned from the laundry. Possibly you have experienced or seen the cause. Harsh flannels, discolored or shrunken and a look of general debility.—*The Star Laundry, Colorado Springs, Col.*

Collars that have edges like teeth on a saw are laundered elsewhere. A perfectly smooth collar comes from the only.—*Loeb's Laundry, Memphis, Tenn.*

We're just as thankful for a small package as a large one. Each will receive the same thorough and careful attention. If we get the former, it may in time grow to the latter, by the satisfaction you will derive in wearing our laundered work.—*Troy Laundry, Alliance, O.*

Collar feel easy? It does if it's laundered right. We polish the edges of collars we launder so they will not scratch or irritate the neck, and with our careful methods, our work satisfies lots of particular people. We think it will please you. Why don't you try it?—*New Bedford Laundry, New Bedford, Mass.*

"Delighted" is what our patrons say. We claim the finest grade of shirt, collar and cuff work in this section, and at the same time we greatly appreciate suggestions or criticism in regard to our laundry work, and trust all will feel free at any time to offer comments favorable or otherwise. We aim to send out work that will be perfectly satisfactory in every way, and invite co-operation of our customers with a view of keeping it up to the highest standard. If not al-

ready a customer, send us your next bundle and have it laundered domestic.—*New Bedford Laundry, New Bedford.*

Send us your black goods. Few laundries handle this class of work. It requires long experience with starching to do it right. We use a specially prepared starch; some laundries use Gum Arabic, but it's not nearly so good. Others use ordinary starch, but that leaves white streaks on black garments. Send your black summer skirts, mourning goods and black shirt waists to us. We'll guarantee first class work and a stiffness that will please you immensely.—*Troy Laundry, Phoenix, Arizona.*

What it cost to get rid of blue Monday, dirty clothes, homes full of steam and bad odor, soap, starch, water, heat, worry, extra meals for help. Only four cents per pound and delivered in a neat clean bag. Shirts, collars and cuffs, ladies' waists and lace curtains charged at list price. Give us a trial and see what a difference it makes.—*Imperial Laundry Co., New Haven, Conn.*

We give special attention to all articles of feminine wear, and those of delicate fabric and elaborate trimming are handled with such skill that when cleaned by us, they often look better than new and the correctness of the work gives a very beautiful finish.—*Doolittle & Smith, Binghamton, N. Y.*

Linen is like saving on anything else—it makes the saver happy. Our way of saving on your linen is not to destroy it as some laundries do. We please particular people. They are our best customers. Here is food for thought and the pocketbook.—*Parkersburg Steam Laundry, Parkersburg, W. Va.*

If you wear collars laundered by us—we use wheat starch which produces a leathery toughness.—*Cleaver's Laundry Co., Los Angeles, Cal.*

Don't let your laundryman tell you that goods cannot be made white as when new. Your goods should not have that yellow color, but should be beautiful and clean.—*Gardner, Stone & Co., Troy, N. Y.*

Any laundry can launder a collar; any man can build a house; but to do either as it should be done you must have the proper equipment and the "know how." We have both. The collars that we launder fit just as the maker intended and all "turn-down" collars are carefully dampened before shaping, which prolongs their life many months. May we have a trial package from you?—*The Home Laundry, Windsor, Ont.*

The vexations of a man's collar are augmented in hot weather. It's bad enough to have to wear a starched collar anyway, and it's still worse to wear one that has too much starch in it or not enough to make it serviceable and comfortable. Our collars are laundered just right for hot weather.—*Frazee's Laundry, Washington, D. C.*

Large and small bundles receive equal attention from us. Good machinery, skilled labor and our soft water gives you what you ask for.—*Monarch Laundry, Pueblo, Colo.*

We give due attention to all the little details.—*The Excelsior Laundry, Los Angeles, Cal.*

The laundry you can always depend on, the one prepared to turn out your work on time in the face of unusual difficulties or accidents to machinery, is the one to tie to. You can depend on us.—*The Lone Star Laundry, Denison.*

Those who desire to have their linen properly laundried without tearing off buttons and making saw edges on collars and cuffs should leave it with *Isaac Cameron, Carrollton, Ohio.*

"He proclaimed
"In accents proud the linen on his
shoulders
"Fit for kings."—*Hopkins.*

Fit—do you know that much of the fit of a shirt depends upon proper ironing? A well-shaped shirt may be ruined by careless ironing and stretched beyond recognition. For several years we have been studying just this problem. Our "light pressure" work gives life to the shirt and comfort to the wearer.—*Steel's Laundry, Jersey City, N. J.*

You don't find saw edges on collars and cuffs received from this laundry. The latest, up-to-date devices are used in smoothing the collar-edges. That's why those who wear our linen always have such a pleasant expression. Let our wagon call.—*The Quality Laundry, Utica, N. Y.*

If collars could talk how they would shriek when the life is crushed out of them by high-pressure machinery. Troy work is ironed with the correct domestic finish, which is done by low pressure machinery, prolonging the life of the linen many months.—*Troy Laundry, Columbus, O.*

Well, what do you think of that? Shirts from a laundry not torn all to pieces, not bespattered with iron rust or too much blueing? Just enough starch to keep them stiff, not too much for comfort in wearing. Where is this

laundry that turns out such good work? —*The Star Laundry, Lansing, Mich.*

When Thanksgiving comes, among other things for which to be thankful, don't forget the Ogden Steam Laundry which keeps your linen clean and makes you presentable among your fellow men. Send your soiled linen to us to be laundered and be thankful the year round.—*Ogden Steam Laundry, Ogden, Utah.*

It's the starching that makes shirts from the Model laundry stand hot weather, damp weather, any kind of weather so well. The shirts we do up keep their shape and polish the longest. We do any kind of laundry work well. Just try our work and find out how really good it is.—*The Model Laundry, Grand Forks, N. D.*

The difference between a poor laundry and a good laundry is that one is careful and the other is not. In every lot of laundry work, there is a certain amount of care and bother. If you go to a poor laundry, the care and bother are yours. A good laundry takes this off your mind. Nothing is too much trouble for us, if it pleases our customers.—*J. W. Brown, Binghamton.*

Every piece of work shows skill and workmanship. Never was there a laundry that turned out finer work than we do. Try us. Those who get their laundry done by us sing our praises on every occasion.—*The Model Steam Laundry, Grand Forks, N. C.*

It's a matter of vital importance to all who regard clean linen as one of life's necessities to know that the Crescent Laundry is regarded by all good dressers as the one place on earth where laundry work is done to their supreme satisfaction. We have the skill, the experience and the will to do our work right, and will guarantee satisfaction.—*G. E. Gillette, Fairfield, Me.*

The Ladies' Department here is conducted on the same lines which has brought success to the other departments. The Troy Laundry gives special attention to all articles of feminine wear, and those of delicate fabric and elaborate trimming are handled with such skill that they even look better than new and the correctness of the work gives a very beautiful finish.—*Doolittle & Smith, Binghamton, N. Y.*

It's Everywhere—at the theatre, fancy dress balls, receptions, parties and all social occasions. In fact, you can't go anywhere without seeing our beautiful domestic finish. If you have never tried it, send us a trial package.—*New Bedford Laundry, New Bedford, Mass.*

Above All Wear Clean Linen.—Not merely linen that looks clean, but is clean! There's a difference! Let us do the washing and it will be clean. Your garments cannot come in contact with an objectionable class of work, because our business is confined to the better class of trade. Charges no higher on this account, either.—*Burlington Steam Laundry, Burlington, Iowa.*

The Finish Is Linen Beauty.—Our dull domestic finish is the one proper finish. All careful dressers demand a dull finish—it conforms to the tastes of refined society. Another point about it is the little wear required to get this finish—it saves your linen. Of course, if you want gloss we will give it to you.—*Charlotte Steam Laundry, Charlotte.*

The best criterion of our work is the work itself, as our best advertisement is the praise of those who patronize us. We know we can do the best laundry work. If you want your linen laundered better than you ever had it done go to the old reliable *Troy Steam Laundry Springfield, Mo.*

You can escape trouble by taking your shirts, collars and cuffs—in fact, your entire wash—to our laundry. Modern machinery, modern methods. There are rarely any disappointments at the *Ogden Steam Laundry, Ogden, Utah.*

The crowning triumph of our laundry work is whiteness where it is called for. Colored goods we cleanse thoroughly without causing color to run in the least. We do high grade work and our fine finish excels all other methods. Collars and cuffs are ironed smooth so the skin of the wearer is not irritated.—*Troy Laundry, Binghamton, N. Y.*

The long and short of it is that what we don't know about the proper way to launder linen and other washable wearables is scarcely worth knowing. We are ever on the lookout for improvements in appliances and methods, and can turn out as good work as anybody—turn it out, too, on the basis of a very modest price list. Yours for the asking.—*Clarkson's Laundry, Peoria, Ill.*

For the sake of contrast compare one of the shirts done up at our laundry with those you have been getting from other laundries, and it will be as plain as black and white that our superior methods are the triumph of fine laundry work in its exquisite color and finish. Ring us up and our wagon will call.—*Mason's Laundry, Sacramento.*

Send us your white vests and we'll do them up as only an up-to-date launderer can. A trial will convince you of the

superiority of our work. We launder the most delicate fabrics in A1 style, and return the goods without slightest injury.—*Star Laundry, Lansing, Mich.*

Just as good means taking chances. You take no chances when you send your laundry work to us. You'll get it washed, blued, starched and ironed right; and if it's shirts and collars they'll fit right when you wear them. Isn't it worth something to know you will get your linen back satisfactorily?—*New Bedford Steam Laundry, New Bedford.*

Send us your linen. Your other attire cannot compensate for poorly laundered linen. It doesn't need to—send your linen to the Troy Laundry and it will come back clean, white and faultlessly finished. There's no uncertainty about it—Troy's work is right.—*Troy Laundry, Columbus, O.*

If you laundered your linen yourself you could not handle it more carefully than we do. Pure soap and water wash it. Pure starch stiffens it. Fine machinery and skilled labor iron it perfectly. We know our work is the best. We guarantee it to be the best. Try it, if you do not also think it is the best, don't pay for it.—*Modern Laundry, Buffalo, N. Y.*

Few laundries take the people into their confidence as we do. We want everyone in this vicinity to know just how we launder clothes. We have no secret methods that we're ashamed of. Our plant is always open for your inspection. We want you to come and see just how we do our work. We claim that we launder linen with less wear than it can be done at home.—*Elite Laundry, Colorado Springs, Colo.*

A warm baby isn't always a comfortable one, any more than a man is in warm weather with his cuffs and collars wilting, when they are not properly laundered. When your shirts, collars and cuffs are laundered here you can sally forth under a broiling July sun happy in the knowledge that your linen will not "tucker out" before the day is over. Try a sample of our Summer laundering.—*Witters' Laundry, Saginaw.*

Don't wait for cold weather before having your blankets washed; now is your time.

Special care and attention given to lace curtains.—*Model Laundry, Galveston, Tex.*

How to keep cool on wash day.—The easiest way out of wash-day cares, with its heat and steam, is to send all the family wash to the Palace Laundry.—*The Palace Laundry, Washington, D. C.*

"Faint heart never won fair lady," but clean linen goes far toward making an excellent impression—and a good start is half the race. Wanting clean, speckless, perfectly laundered linen, patronize this laundry and secure its aid in success in love and business.—*Witters' Laundry, Saginaw, Mich.*

Under a Strong Glass the linen we launder will show no speck to mar—only the result of care, skill and experience in washing, starching, ironing. We claim to know the business of cleaning washable wearing apparel and add willingness and conscientiousness to our knowledge. Try our laundry methods.—*Witters' Laundry, Saginaw, Mich.*

Drop us a postal card and we will call for your laundry whenever and wherever you appoint—deliver it too, when cleansed and ready to put on again. As to the cleansing and other operations totalled as "laundering," there remains no question as to our ability and willingness to do good work.—*Kentucky Steam Laundry, Lexington, Ky.*

No More Trouble with Turn-Over Collars—for those who patronize the Capital City laundry work. We employ a special method of ironing turn-over collars now that rounds the edge of the turn, both on the outside and underneath.—*Capital City Laundry, Columbus.*

It's a pleasing sight to any one with an eye for beauty—beautifully laundered shirts, collars and cuffs, especially the white styles now affected. That's exactly what Mr. Anyone can feast his eyes upon if the aforesaid shirts, collars, cuffs, etc., passed through our painstaking hands.—*Clarkson's, Peoria, Ill.*

Critical inspection is what we court, because we do not fear that you will have any fault to find with laundry work if placed in our care. Our long experience in the business and our knowledge of what the people expect of a laundry enable us to do work that is satisfying. A trial order will convince you of the truthfulness of this advertisement.—*American Steam Laundry, Freehold.*

A systematic laundry.—Our system for taking care of laundry details is a product of seventeen years' experience. It insures promptness and makes exchanges and shortages next to impossible. If you've met with these laundry annoyances you'll all the more appreciate the Excelsior's service.—*Excelsior Laundry, Los Angeles, Cal.*

Surprise and pleasure are invariably expressed by those who patronize the Star laundry. Whether they dress for style or comfort, or both, the high

quality of our work leaves nothing to be desired in the perfect cleanliness and superb finish given to all linen entrusted in our care.—*Star Laundry, Lansing.*

Your shirt looks well only when it has been laundered properly. The best fitting shirt, if laundered improperly will not set right on you. We bear this in mind when we are washing your linen, and launder your shirt so that it will fit. We take good care of your shirt, too, and leave the buttonholes as good as we find them. We want to hear from you if you have been going to a laundry that has failed to satisfy you.—*Eugene Stewart, Battle Creek, Mich.*

A man slips up on it every time that he takes his laundry work outside of the Salem Steam Laundry to be done up. He finds "that tired feeling" stealing over him when he notes the difference in the exquisite color and beautiful finish, saying nothing of the good condition in which your linens are returned by *Salem Steam Laundry, Salem, Ore.*

It's the starching that makes shirts from the Cascade Laundry stand hot weather, damp weather, and all kinds of weather so well. The shirts we do up keep their shape and polish the longest. We do all kinds of laundry work well. Just try our work and find out how really good it is.—*Cascade Steam Laundry, Tacoma, Wash.*

But little laundry.—Don't think that because you do not have a large bundle every week, we do not want your work. Just let us know and we will get your bundle, no matter how small. It will be properly laundered too.—*Denison Steam Laundry, Denison, Tex.*

Young man, just a word with you on the laundry question. You would not be as fastidious as you should be if you were not particular about the finish and cleanliness of your laundry. A bit of attention to this important question will help very much in making the dressy effect you care for.—*Artesian Laundry Co., Waco, Tex.*

A lesson in laundry work we give to our help, and teach them the necessity of care in the laundering of fine linen, that goes a great way in preserving the fabrics sent here for renovation. Anything coming from the Star Laundry will always be found in perfect condition and beautified in both color and finish.—*Star Laundry, Lansing, Mich.*

Our hot weather laundry work stands the wear and perspiration better than any other. Try it.—*The Model Laundry, Richmond, Va.*

Your linen may last a month, or it may last a year. It depends upon where it is laundered. We are laundering some shirts to-day that we have laundered for two years, and they are still good. We do not guarantee all shirts to last two years, but we do guarantee to make them last longer than any other laundry in the West.—*Elite Laundry, Colorado Springs.*

The iron is hot and we are waiting to get out your linen with all possible dispatch. You may trust us with your hurry-up work. We have special facilities for tending to your rush work, and we will pay just as much attention to it as though we had all the time in the world. We do none but good laundry work. We regard your sending your linen here in the nature of a trust imposed upon us, and we take as much care with your clothing as if it were our own, and more.—*Eugene Stewart, Battle Creek.*

A little better is enough better to make a change worth while, and our work is at least a little better than the second best, and much better than the ordinary. No trouble; just do up your bundle and telephone.—*Excelsior Laundry, Los Angeles, Cal.*

It's the starching that makes shirts from the Model laundry stand hot weather, damp weather, any kind of weather so well. The shirts we do up keep their shape and polish the longest. We do all kinds of laundry work well. Just try our work and find out how really good it is.—*The Model Laundry, Grand Forks, N. D.*

Summer style and comfort as well is very largely dependent on good laundry work, the kind done at the Bluffs City Laundry. All work here is well done. Collars and cuffs are laundered so you can wear them with some comfort; rough edges of old collars are ironed down smooth.—*Bluff City Laundry, Omaha.*

Almost impossible to find anyone who is not pleased with the work of *War Eagle Laundry, Knoxville, Tenn.*

A man's linen must be well laundered this sweltering weather. It stands the heat better! It gives him greater comfort—it helps in his satisfaction.

Want your work?—Just let us know and we will get your bundle—no matter how small—it will be properly laundered, too.—*Kenton Steam Laundry, Kenton.*

Summer is hard on linen and it is hard on us, too, for that matter. What with dust-stains, perspiration, etc., laundering has its trials. We do the work, though—and do it to perfection. Send us your shirts, collars and cuffs, and we'll do them up in a most superior

manner. You'll find our charges right, also. Give you first-class work and satisfactory service at lowest rates.—*Witters' Laundry, Saginaw, Mich.*

Never call a man good looking until you have seen him with linen laundered by the Asheville Steam Laundry. It gives him style and elegance which others cannot attain. Besides he will always be in good humor if his linen is laundered comfortably.—*Asheville Steam Laundry, Asheville, N. C.*

When clean linen is needed send the bundle to us. Let us take out the dirty spots and make it clean and attractive for you. You'll like its finish and beauty when the bundle comes here. No doubt of finish, no doubt of cleanness, no doubt of economy. Clean linen for all occasions.—*Ogden Steam Laundry, Ogden, Utah.*

What do you notice first about a man's dress attire? Isn't it the linen? Important—Yes, very. A man's dress linen is the most important thing about his whole make-up for the social arena. Why be content with anything but the best.—*Frazee's Laundry, Washington.*

When you are sick in body from over-taxing of physical or mental strength, you go to the best physician for relief. When you are sick at heart, over inferior washing and ironing, you go to *The Star Laundry, Colorado Springs, Colo.*

Running up a big bill for your laundry work is not necessary to insure proper care if your washing is entrusted to us. We take pains with the smallest orders, and our prices are moderate.—*The Crystal Laundry Spokane, Wash.*

Why a woman will worry and fret over wash day is a mystery to all who have tried the Palace Laundry plan of "washing by the pound." We will actually do the work cheaper and better than it can be done at home.—*Palace Laundry, Washington, D. C.*

Wilt thou collars? Not if Cleaver launders us. He uses wheat starch, which permeates every fiber of the linen, avoiding wrinkles and giving a uniform finish. When you get tired of that blue or yellow tinge, try the domestic finish.—*Cleaver's Laundry, Los Angeles, Cal.*

Wash day enjoyment. Some women like the music of the washboard—others don't. Some women like the slop and steam of wash day—others don't. Some women like the imperfect work done in the home laundry—others don't. We enjoy our work—because you like the work we do!—*The Model Laundry, Richmond, Va.*

Incompetence is not one of the failings of those in our employ, therefore we never have to make excuses for bad work. When linen leaves our hands it is cleansed properly and finished perfectly and delivered promptly. If you still cling to out-of-date methods reform and try the *Star Laundry, Lansing, Mich.*

Don't be afraid to send your pretty colored shirts and shirtwaists to us. If they will stand the clear, cold water, they will stand our method of washing. We make a specialty of laundering colored goods. We will return them to you as fresh and bright as new, no matter how delicate the color may be. If you have never tried us, do it this week. We guarantee to please you.—*Troy Laundry, Peoria, Ill.*

We could save in wages and save in many other ways each week, but we prefer to give our customers the very best work regardless of cost. Good soap is expensive, but we use the very best. Skilled labor is expensive, but we employ the best. Some laundries are not so careful. We believe you would prefer the careful work. May we send a wagon for a trial package? We guarantee it to please you.—*The Union Laundry Co., Trenton, N. J.*

One hundred and five yesterday in the shade. One hundred and twenty-five tomorrow in your kitchen. You will cook, swelter, and be cooked, if you undertake to do your own laundry, with muddy, hard water in a steaming kitchen over a scorching stove. It's poor economy; nobody can stand it. Life is too short to waste it over a washtub on days like these. Call Main 259 and tell your troubles—not to a policeman, but to—*The Maine Laundry Co., Pueblo, Col.*

Any laundry can launder a collar; any man can build a house; but to do either as it should be done you must have the proper equipment and the "know how." We have both. The collars that we launder fit just as the maker intended and all "turn-down" collars are carefully dampened before shaping, which prolongs their life many months. May we have a trial package from you?—*The Union Laundry Co., Trenton, N. J.*

Our popularity is demonstrated by the great number of bundles we handle each day. Each garment receives the careful attention of experienced and competent workmen. Your work is solicited.—*Denison Steam Laundry, Denison, Texas.*

Be joyful always by the knowledge that your shirt front, collars and cuffs are things of beauty, by having them

done up here. No cheap gloss illumines your shirt bosom, but a real distingue color and finish that you can display with pride and satisfaction. Your linen looks equal to new when laundered by our perfect methods.—*Kentucky Steam Laundry, Lexington, Ky.*

"The girl from up there" says there isn't a collar, cuff or shirt-front laundered anywhere in the country that can compare with our laundry work. The color and finish are superb, and they always give genuine satisfaction to our patrons. Ladies' shirtwaists are also laundered in a manner that makes them look like new, and the color is preserved longer than by having them done by any other method.—*Star Laundry, Lansing.*

Slightly disabled. A man with badly *laundered* linen always feels as though he owed an explanation and an apology to all mankind. Our customers never feel that way. We have every modern device that is necessary to do the very best work, and our employes are the most skillful money can hire. Let us attend to your laundry and your linen will never be in an apologetic condition.—*Lone Star Laundry, Denison, Texas.*

The luxury of linen laundered shirts is yours at small cost if you patronize the Cascade Laundry, for there nothing is turned out in any other way but the right one. Our facilities for thoroughly cleansing and properly ironing shirts, collars and cuffs for gentlemen are unexceptionable, while ladies cannot fail to be pleased with the skill we display in doing up the most delicately trimmed underwear, shirts, etc.—*Cascade Steam Laundry, Tacoma, Wash.*

It's all in the laundry.—When your linen isn't just right it is noticeable. There's something lacking that can't be made up by the finest outer garments. Send us your laundry this week and we'll show you the difference between correct Troy domestic finish and the ordinary. We have made this a study and equipped our plant to produce the best results. That we excel in high class laundry work is recognized by the best dressers in Columbus.—*Troy Laundry, Columbus, Ohio.*

We'll wash for you. When we get through with your clothes, they will look pure and white and will not be injured in the least as we use no chemicals. Our price for family washing is very low: five cents a pound, rough dry, starching all pieces to be starched and ironing the bed and table linen, handkerchiefs and towels. Try us.—*Westcott's Laundry, Utica, N. Y.*

What kind of laundry pleases you? The good kind of course. Easy to answer that question. When you send your soiled linen out, you want it returned perfectly cleansed, faultlessly ironed and free from rents. If you entrust your laundry work to us, it will receive first that sort of treatment. Our way of treating garments, no matter how delicate the texture, pleases particular people.—*Union Laundry Company, Albany, N. Y.*

We have opened up a new laundry with all the latest improved machinery and can guarantee first class work. A trial will convince you that you can get as good work done here as any place in Western Ontario. Shirts, collars and cuffs turned out to suit the most fastidious. Gloss or dull finish, as required. On Tuesday afternoons we will be pleased to show any visitors through our establishment. We make a specialty of family washing. All work called for and delivered promptly.—*Hogan & Hartt, Windsor, Ont.*

Each morning when you dress, think about the Home Laundry. Ask yourself if your linen work is as it should be. A man who wears fine clothes cannot afford to wear "fairly good" laundry work. If you find your collars are poorly turned, if you find they have saw edges, if you find them specked, remember that these faults have been overcome at the Home and that only high-grade work is allowed to leave the laundry. Every day brings new customers who are more than pleased with the work. May we call for a trial package from you?—*The Home Laundry, Windsor, Ont.*

Light on the subject of laundering is what our patrons get. Many who had thought their laundry had reached the standard of excellence have had an agreeable surprise after getting a bundle done at "The Sanitary Laundry."—*The Maine Laundry, Pueblo, Colo.*

Here's a bosom friend.—It's a pleasure, isn't it, when opening your bundle from the laundry, to find how white and neat your shirts and collars are? No saw edges; no tears; no holes anywhere. Well, we give you that pleasure, every time. Our work is perfection.—*Star Laundry, Lansing, Mich.*

While the clothes are in the wash the time can be passed in imagining how well the work will be done and how fine they will look when finished. And the highest flights of the imagination will not reach the height of perfection attained by The Troy Laundry. Our work

is flawless because done by skilled hands under watchful eyes and expert supervision.—*The Troy Laundry, Ogden.*

Hard usage is what shirts get at many laundries. We pride ourselves in the care and attention each garment entrusted to us receives. That's why they wear so well when laundered here.—*Denison Steam Laundry, Denison, Tex.*

We work for a great many people who don't care to do their own washing during the cold months, and when it gets warmer they like the arrangement so well they continue, and there you are.—*Union Laundry, Mansfield, O.*

A pleasing bundle delivered on time. That is the reputation we have in laundry work. We put the best labor on your clothes—and insure the best product to our customers! Plenty of time to do it right—but when we promise you your bundle, it will be there on time.—*The Model Laundry, Kenton, O.*

It's the starching that makes shirts from the Model laundry stand hot weather, damp weather, any kind of weather so well. The shirts we do up keep their shape and polish the longest. We do all kinds of laundry work well. Just try our work and find out how really good it is.—*The Model Laundry, Grand Forks, N. D.*

We can give you a shirt tale that will please you when we tell you of the artistic manner in which we launder your linen or colored shirts, vests, collars, cuffs. Linen laundered by us keeps clean longer, keeps stiff longer and looks like new longer than when laundered by any less perfect method than ours—and we can add, keeps from wear and tear longer when done at *Witters' Laundry, Saginaw, Mich.*

A little better laundry work is enough better to make a change worth while and Troy work is at least a little better than the second best and much better than the ordinary.—*Troy Laundry, Columbus, Ohio.*

Who does your laundry? Does it always come back on time, and is it always done up to your entire satisfaction? If not, just send it to Mason's laundry. We do, without any doubt, the best work in town, prompt in calling and prompt in delivering. Your laundry is something we pay strict attention to. Just try us.—*Mason's Steam Laundry, Sacramento, Cal.*

Let us launder for you. The careful and painstaking way in which the work will be done will more than please you.—*The McCuffey Laundry Co., Columbus.*

On your back you never had a shirt better laundered than the one we returned to you last week. Didn't send us any? Well, that's not our fault—your misfortune. Try us this week and see the difference. We call for and deliver goods, of course, and we do 'em up right, as you'll find after we tackle the first installment, which we hereby request.—*Star Laundry, Lansing, Mich.*

Not a rival in sight anywhere when the linen that has been done up at the Cascade laundry is put in contrast with that laundered anywhere in Montana. The beauty of our laundry work makes us justly proud, and we feel like crowing every time we see the difference in our superb color and finish on the shirts, collars and cuffs done up by our methods with the linen worn by anyone in Great Falls.—*Cascade Laundry, Great Falls.*

The habit of sending your Laundry work to us regularly is one which once contracted you'll never break away from. It's not a case of good laundry work one week, and poor the next, with us. It's cleanly washed and carefully ironed Linen 52 weeks in each year that you can depend upon, when we do your work.—*Parkersburg Steam Laundry, Parkersburg, W. Va.*

A sore point it is with some laundries to remind them of the superiority of our work, but we claim and reiterate that we do the best class of work in the laundry line of any establishment in the State, and our patrons will bear us out in our statement. If you bring or send your laundry work here you will be our patron always.—*Mason's Steam Laundry, Sacramento, Cal.*

Antiseptic Laundering. This may seem an odd term, but it means much to you. You ought to know that where you send your laundry work absolute cleanliness and care in handling goods is strictly observed. By our special process and system your safety is assured. Goods handled here are thoroughly cleansed, splendidly finished and delivered to you in prime condition. Try us and see the difference.—*Cascade Laundry, Sacramento, Cal.*

There's a style and finish about our laundry work pleasing alike to the taste and purse of the most carping critic. Taste because our work is perfect in finish and cleanliness and purse because the satisfaction is secured without destruction of fabric after short use. A post card or phone call puts our service into your use.—*Witters' Laundry, Saginaw, Mich.*

It's a lucky thing 'tis said, to see the

new moon over your right shoulder. It's a lucky thing, too, for the men of this city that they have a laundry that they can depend upon to launder their linen in an artistic and satisfactory manner always—and receive it in first-class condition, faultless color and finish.—*The American Laundry, New Bedford, Mass.*

Shirt waist insurance. The best way to insure long life for the pretty shirt waists, which are the pride of a woman's heart, is to send them to our laundry for cleansing.—*Frazee's Laundry, Washington, D. C.*

Another fine point about our laundry work is, that every shirt is laundered to fit, just as the maker intended. No stretching out of shape. We have starching and ironing machinery especially designed for our Troy domestic finish, the proper finish for shirts, collars and cuffs, and one that lasts well, even in hot weather. A trial bundle will be appreciated.—*Troy Laundry, Columbus.*

Our laundry ways are winning ways—winning friends and customers, too! You'll "fall into line" with the others when you see with your own eyes what fine work we do—on shirts, collars and cuffs, for example. Try us on yours.—*White Star Laundry, Bangor, Me.*

Soft as velvet, yet with all the "look clean" and "stay clean" qualities of the starched shirt—that's the way our expert workers launder summer shirts.—*Elliott's Steam Laundry, Grand Forks.*

Hot time. Too hot to think of trying to do your washing. Let us do it, and take all the disagreeableness off your hands. Then you can keep your home cool and comfortable. The pleasure thus secured is worth more to you than three or four times the cost of having the work done outside. We do it cheaply, well, and so that you will surely like it.—*Louisville Towel Supply Co.*

When calling on your swell friends you need to have every part of your attire correct. There's nothing more noticeable than your linen. If you patronize our laundry, your linen will always be correct and you can depend on it. We call for and deliver promptly.—*Bluff City Laundry, Council Bluffs, Ia.*

Our guest for the time being is what we consider your laundry work, and we treat it as such. We receive it with courteous appreciation. It receives the most careful attention while with us and we return it promptly and in good condition. Just send it here and see for yourself.—*Crookston Steam Laundry, Crookston, Minn.*

Try us with your negligee shirts or any article of summer wear. We will show you why we have the reputation of doing the best laundry work in Washington.—*Frazer's Laundry, Washington, D. C.*

Well dressed men are rarely seen with glossy linen. They prefer the dull effect of the domestic finish, as it is not only a mark of good taste, but it saves the linen. We have made the domestic finish a study, and the results we have obtained are the best evidences of our success.—*Mrs. Spaeth's Domestic Laundry, Kansas City, Mo.*

You can't feel comfortable without good laundering.

Trying to make a customer comfortable is our aim.

The careful laundering of fine summer wear is our leading specialty.

No extra charge for the extra trouble we take.—*Neptune Laundry, Philadelphia, Pa.*

Sanitary Methods. We wish to call your attention to our sanitary methods. Patrons of this laundry may rest assured that everything is done in this line possible. This important fact cannot well be overestimated. We use nothing but the finest filtered water, and our process thoroughly eradicates all disease germs.—*Gardner, Stone & Co., Troy, N. Y.*

We launder everything from a handkerchief to a circus tent, but we make a specialty of collars, cuffs and shirts. Our shirt bosoms are elastic and warranted not to crack. In collars and cuffs we give you whatever finish you desire, but if your linen is of good quality and in good repair ask for our Velvet Elastic Domestic Finish, now the rage in all leading American cities, and be faultlessly dressed.—*Parisian Laundry Co., Hamilton, Ont.*

Four Cents a Pound for Family Wash. We are equipped with the most modern and up-to-date machinery and methods, and are qualified to do the work not only cheaper, but much better, than any one else in the business. The economy of having this laundry do your work is fully established by an inquiry of those for whom we are doing work. We can convince you on a single trial order. Telephone us and our wagon will serve you promptly.—*Louisville Towel Supply Co., Louisville, Ky.*

Your Laundry will please you if it is done at the Iowa Steam Laundry.—*Iowa Steam Laundry, Ottumwa, Ia.*

We do mending and sew on buttons free. Notice the finish, color, style, fit and length of time your linen wears. You will find that in these points and

many others we always lead. Let us show you this week.—*National Laundry, Great Falls, Mont.*

A fastidious man pays as much attention to the laundering of his linen as to the buying of it. That's why he patronizes the Salem Steam Laundry. This is the only place to send good linen. It wears longer and looks better when we do the work. You can prove this for yourself.—*Salem Steam Laundry, Salem.*

Our laundry service is a great co-operative plan worked on to perfection, where all are treated upon common level. The servant question is settled, as far as the laundering work of your home is concerned. You have absolutely nothing to do but pack your laundry and give instructions as to how it is to be done. We'll do the rest and return it just as directed. Ask us to call and talk it over.—*Morey-LaRue Laundry Co., Newark, N. J.*

Laundering which wins. That's the Blakely sort. It's built us up from almost no business at all to the largest laundry hereabouts, and one of the most up-to-date in this country. Brains, the "know how," and keep-at-itiveness are responsible for the result which good dressers prefer. You don't know just how good your linen can be made to appear until you've sent us a bundle. Or shall we call for it?—*Blakely Laundry, Trenton, N. J.*

Shirts that are torn and frayed by careless handling would last much longer if sent to us to launder. We have made a long study of laundry work and give results that defy competition.—*Crown Laundry, Co., Montreal, Can.*

Who does your laundry? Does it always come back on time? Is every piece white and nice? Is it ever without spot or blemish—is it just as splendid as you could ask for? There are never any disappointments at The Capital City Laundry.—*Capital City Laundry, Columbus, Ohio.*

The superiority of our laundry work is seen in every piece we launder. Our entire process is so superior to other methods that the finish, the color and the length of life of every article laundered by us attest this fact.—*Riverside Steam Laundry, Janesville, Wis.*

We have the laundry business right at our finger tips, the result of experience and painstaking work and study. We know that a piece of linen laundered by us will be done better and more satisfactory than by anyone else. But don't take our word—ask any of our customers.—*Greenwald's Laundry, Bay City.*

The work is clean and white as a baby's innocence and tinted exquisitely as the dawning light. Common sense materials make gentle washing—a mild process for dainty linen.—*Janesville Steam Laundry Co., Janesville, Wis.*

The only hot air about our establishment is in our drying machine. None of it gets into our advertisements.—*Blakely Laundry, Trenton, N. J.*

We keep abreast of laundry improvements. Every facility which is devised for the betterment of the work we install in our laundry. We are constantly adding new devices, improved methods, doing even the littlest things which will help toward the advancement of the business. It's only by constant study and watchfulness that anything or any business can improve itself, and the utmost scrutiny along all lines is exercised in the conduct of the Blakely laundry. Do you wonder that we lead?—*Blakely Laundry, Trenton, N. J.*

Our popularity is demonstrated by the great number of bundles we handle each day. Each garment receives the careful attention of experienced and competent workmen.—*Denison Steam Laundry, Denison, Tex.*

Bestowing care on all goods, fine and course, sent here for laundering—in the washing, ironing, folding, wrapping and delivering—in fact, everything that would in any way tend to improve our work and make it more than satisfactory, is the plan followed at *The Troy Laundry, Binghamton, N. Y.*

Good laundering—the kind we do—is a science. It has taken us many years to learn what we know about it. Send us your laundry and judge for yourself.—*Cascade Laundry, Sacramento, Cal.*

Good laundry work tells its own story. We have a reputation for turning out high grade work. Our customers praise our work because we do it well. We do the best. Remember, if you leave your order with us you are sure of prompt service and satisfaction. One trial will convince you that our laundry ought to be your laundry.—*New Bedford Laundry, New Bedford.*

The beau ideal of fine laundry work is the linen that is laundered at the Cascade Laundry. It is the acme of beauty in color and fine domestic finish and looks as good as new when it is sent home to you. We will not be rivaled by anyone in this line, and keep in the lead in every new and improved method.—*The Cascade Steam Laundry, Great Falls, Mont.*

Is there anything more pleasing than excellent laundry work? The smartest dressers in town are giving us their work. We want your laundry bundle.—*Nonpareil Laundry, New Haven, Conn.*

If the tale of a shirt could be told in these few lines, and the operations through which it goes be explained, and every thoughtful man could and would read it, we'd not have half enough room in this big laundry, nor half enough machines, to handle the business. Send us a dress shirt, for a trial, and let that tell its own tale.—*Davis Laundry, Rochester, N. Y.*

Attractive laundry work has a charm of its own aside from a pleasing personality. That it why work done by our laundry has so many admirers. The simple reason is that we "know how" to do the work properly, and furthermore we do it. We take the trouble to do it right. Lots of people know how to do a thing, but they haven't pride enough to do it properly. We are not that kind.—*Wilter's Laundry, Saginaw, Mich.*

Best possible laundering can only be gotten where best possible facilities abound for producing it. No laundry can do best work unless fitted for it. And mighty few laundries are thus fitted. We don't want to brag, but fairness to our plant compels us to say that no laundry on earth is better fitted for producing perfect work than ours. The proof's in the laundering.—*Am. Palace Laundry, Buffalo, N. Y.*

A trial convinces. Those who have tried our laundry work say it is without equal in this vicinity. We have studied the weak points of other laundries and made them our strongest points. We use a special soap for colored goods that does not fade them. We use a special soap for white goods that does not rot them. In every department our work is guaranteed perfect? May we have a trial from you? Phone us.—*Salem Laundry Co., Salem, Ore.*

Vestless comfort. Let us do your summer shirts on our Press Machine and you will not be forced to wear a vest these hot, sultry days. In fact, you will look better without one. This method of ironing gives a beautiful surface to the linen and the bosom stands out so as to give a cool, natty appearance. The neckband stands up and fits the neck, and with one of our summer laundered collars adjusted, Old Sol's best efforts will cause you no discomfort. A white wagon only can deliver this work.—*Iowa Steam Laundry Co., Ottumwa, Iowa.*

LEATHER GOODS

Strap handle envelope bags made of walrus grain leather in smart, dull colors with gilt snap buttons and moire lining. There are three roomy compartments beside the riveted inside frame and the finish throughout is high grade. Under the flap are two pockets which hold a tiny mirror and a convenient tablet and pencil for one's shopping list. No envelope bag sold this season has had more snap and style at such a little price.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Neat knick-knacks in leather. Wonderful values for quick riddance. There is nothing the matter with these goods, except that they have been in stock longer than we allow any goods to remain here. If you are thinking of making some neat little birthday present, or you just happen to need one of these handsome little specials, or, indeed, if you are wise enough to think of the presents that you can provide by buying at this sale and laying away—this will be an opportunity that you cannot help appreciate.—*Abraham & Straus, Brooklyn, N. Y.*

An exposition of fashions in wrist and automobile bags. Fashion extends her dominion even to leather goods—telling her devotees what they shall carry as well as what they shall wear. Our window is a revelation of her latest dicta regarding wrist bags and automobile bags, and will also familiarize you with many other useful and ornamental objects which help to make up the largest stock of small leather goods with which we have ever ushered in a season.—*Henry Likly & Co., Rochester, N. Y.*

A particularly smart, dressy bag of black or brown alligator grain leather, ten inches long, with strap handle, buttoned flap, three roomy pockets and a good sized inside purse. The interesting feature is a dainty little watch face peeping from its round opening, which, upon closer inspection, proves to be not a watch at all, but a vanity outfit, with mirror and tiny powder puff compactly tucked away in the watch case.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A manufacturer got tired keeping these pocketbooks—good as they are—in his stock. He accepted our offer—a very low one—for the lot; and we offer the

splendid resultant bargain to-day, to women who prefer the handy pocketbook to the various kinds of bags now so much used.—*Wanamaker, New York.*

A Remarkable Round-Up of Women's Fine Leather Bags.—Some of this large collection of women's bags came from a manufacturer of fine goods, some from our own stock. All are priced in a way that bears no relation either to value or former prices. The woman who wants a handsome bag will find it difficult to avoid discovering the precise style she wants, among the dozens of kinds represented.—*Simpson Crawford Co., New York.*

None over two-thirds of the old price and numbers at half price. Aristocratic, beautiful leather bags at the price of the more commonplace sorts. Odds of our own and thirty pieces left from a prominent maker's sample line. You can count on their being extra fine; grips in walrus, cowhide, English frame and Oxford shapes.—*Gimbel Brothers, Philadelphia, Pa.*

Do you ride horseback? We are showing an unusually varied assortment of Whitman and English riding saddles for ladies astride and gentlemen. These saddles are made of the finest pig-leather, best style and finish that have ever been brought to this market. There is such a thing as fitting a saddle to a horse, just as you fit a hat to a man. If a saddle is easy on the horse and the rider and has the style, finish and lastingness, then it is a perfect saddle.—*Alfred Cornish, Omaha, Neb.*

Our innovation trunks and wardrobe requisites are well known. But the trouser hanger is our newest pet, and is the only thing for trousers over which the best tailors ever became enthusiastic. When a swell tailor in New York or London approves with enthusiasm anything for hanging trousers, the article has passed the crucial test.—*Innovation Trunk Co., New York.*

Pretty leather bags. Our stock of stylish, high grade and medium priced leather bags is larger and better than ever before. All styles and materials are represented, and in order to reduce our immense stock of leather bags we make the following price reductions.—*The Palace, Spokane, Wash.*

Parisian *handbags*—below value. Novelty bags—bead trimmed. Dainty little things just large enough to hold a purse, card case and handkerchief. A purchase on which our buyer got a special price concession to your very good advantage.—*The T. Eaton Co., Winnipeg, Can.*

We want to close out our entire line of leather bags, so we have divided the whole stock into two lots, at greatly reduced prices. If you are in need of a bag you would be foolish if you did not give us an opportunity to show you what we are offering. Below we merely quote prices; no room for description.—*The Wonder Dept. Store, Spokane, Wash.*

Stuck in the mud. It's hard to get out of the mud, isn't it? Well, if you put your money into a poor harness, you'll feel as if you were always "stuck in the mud." In buying a *harness*, it pays to be sure what you are getting. Perfect workmanship and perfect material make a combination which cannot help but please every one.—*C. F. Cushing, New Bedford, Mass.*

Fitting harness. Could anyone know better than Studebaker what kind of *harness* should go with a carriage? There has been such a great field in New York for a real harness store that we've put one in. It is a store where you can get any kind of good harness; get advice about the right kind of harness to go with any vehicle, and get it fitted to your horse so he will be comfortable and at his very best to do his best.—*Studebaker Bros. Co., New York.*

Crush *belts* of the popular suede, and other pretty styles of leather belts for summer gowns, at prices representing about half values; including some straightout reductions. — *Wanamaker's, New York.*

A practical fad. The use of wrist *bags* by women. They're a great convenience, and, as we show them here, are very ornamental.—*Jud S. Newing, Binghamton, N. Y.*

Very attractive styles and splendid values. You'll find in this new showing very many styles that are exclusive with Rike's. You'll really be surprised—as we are—how little money will buy a rich looking bag. Here are leather bags in the best leathers, walrus and seal, some containing purses alone, others containing purse, card case and smelling salts bottle, some have the braided handles, some the strap, and some have the Vienna handle, which is the latest in stiff handles.—*Rike's, Dayton, Ohio.*

Loeser leadership in leather goods is unquestioned—has long been so. The

finest foreign products are here—dozens and dozens of exclusive styles that in beauty of coloring, in originality of design and in exquisite finish show their aristocracy. But American workers in leather are doing wonders, too, and many of the most expensive pieces have been reproduced so perfectly that they can hardly be told apart—yet the prices are perhaps only a third of the imported goods.—*Fred Loeser & Co., Brooklyn.*

New wits always trying and striving for fresh ideas to catch the popular fancy have wrought prettier than ever. The leathers have taken on a softer, mellow, daintier finish; shapes show in various original forms—artistic, practical handles help out the novelty touches, fittings and linings lend themselves to the deft grace of the designers. Our bag stock is cosmopolitan—a convocation from Paris, Vienna, Berlin, London, Nuremberg, Darmstadt, New York, Philadelphia. — *Chamberlin - Johnson-DuBose Co., Atlanta, Ga.*

The Sun Never Sets on the Stallman dresser trunk—made in Columbus, it is bought and used in every quarter of the civilized world. Such a record could not be achieved without merit. The merits of this wonderful Dresser Trunk are recognized and appreciated at home and abroad. Your home is not complete without one.—*Stallman Trunk Factory, Columbus, Ohio.*

Suit Cases All of Genuine Leather. To careless folks, suit cases are merely pieces of leather stretched over a frame. Perhaps we are over careful, but in buying them we always look on the inside, that we may know how long the Suit Case will last when subjected to the rough usage of travel. Perhaps that's why this department is so popular. Suit cases are all made on the same style, some better than others, however. In this one you will find exceptionally good value. It is made of buffed cowhide, on a steel frame with heavy sole leather corners, brass lock and clamps. It is a good suit case. From the outside it looks well and on the inside shows good construction.—*Jones Dry Goods Co., Kansas City, Mo.*

Traveling bags! More than one hundred different kinds of the finest "grips" or traveling bags made are carried in this leather goods section—genuine seal, walrus, sea bear, alligator and cowhide leather articles in black, tan and brown. Surely the most critical traveler will have no trouble to find "just the thing" in such a line.—*The Harris-Emery Company, Des Moines, Iowa.*

Everything that a tourist or traveller has any use for is included in this sale of samples of leather goods. Also the greatest collection of shopping bags ever shown in one sale; a sale that comes once each year, when we take over the entire sample lines of two of the biggest makers and importers.—*Adams Dry Goods Co., New York.*

Her air of distinction is the envy of all women. Wears English leather goods, fashioned with American taste. Her belts, buckles, handbag, stock, fob, parasol and gloves have the full prestige of fashionable European approval. Your monogram buckle all ready with latest Paris shape crushable kid or suede belt—in all the fashionable Parisian colors and stripes.—*Mark Cross Co., New York.*

Artistic Leather Chain Purses. At last Dame Fashion has devised a purse that not only has plenty of style—but is sensible as well. With this chain purse—you no longer run the risk of leaving your purse when you go shopping.—*Feagan's, Joliet, Ill.*

Dainty new wrist bags for the purse, the handkerchief, the smelling salts—the dozen other knick-knacks that a woman would carry in her pocket, if she had one. In leathers, in mountings, in shapes, the present collection of wrist bags offers many new, attractive styles that women will like.—*Wanamaker's, New York.*

Talk—Talk—Talk—goodness, you'd throw up your hands if we tried to mention half the pretty things here in leather. Among these you're sure to find something that's just what you've been waiting for.—*Hale's, Los Angeles, Cal.*

Leather goods for men. If you want first pick from the finest stock of leather goods ever shown in this vicinity, you will come promptly—for the exclusive pieces that cannot be duplicated inside of a month or so are always the ones to go first. You will be surprised at the little prices as well as the variety, too.—*Abraham & Straus, Brooklyn, N. Y.*

Loeser leadership in leather goods has been demonstrated many times. Now once more it is marked by a sale vast in magnitude and remarkable in low pricing. A full stock is concerned, ranging from the daintiest of purses to the handsomest of suit cases. Styles are the newest and the best that can be found anywhere to-day at full prices. The quality of the leather used and the character of the workmanship are in every case reliable.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Another lot of these good looking genuine walrus traveling bags, which the maker has let us have to sell at the little price. Everybody will be glad of the chance. The bags are in the deep oxford club shape, extra wide at the bottom and are lined with leather, with inside pockets. Splendid workmanship inside and out, a strong handle and handsome nickel trimmings complete a traveling bag that cannot be matched in good looks, good service and convenience in greater New York at the price.—*F. Loeser & Co., Brooklyn, N. Y.*

Alligator bags! Some of the most luxurious horn-back alligator bags and novelties we've ever seen are being shown just now in the east aisle here. The line includes everything from the horn-back alligator purses and strap-back chatelaines to large grips, ink wells, etc. They're too new and novel to be described. Come and see them, if you are a beauty lover. Everything in the line ready made to our order and you'll not see such effective novelties anywhere else.—*The Harris-Emery Company, Des Moines, Iowa.*

Leather novelties, imported and domestic makes. A display of dainty card cases, pocketbooks, vanity bags, handbags and a multitude of other leatherings that will interest every woman. Many of the pieces are individual, and there is but one of a kind. All of these were made expressly for us, and the entire representation makes a display that is quite without equal anywhere in this borough. Among the new things to be seen is an envelope purse, in highly polished calf and dull beaver, lined with fine enameled leather; the inside is a trifle wider than usual and fitted with an inside purse of morocco. The colors are green, Havana, olive, gray leather, tan leather, tan, red and black.—*Abraham & Straus, Brooklyn, N. Y.*

The woman who is thinking of buying a purse or handbag should make an early visit to this store to-day. We place on sale 100 high grade leather finger belt and hand purses and bags at a mere fraction of their real worth. It's a drummer's sample line selected to represent the stock of a prominent manufacturer and which we procured at a very little price. There are 100 in the lot and no two are alike—100 of the handsomest and best purses and bags you've ever had the opportunity to buy, and never at these prices. We can't impress upon you too strongly the advisability of an early inspection of these exclusive leather novelties to-day.—*L. Einstein & Co., Fresno, Cal.*

Practical, serviceable, handsome articles that are part and parcel of every man's daily life. Things he has recourse to often—that bespeak his position as does a dress-suit case in traveling.—*John Wanamaker, New York, N. Y.*

Leather traveling cases at one-third to one-half less than regular prices. About as handy a combination of necessary toilet articles as could be imagined. Some are more elaborately fitted than others. They are fitted with comb, hair brush, tooth brush, tooth brush case, soap case. The more elaborate ones have in addition nail scissors, nail files, tooth powder case, etc. Rosewood, maple and ebony finish. The cases are of fine grained black leather. They have been reduced one-third to one-half.—*Weinstock, Lubin Co., Sacramento, Cal.*

Christmas *leather goods* and belts. All the newest novelties and latest approved styles in fine leather goods will be found in this great Christmas collection. We import them direct ourselves and are thus enabled to sell them at much less than other stores not so favored with buying power. Christmas gifts may be quickly and advantageously selected from these.—*Thos. C. Watkins, Hamilton.*

Bags of every description to please all kinds of people will be found here at any time you care to call. The greatest care has been shown in the selection of leathers and the dressing of them. All bags are constructed along approved and tested lines, and are made especially for particular people.—*Standard Trunk Co., Detroit, Mich.*

Leather bags 1-4 off. Stock-righting is necessary. Before inventory out go all our best leather bags, all shapes, all sizes, all leathers, all colors—at 25 per cent. below regular marked prices. No left-overs are here, every bag is new this season; hasn't been in the house over six weeks; included are several fine opera bags and gold mesh purses. Values between \$7.50 and \$20—one-fourth less for any you desire.—*Coulter Dry Goods Co., Los Angeles, Cal.*

If we could use the whole front of the store we could make a display of bags, trunks and suit cases that would amaze even those who are familiar with the Hudson stock. We buy these things in tremendous quantities, and that we secure an unusually low price is proven by the fact that other stores are asking almost 20 per cent. more for the same identical brands. They come in a great variety of styles, and the prices range from the lowest a reliable trunk, suit case or bag can be sold up to the cost-

liest kind of leathers.—*The J. L. Hudson Co., Detroit, Mich.*

Just what you need. One, two or three suit cases are handy things to have about the house and all will be needed sometime. We sell a good *suit case* as low as \$3.50, a most excellent one, sole leather, linen lined, swing handle, polished brass trimmings, smooth easy working lock for \$5.50. Big stock of trunks and bags.—*Hunter Trunk and Bag Co. Hartford, Conn.*

Grand display of leather goods. Our assortment is very large and variety and style unequalled in Trenton. Never was better goods shown for the money asked and careful buyers can find the goodness and reliability that they expect, whether they invest in the genuine leathers or the less expensive kind.—*Kaufman's, Trenton, N. J.*

Have you been thinking of a new suit case? \$7.50 *suit case* values for \$5. Examine them point by point and see; the fine cowhide leather with reinforced sole leather corners and stitched edge; the light, strong steel frame, the snappy finish inside and out, the fine quality linen lining and shirt flap, the handsome brass lock and stout handle. Some have outside straps, specially convenient for carrying umbrellas; some have brass snap catches to match the lock. Sizes 22, 24 and 26 inch.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Gift articles of leather. Immense showing and great values. So broad a stock that you will find it not only along the Thoroughfare in splendid display, but also in a special space in the basement store. So fine a stock that you will note especially the unusually perfect workmanship and the quality of the leathers and the daintiness of every point of trimming and finishing. So low priced a stock that we believe even leather articles of indifferent quality cannot be matched for as little. We have given some details worth reading. But better still is a survey of the stocks themselves.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Hundreds of puzzled folk are to stop before the counters where we show all that is new from the shops of the *leather workers*. Few are to pass on without opening their purses, for here are pocketbooks, handbags, card cases, more enticing things than we could describe in an hour. With something among them all to suit the purpose and the sum you wish to spend.—*The Stone, Fisher Co., Tacoma, Wash.*

LINEN

The January sale of *linens* continues merrily. Quality and unrivaled values are the keynotes that will make this sale the greatest linen event in our history. Housekeepers and hotelkeepers should investigate the great savings we've made possible. Laying in a full year's supply now at our prices will be a splendid investment. Linens have gone up and are going still higher, but our orders were placed before prices advanced. Come to-morrow and examine the qualities, then read the price ticket's saving story.—*Thomas C. Watkins, Hamilton, Can.*

More news from the house furnishing *linens*. More news from the white sale. Better do your buying at the earliest—many lots of goods secured for the white sale can't be duplicated for nowhere near the prices paid, not again this season, and we doubt if it can be done any time in the near future. Suppose you come for these to-morrow—it will pay.—*S. P. Dunham & Co., Trenton, N. J.*

January sale of good *linens*. The advance in the price of linens has not affected our annual sale, because provisions were made for this sale long ago by keen foresight on the part of our organization. All housekeeping and hotel linens and bedspreads—extensive stocks—are greatly reduced from regular prices, making this a rare opportunity for purchasing. Our fine Scotch and Irish satin damask pattern tablecloths are prominent features of this important event.—*Crow & Whitmarsh, Cleveland.*

Wonderful offerings of sterling character. The enormous quantities of linens that went out of the store last week in no wise spoiled the assortments we spread before you again this morning. The supplies for this white sale were gathered to last through a month of swift selling. And we've a good sized fortune running well into five figures invested in linens that will be brought down fresh every day from the stock rooms. Come and see the linens—then you'll realize better what these low prices mean.—*The J. L. Hudson Co., Detroit, Mich.*

Good linens reduced. Re-pricing in the linen department is most effectively done—as these specials prove. Dependable qualities, all these linens—the accumulated odd lots from our busy holiday season. Not possible to tell you of

all the items—a few will suffice.—*The Mills Dry Goods Co., Topeka, Kan.*

Gifts for the housekeeper's Christmas. Fancy *linens*. An unusually large stock of fancy linens has been gathered for the holiday season. Beautiful qualities, dainty patterns and perfect workmanship in each and every piece. Many lots were secured in special purchases and represent exceptional value-giving. A most satisfactory selection may be made here for the the housekeeper.—*Stanley, Mills & Co., Ltd., Hamilton, Can.*

Holiday *linens*—nicely boxed. No housekeeper ever had too many linens; and here there is nothing that a woman will prize more. You rarely ever heard of a bride exchanging presents of linen. We have prepared more liberally than ever for the great holiday demand for these goods. There are some extra good values among them, too, notwithstanding the increased price of the raw materials. See the handsome circular designs for round tables; they are very attractive. We are in a position to give you values never before heard of. We have been preparing for this great holiday sale for months, and manufacturers have not disappointed us. Our stock is filled to overflowing with new and choice bargains.—*Wren's, Springfield, Ohio.*

Embroidered linens. These are mentioned for the benefit of the woman who finds another piece or two of fancy linen necessary to complete the dress of the Thanksgiving table. Finished pieces are shown in the most exquisite hand embroidery on fine linen from Austria, Japan or Ireland. Each done in the peculiar style characteristic of its nationality. Many exquisite drawnwork pieces are also shown from Japan.—*The Crescent, Spokane, Wash.*

Irish linens, in our annual February sale (two floors up). Ireland, with its peculiar facilities for bleaching, has given to the world linens which can hardly be surpassed for durability and soft, silky appearance. We are carrying in all sizes a large number of the "Old Bleach" sheetings and towels, which are entirely dependent upon the old fashioned method of grass bleaching—and this, under the rare atmosphere of Ireland, is conducive to the very best results.—*The Scott Dry Goods Co., Cleveland, Ohio.*

The most successful *sale of linens* we have ever had, mostly all of the great values that were given in last week's sale will be offered again this week and many more specials will be included; we haven't space to mention them here, but the three following items will serve as examples of the splendid values.—*Geo. B. Peck, Kansas City, Mo.*

Until the last winter article is closed out this *half-price clearance* will continue. Many of the garments concerned are eminently suitable for spring—especially the staple styles in black, which are proper all the year round. This is an exceptional opportunity to supply both present and future needs—the average saving in all departments is one-half.—*Philipsborn, Washington, D. C.*

Go to the *linen* department of any store and you can safely stop there and form your opinion of the whole establishment. We can safely permit you to judge this store by its linens. Since the oldest housekeeper hereabouts can remember, this store has been noted for its linens. If ever you find a hint of cotton in linen bought here, you would make us firm friends of yours by reporting same and returning goods. This has been the watchword of this store as long ago as this store had its beginning, and never has there been a time when linen buying could be better done here than right now.—*S. P. Dunham & Co., Trenton, N. J.*

In order to introduce our *linen* department which has just been added since moving into new quarters, we will on Monday morning, September 18th, have a linen opening, on which day we quote some specially low prices which will be of great interest to smart housekeepers. Look these over.—*A. G. Douglass Co., Columbia, S. C.*

Linens That Are Linens.—Table linens, shirtwaist linens, dress linens. Absolute security and satisfaction are yours when buying linens here, because there is never the disappointment that comes when cotton baseness is revealed at the laundering time. The linens we sell improve in the washing.—*C. Cohn, San Bernardino, Cal.*

When beautiful linen in fine and popular weave can be had for 15 1-2c. under regular selling price, it's time to hustle for it. So women thought yesterday—and how pleased they were with it. If yesterday's rate of selling keeps up to-day late comers are sure to be disappointed. Yes, it's a trifle heavier than batiste weight and is thirty inches wide.—*Wanamaker's, Philadelphia, Pa.*

Tons upon tons of fine and serviceable linens; thousands of ready-made sheets and pillow cases; great stacks of bedspreads; case after case of muslins and sheetings, besides the great quantity of fancy linens, will again characterize our linen and muslin sale to-morrow. We have had a week of marvelous selling and we shall commence our second week of selling with still greater attractions than ever.—*H. S. Barney Co., Schemectady, N. Y.*

Never Too Many Linens. Almost the first thing a woman asks for when inspecting a new house is: Where is the linen closet?

And the larger it is the better she likes the house.

You might as well give in to it, Mr. Husband—let your wife buy all the linens she wants, for they are a good investment.

One of the famous old linen merchants said only recently to our linen manager: "My boy, I am glad that your house took the stand it did for all linen, and that you are sticking to it; it is the only honest thing to do."—*Wanamaker's, Philadelphia.*

Household Linens. Just now there's a particularly good chance to get long tablecloths, for festive occasions, at prices considerably lower than usual. Perhaps this is true more particularly of the better qualities than of the ordinary sorts; but in the average family the long cloth is used upon occasions when the housewife wants her table to look its best, and not so frequently but what most people can afford a good one.—*The William Taylor Son & Co., Cleveland, O.*

Every housekeeper knows her own trouble in securing towelings, spreads and all those linen accessories to home comfort in the right quality and at the proper price. This is the niche where our department fits to perfection.—*Joel Gutman & Co., Baltimore, Md.*

Dependable linens at cut prices, too. Linens, like diamonds, have to be bought on faith unless you are an expert. The good appearance often comes out in the wash. At Loeser's you get the facts—linens that will wash and wear just as represented.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A Wonderful Showing of Linens.—More women are daily adopting the rules set a long time ago by some farsighted wise ones that when the best linens are needed the Linen Store is the place to get them. Prove it for yourself to-morrow.—*Clark & Stevens, Baltimore, Md.*

Linens that the fire came near but didn't touch—just near enough for Freund, Friese & Co. to call them "damaged." But where the "damage" is, neither you nor we can tell. Perhaps its in the prices! Sure, that's where it is! Just see how the prices are shattered.—*H. A. Meldrum Company, Buffalo.*

Fine Dress Linens from Irish Looms.—There's lustre and life in these linens—real flax from Irish looms, honest textures, staunch and sturdy weights—yet the price of cotton will buy any of them. The newspapers are telling of a tremendous advance in the price of linen—no need of our arguing early buying.—*Fourquarean, Temple & Co., Richmond.*

No need to tell you how fashionable linen is. Women are wearing embroidered linen hats, carrying linen parasols. As for the dress—the coat, skirt, blouse, the whole costume is linen. What women do want to know is, where they can get best kinds for lowest prices. Here. Undoubtedly.—*Strawbridge & Clothier, Philadelphia, Pa.*

As far as these Linen bargains are concerned, there can't be too much of a good thing! For we intend to have everybody, as far as possible, share in these fine offerings; and you certainly won't quarrel with us if we make it possible for you to get *your* share to-day; if you have put it off until now.—*Wanamaker, New York.*

Surprising annual output of linens. Prices and qualities reaching beyond comparison. The Linen store joins hands with this great annual white goods event and presents offers that no careful housekeeper can afford to overlook. The offers are all the more notable, too, when one considers the present firmness of the linen market. These linens are of greater interest and value to the public than any previously offered. Preparations have been going on for months. And to-morrow the greatest assemblage of practical things from the best foreign and domestic makers is offered at price concessions unequaled.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We announce this linen sale with the assurance that the stock is well nigh perfect as regards assortments and values. Beginning in a modest way years ago, these sales have each year become more widely known and more widely patronized. This January sale of trustworthy linens is an event of the utmost significance in domestic economy.—*Mills' Store News, Topeka, Kan.*

The display of fine linens is more beautiful than even we believed. It is

impossible to grasp the full significance of such a vast collection of exquisite linens by seeing the items one or two at a time. The full realization comes only when a broad presentation, such as we have arranged this week, groups the various classes of work into one large, continuous picture, which compels admiration from all who see it.—*Wanamaker's, New York.*

If you housekeepers could look into the future linen and cotton markets you would buy supplies of these "domestics" for a year ahead; if you realized the qualities as storekeepers do, you would know these goods are great values—big quality for little cost—no matter what market changes may come. The cotton market is "up" to a mighty high notch—no doubt of that; yet we are selling standard grades at less than former prices, and at lower prices than it would now cost to replace these goods direct from the looms.—*P. A. Bergman & Co., Peoria, Ill.*

There has been a remarkable demand for these dainty, white dress linens, and we count ourselves fortunate in having procured such a large quantity at a price concession. They are light and medium weights, soft finished, 36 inches wide; ideal for shirt waists and entire suits. Sold by others at 50 cents a yard; our price, 29 cents.—*Macys, New York.*

Our linens will please you because every item is exceptionally good and thoroughly honest, and because our immense selling of linens enables us to name the most acceptable prices. When these prices are again cut, as in the items named below, every barrier to rapid buying has been removed.—*The Boston Store, Los Angeles, Cal.*

A Housekeepers' Sale of Linens and Bedspreads for the Week.—The pride of a housewife is her "linen closet"—a term that includes bedspreads, blankets and sheets, besides linens. This linen closet has a direct bearing on home comfort and on her ability as a manager. Shrewd women plan to renew these necessities when the prices are lowest. Prices are always lowest here, but this week we've moved them down a few notches, so there's no question about the advantage you gain.—*Freimuth's, Duluth, Minn.*

The kind you want at the time you need them most. Profits are cut out and even heavy losses sustained by this far-famed store for linens during this annual sale, so that all can share in our distribution of truly good linens at ridiculously low cost.—*Newman, Brooklyn.*

Is your table linen "rich," "smooth," "heavy?" The best dining table, the daintiest meal, may be quite ruined by an unsightly tablecloth. Why shouldn't every family use only nice linen—they can afford it. Never think good pure linen is beyond your means. Hear this. "Hale's" has been within your means many years. Our word is yours that we can keep your table covered with the snowiest, neatest linen for less money than you pay chasing butterfly bargains. "Hale" linen never costs more, it usually costs less.—*Hale's, Los Angeles.*

An overstocked importer of fine wash fabrics asked us to fix a price at which we would take his entire surplus stock, which was unusually large for this late in the season, owing to the protracted cold weather. To our surprise he accepted our very low offer, and to-day you can't begin sharing with us the advantages we secured by this purchase. The quantity is the largest and the prices the lowest at which we have ever offered equal values, and we expect the selling to be brisk from the start and continue active till every yard has been sold.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

"Quality" is the main thing in linens, and every yard and piece advertised here is of a high quality standard. Our close connection with the leading linen centers of the world brings prices on pure linens down to those usually quoted on cotton mixtures. Big bargains here for hotel keepers and restaurant proprietors as well as for housewives.—*Boston Store, Milwaukee, Wis.*

Is the key to your linen drawer or closet the guard of a proud store of fine linens?—if you are a careful housekeeper, it probably is. If you are an economical buyer you will seize every opportunity to add good linens to it. If you are a particular buyer you'll take this linen stock as your standard of calculation—if you do this faithfully we have no fear of the results. And you need have no fear of a stock that combines safety with price reductions—for that's true economy. Our linen chief is bubbling with enthusiasm over the values for this three weeks' sale, commencing to-morrow. — *Chamberlain-Johnson-Du Bose Co., Atlanta, Ga.*

For the best part of a year we've been getting ready for this sale. Our representatives across the water have studied every phase of the linen market, and at opportune moments have taken advantage of favorable turns and procured for us some of the finest linens ever imported, at such advantageous terms that

we are enabled to offer them at prices far below usual sale figures. Back of every yard offered stands the broadest guarantee known. Even though your linen closets are overflowing, it will pay to buy a new supply, for this is one chance in a thousand to secure the highest class fabrics at a mere nothing.—*The Furst Co., Jersey City, N. J.*

Our great linen organization here and abroad has been preparing for this sale for the past year—creating new patterns, placing large orders with manufacturers under the most advantageous terms, and assembling a stock which leaves nothing of merit to be desired—nothing required in any of the divisions of the stock which is not abundantly represented by great assortments of the best that have been produced.—*Marshall Field & Co., Chicago, Ill.*

Linens, Table and Household.—Every housekeeper knows good linens when she sees them; every woman delights in a beautiful, glossy supply of it for her table, and rejoices in a bountiful store for the household. Our linen bargains this week afford excellent opportunity to secure extra good values at greatly reduced prices.

Linens are staple goods that must be selected with care from standard manufacturers in order to insure satisfaction to our customers in the matter of finish and wear. We carry the famous Richardson weaves, which is sufficient guarantee of worth, and all those people who have anything to do with furnishing a house will be glad to know it is on these linens we have made the following reductions this week.—*Olds, Wortman & King.*

Housekeeping Linens.—The necessity of a copious and well-assorted supply of household linen to make good housekeeping possible is too obvious to require extended comment. The source of supply is another matter. We've made our store the best source we know—we've demonstrated that fact sufficiently often for most people to know it. We sell the sturdy, sincere linens, that, like good friends, prove their staying qualities by the test of time and wear.—*Hysinger & Rosenthal, Peoria, Ill.*

You can replenish your linen closet now with better linens at a less expense than any other time of year.—*J. Lecour & Sons, Kankakee, Ill.*

Substantial attractions at the linen counter. When we get hold of a good bargain in linens we are delighted to pass it over to our customers.—*Imperial Dry Goods Co., Altoona, Pa.*

For the summer home, cottage or camp, inexpensive linens and bedding are as serviceable as your finest, while if damaged or lost, the cost is of no great moment. The linen store offers these suggestions—many of them are superb values.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

It may seem strange, but nevertheless these linens were woven and bleached in Ireland and then sent 10,000 miles away to Japan for the drawn work. Even in Ireland, where labor is cheap, the work costs more than in Japan. These linens are all hemstitched and along the hemstitching is a row of very finest open work, then comes a row of narrow open work, and after that, a row of finest open wheel work. They are of such superior quality and so finely drawn that the bargains must be apparent.—*Rosenbaum Company, Pittsburg, Pa.*

Ask those who buy their linens here, and nine times out of ten they will tell you what we have been telling you for the last two or three years—namely, that better linens than Goldthwait's are not to be had at the prices. Our linen business is conducted along lines different from the general policy that is followed by about nine-tenths of the stores throughout the country. We don't know of another store in this part of Indiana that buys linens direct from the European weavers, as we do. We have seen some very nice linens from other stores but when compared with ours they cost too much. We have also seen a great many flimsy, starch-filled linens which are hardly fit to be classed as linens, and the prices are, even when termed "special," generally exorbitant. We don't claim or even attempt to intimate that we are more philanthropic than any one else—but we do claim, and without fear of intelligent contradiction, that we give better linens for the same and less than you can buy them for in this or any other city throughout this section. No, we don't exclude Indianapolis—not for a minute, for we know, and we have been told by those who have bought linens in both cities that our linens are superior in both quality and beauty to any that they had seen at equal prices. Other stores may not make any more on their linens than we do—the selling prices may be compatible with the costs—but quality is what counts, and it stands to reason that through our buying direct from the foreign weaver we get higher qualities for less than nine-tenths of the stores have to pay the wholesalers and jobbers for inferior grades. But low prices and excellence of qualities are not all that

we give—now that we have moved the linen department to the main floor we carry as many linens as all the other stores in Marion together, and the designs are the newest and prettiest that have been brought out, thus affording you the widest variety as well as the fullest measure of value.—*Goldthwait's & Sons Co., Marion, Ind.*

Linings of a suitable texture to match the cloth, of a suitable shade to blend with the color, and of a suitable weight to give the right set to the dress are to be found in most complete assortment at the lining department.—*Sisson Brothers-Welden Co., Binghamton, N. Y.*

Beautiful linen lends, perhaps, as much charm as any other one thing to the Thanksgiving table—with the possible exception of the turkey itself. And to this important event in Brooklyn's chief linen store there will be wide attention.—*F. Loeser & Co., Brooklyn.*

Fortunate is the housekeeper who has not yet left the city, or who can come in for a day's shopping. For she has the unwonted satisfaction, in these days of high-priced linens, of buying the finest, purest qualities of all-flax linens, for every sort of housekeeping purposes, at concessions even from the steadfastly low Wanamaker linen prices.—*Wanamaker, New York.*

This is a splendid pure linen fabric for shirt waists and shirt waist suits. It is in a sheer, fine weave, and a full yard wide, which makes the price even lower than it already seems. The manufacturer got in a hurry, or this opportunity would not be yours.—*Wanamaker, New York.*

These linens are our own importation and include some of the most exquisite pieces that ever came from France. Their luster is like satin and their fineness will appeal to every woman who loves beautiful table linens.—*F. Loeser & Co., Brooklyn, N. Y.*

Household linens, most alluringly priced. There isn't a housekeeper who hasn't some need of linens for the household. There isn't a housekeeper who cannot find in the subjoined list some of the very linens for which she is looking and at much less than the prices she would naturally expect to pay for them. Lower, in fact, than the customary fair Wanamaker prices.—*Wanamaker's, New York.*

Artistic pieces of pure linen that delight the vision; and render worthy service, besides.—*John Wanamaker, New York, N. Y.*

Here's a chance to replenish the Linen closet in the country home and pay very little for so doing. In fact in every instance the selling price here is less than the cost of importation. So good are these values that we cannot fill mail or telephone orders, and only a limited quantity will be sold to each customer.—*Abraham & Straus, Brooklyn.*

Is the key to your linen closet the open sesame to a store of linen you're proud of? If you are a thrifty housekeeper, it probably is. And, also if you're thrifty, you will seize every opportunity to add good linens to it—particularly when you can do so safely and economically. This white sale of linens tenders you a chance you should not lose to make your key the guardian of a veritable treasure-house of linens.—*The Wanamaker Store, New York.*

Linen shower for housewives. An occasion where they may "shower" themselves at savings so great that the linens will seem like gifts. This is just one of the periodical sales in the linen store, one of the extra pushes that increase business momentum.—*Goodfellow's, Minneapolis, Minn.*

These are but a few of the attractions we have planned for to-morrow. This Linen Department will have more than its quota of low prices to tempt shoppers.—*Jones Dry Goods Co., Kansas City, Mo.*

Linens for Summer Homes.—We direct attention to a very extensive assortment of Housekeeping Linens, etc., in the serviceable, medium-priced qualities suitable for use at the seashore, country or mountains.—*Woodward & Lathrop, Washington, D. C.*

For the use which is continuous there is nothing like flax. Every experienced housekeeper knows this. Most, in this community, know that our linens are all flax. Twenty-seven years have taught this fact.—*Wanamaker, Philadelphia, Pa.*

It's "fly" time in our linen stock.—*T. A. & L. F. Newman, Brooklyn, N. Y.*

A great many of our daintiest linens were handled so often during the past busy weeks, that they are no longer quite fresh. Hurried holiday shoppers can't be as careful as they would otherwise be. Hence this large accumulation of rumpled and soiled household and decorative linens, to be disposed of quickly. Besides, approaching inventory compels a clearance of all odd lots at once. The lots are small, the variety very extensive.—*Strawbridge & Clothier, Philadelphia, Pa.*

Bargains in slightly hurt spreads. These are what are known as "good seconds" of high grade, satin finished and marseilles spreads, all hemmed. The hurts are ever so trifling. In some cases a tiny patch imperfectly woven, in others a slight discoloration, mill blemish. These so-called imperfections, though almost imperceptible, lessen the value of the spreads in the view of the manufacturer, and he gives them to us for less than cost of manufacturing.—*Macy's, New York, N. Y.*

Fresh from a several months' tour of the great linen factories of Ireland, France, Germany and Belgium, our representative explained Saturday how he gathers these white sale lots to sell for so little. "It is hard," he said, "because our regular stock is bought at under-the-market prices, and if you compare it with other stocks at any time of the year you will find, as a rule, our linens cheaper. So the problem isn't to beat the other fellow in value, but to beat ourselves."—*Wanamaker's, Philadelphia.*

Every experienced housewife is tempted by a bargain in linens, for the stapleness of linen values makes real bargains the exception rather than the rule. A few days ago our buyer, through a special purchase, secured many very remarkable values in housekeeping and hotel linens, and we in turn want to share our good fortune with our patrons. The economic advantages are much greater than usual. Every one should be interested in this sale, especially the hotel and boarding house keepers, who are large users of these necessities. As an example to show the remarkable savings. Just think of buying napkins, worth \$1.25 a dozen, for 69c. You can see at a glance the money you can save. These napkins are white mercerized, wear well and will win us friends by the score. Again, take pillow cases, selling at 12 1-2c. elsewhere, offered during this sale at 7c. These two items are given just to show how great the bargains are. Others equally great.—*Chapman & Co., Brooklyn, N. Y.*

Women who appreciate the really beautiful in art linens will certainly find much to interest and delight them in our fine large new stock. Every one of these beautiful pieces of art are our own exclusive importations—not bought from a wholesaler's stock, but made from our own personal orders. Every piece of these rare and cleverly executed linens are guaranteed handwork, and purchased as they are direct from the makers, we quote you rock bottom prices.—*Kaufman's, Trenton, N. J.*

This morning at 9 o'clock you will find these *linen* pieces on display and sale in our art department, at rear of domestic aisle on main floor. Every piece in the lot is of fine, even round thread linen, with hemstitched border and beautiful hand-drawn openwork pattern effects in corners, etc. The tea cloths, 36 to 54 inches, the shams, 32 inches, the scarfs, 18x45 and 18x54 inches, the *centerpieces*, 12 to 36 inches. Not a piece worth less than \$1.00 and from that up to \$2.50, all at a uniform price to-day while they last, 48c. the piece.—*Chas. P. Nathan Co., Sacramento, Cal.*

Sheer *linens* and lawns, the one with hand embroidery, the other with lacy insertions, tucks and embroidery. Designers have evolved beauty thoughts with unfettered luxuriance in line and effect in these dainty new waists.—*Schipper & Block, Peoria, Ill.*

Of particular interest is a line of Irish hand-embroidered linens that we had made especially for us. It consists of doilies ranging from 3 1-2-inch tumbler doilies to plate doilies 15 inches in diameter, and center pieces from 18 inches to 30 inches in diameter—as well as oval and square centers and scarfs. All of them are scalloped and beautifully embroidered in the prettiest designs and many of them have doilies and center pieces to match.—*The Wm. Taylor Son & Co., Cleveland, Ohio.*

News of New Linens. Linens You Can Trust.—When you find an item you can trust you have gone a long way towards being satisfied. To satisfy folks in linens has long been a success with us. People believe in our linens because long acquaintance with these particular makes has proved every excellence and made certain all that we claim for them. To-day—aside from their absolute purity, perfect bleaching and great durability—we point to the fact that the proverbial beauty of designs in former gatherings is wholly eclipsed by the present exquisite showing. Take, for example, these pieces, on display, for your polished table; made of finest pure linen, with hand-made Dutch torchon; made to shape—no seams—and inserted in squares and circles. Who that loves a pretty table could keep down a feeling of admiration on beholding them?—*Fourqurean, Temple & Co., Richmond.*

Have a look at the pretty table covers we are sending out on approval. Their appearance will charm you straightway, and the low price for goodness given is the most attractive thing in bargain prices you've ever met with. These

tapestry table covers are made to give years of gratifying wear, and they're just the sort of brightly colored table cover you want. In fact, so certain are we that this is so, we'll send you one to examine—to try if it suits your room and taste. If it doesn't, return it and we will refund you any money sent, and also pay carriage both ways.—*Catesby & Sons, London, Eng.*

A sale of fine linens. To be able to bring about such pronounced economies as these is an achievement of which any store might feel proud—for linens are "staple goods"—as staple as the groceryman's sugar.—*Stone, Fisher & Lane, Tacoma, Washington.*

Linens like these add much to the beauty of the dinner table. New supplies have just come to us, from one of the best of Scotch makers. They are two grades of table linen that might be called examples of the survival of the fittest.—*Wanamaker's, New York.*

Damask Linens for the Table.—Plenty of variety in patterns in the fine flax, which gives long wear, yet modest prices prevail for such beautiful lines of napery—the combination which means dainty table dressing without entailing much expense.—*Schipper & Block, Peoria, Ill.*

Table Linens—Less Than They Would Cost Us Now.—When you buy a table cloth or a dozen napkins for less money than it would cost us now buying by the hundreds of dozens, it seems a chance worth turning to advantage, doesn't it?—*Frederick Loeser & Co., Brooklyn.*

Little bill to pay the laundryman—and there you have a new table cloth as perfect as ever was for less than half its value.—*The Robert Simpson Co., Toronto, Ont.*

Key to Linen Economy. When a woman buys Mathewson's double damask table cloths she does something to long remember with extreme satisfaction. It's not in the range of possibility to get qualities that wear better—for Mathewson's are pure, fine, heavy, dew bleached linen through and through. The patterns, too, are well calculated to appeal forcibly to fastidious tastes.—*Burke, FitzSimmons, Hone & Co., Rochester, N. Y.*

Reliable Napkins Costing Less Than Usual.—Quality in linen is absolute. If table linens, of good quality, cost less than usual, so much the better for the housewife that needs them. That's the case with these half-dozen sorts of All-linen Napkins.—*Wanamaker's, New York.*

Table linen snaps at the White Goods Store.—*Scutner, McLeod & Co., Charlottetown, Prince Edward Island.*

Clearing the table linens. Pattern cloths and damask remnants, mussed and soiled during the January sales, priced for speedy clearance.—*Schlesinger & Mayer, Chicago, Ill.*

Table Linens. Everything thread pure linen in these napkins and piece linens, superior qualities in both lines, which enhance the bargain value.—*T. Eaton Co., Toronto.*

Exceptional values in table linens. Every good housekeeper prides herself on the perfectness of her napery supply, for the most elaborate china or choice tableware looks comparatively tame if the table linen is frayed or poor. Thanksgiving and other festal seasons are approaching, so be forehanded and purchase a supply of choice linens now and have them made up. Look where you will, comparison will prove that the following items are better qualities at lower prices than it is possible to find elsewhere in Los Angeles.—*Hamburgers, Los Angeles, Cal.*

Linens Make a Stir.—And shouldn't they do so, when such fine and beautiful table furnishings may be had for so much less than even the low prices which are usual at Loeser's?—*Frederick Loeser & Co., Brooklyn, N. Y.*

The linen table cloth, with the border all the way round, is vastly more artistic and finished in its effect than the cloth cut off the piece. Of course, it is usually more expensive, too. But not to-day! And that's the reason that tasteful housekeepers, with linen needs, should visit Wanamaker's to-day.—*Wanamaker's, New York.*

Table linen, napkins, towels.—Some of the most serviceable linens that we have are in the news this morning—truly economical because of their service qualities; pleasing until worn out because of good looks and good wear.—*Wanamaker's, Philadelphia, Pa.*

This is an attractive collection of Irish hand-embroidered table pieces and bureau scarfs. The snow white linen is of a fine and serviceable quality and the embroidery is exclusively done by hand.—*Wanamaker, New York, N. Y.*

Linens at Little Prices.—The rapidity with which these table linens have disappeared when they have been placed on the counter tells of appreciation. At the new prices below they cannot be matched. A word to the wise is sufficient.—*Abraham & Straus, Brooklyn.*

Linens won't linger at these little prices. When the good housewife sees the prices on this lot of fine table linens, she will certainly attend to the replenishment of her linen closet.—*Abraham & Straus, Brooklyn, N. Y.*

Something very new is shown in machine-embroidered doilies and center-pieces. They are triple stitched, scalloped edge pieces, ranging from 4 to 27 inches in diameter and in price from — — — *Sisson Bros.-Welden Co., Binghamton, N. Y.*

Famous for their soft, mellow finish, with no starch or other foreign ingredients. We import vast quantities of these Austrian linens, and now a large accumulation of "remainders" is repriced for quick clearance. A host of pretty patterns.—*Strawbridge & Clothier, Philadelphia, Pa.*

Linens Specials. The buyer's opportunity—one more cut in table linens for Friday and Saturday.—*J. Mickleborough, Ltd., St. Thomas' Best Store, St. Thomas, Ont.*

A bit of news concerning table linens that will sharpen up your appetite.—*Z. L. White & Co., Columbus, Ohio.*

Superior excellence in linens. The linen mills of Ireland and Scotland make no better quality of pure linen than they have sent us. Big consignments have just come in direct from the leading manufacturers of Belfast, Dunfermline and Perth. Fine table linens. The rare qualities represented in our table linens is perhaps the first thought that strikes one on seeing our new lines. They are magnificent. The purest linen fabric known—a beautiful close weave with most attractive finish.—*Hudson Bay Co., Winnipeg, Can.*

Remnants of damask. One counter of pure linen table damask in remnants, some slightly soiled but that is easily helped. You will find in this lot many choice patterns and if you can find the lengths to fit your table you are lucky as the prices are just about half what you pay in a regular way for linens. Don't miss this opportunity of buying table linens.—*Jas. L. Tapp Co., Columbia, S. C.*

Reduced linens. After all, it's the linens that are at the bottom of the beauty of your china, your silver, your glassware; and the linens it is which make the food appetizing and the table attractive. To-day we're quoting you reductions from old low prices on a number of our choicest grades.—*Coulter Dry Goods Co., Los Angeles, Cal.*

Good linens. Better buy them here and now. Why? One quick glance at these snowy mounds of table cloths, napkins, towels, etc.—then another glance at the price tags—and the question's answered. To specially price the best linens while their cost is soaring is just the kind of surprise which this store delights to offer—and which has helped to build its popularity. We bought well, long ago when the market was much lower, and it's our pleasure to share the benefits of our foresight with our customers. Whether you need linens now or not, buy liberally for you'll surely pay more before you pay less.—*The Boston Store, Binghamton, N. Y.*

Commencing this morning at 8:30 o'clock sale of linen table damask and napkins. This is the first special sale of housekeeping linens we have arranged for since the opening of our new domestic department on main floor. Our lines in pure flax, both bleached and unbleached, represent the highest grades of both German and Irish manufacture. They were purchased direct, chosen with an experienced care, and as an introduction to these lines we have picked out from our regular stock six values in linen table damask and four values in damask napkins, and marked them to within a fraction of the import cost, and the sale prices in the quotations below will undoubtedly be interesting alike to the housewife, the hotelkeeper and the restaurateur.—*Chas. P. Nathan Co., Sacramento, Cal.*

Linen damask table cloths. Two-dollar cloths, every thread linen. Just such a cloth as every ambitious housekeeper would like to see spread on her table—woven from the finest quality of Irish linen. These cloths have a rich satiny finish and are grass bleached snowy white. Handsome designs and bordered all around. Size $2 \times 2\frac{1}{2}$ yards.—*The T. Eaton Co., Ltd., Winnipeg, Can.*

Unmatchable offers in table linen. Everyone knows that we have the best and largest linen store in Brooklyn, with by far the largest and best assortment of every sort of linen product, but the remarkable difference between our prices and those of other stores for equal quality cannot be fully appreciated without comparison. Brooklyn women know that our prices are always the lowest for any and all merchandise, but if you have time it will pay you to try to match these linens anywhere in Greater New York. The items below are merely a special line for to-morrow.—*Abraham & Straus, Brooklyn, N. Y.*

Sturdy new linens selling, this week, at even less than former low prices. Thirty new patterns at \$1.00. In spite of the rapidly rising market prices and the great scarcity of desirable goods, we have been able to secure a most representative showing and will be able to offer this new merchandise at the old prices. We heartily solicit your inspection during our spring sale this week.—*Reed's, Mansfield, Ohio.*

Luxury without extravagance. Rich, fine table linen, superb designs, unparalleled for artistic elegance in the history of damask weaving. A word to the wise is sufficient. Thrifty housekeepers will do well to take advantage of this great money-saving sale. Extra salesmen to insure prompt attention to all.—*Shepard Norwell Co., Boston, Mass.*

Every woman in Harrisburg who is a judge of good table linen knows what a sale of Bleachers' Damages means. The most unbounded enthusiasm has marked every sale of the kind that we have ever had. But important as all preceding sales of Bleachers' Damages have been, we feel safe in saying that we have never before prepared on so liberal a scale as now. We should like to have every woman in Harrisburg come to the store to-morrow to see the immense assortment of linen patterns, and to share in the unusual price-concessions. Every yard of linens in the sale of Bleachers' Damages was imported direct from Thornliebank, Scotland, where the world's best linens are made. Some of the best values will be found among the pattern cloths that are very slightly hurt—a little tear in taking the cloths from the calendar barred the patterns from passing a perfect inspection. And best of it all is that you can see each little tear at a glance—a black thread is sewed right over the injured place. Just remember the patterns are the most beautiful obtainable and the quality in each case, is of the very best.—*Dives, Pomeroy & Stewart, Harrisburg, Pa.*

Fine Irish table linen. Tablecloths, napkins, table doilies or anything to decorate the festive board, will make a useful Christmas gift for the housewife. Liberal price reductions for Monday. Don't miss these.—*The Broadway Department Store, Los Angeles, Cal.*

Fine imported all linen towels direct from the looms—not a single thread of cotton in any of them, all our regular numbers, and many new ones are represented, hemmed, fringed, damasks, hucks, hemstitched, figured towels.—*Dayton's, Minneapolis, Minn.*

Linens—one of the richest of Christmas gifts. Ask a housewife to show you some of her choicest treasures and nine times out of ten she will show you linens, perhaps a cloth, or maybe a collection of daintily worked doilies and centerpieces, or possibly a scarf given to her years ago. Linens, like good books, grow more fascinating with age, and one generally delights in adding to her store—that is, if they are good linens, pure through and through, such as you will get at this store. We are rather proud of our linen stock, not only because it is the finest in this section, but because we have in it some of the best linens that are sent from abroad. Our prices are the very lowest consistent with quality. Crumb cloths, the finest of French, Scotch, Irish and German full bleached, satin and plain finish damask, 36 and 45 inches square, hemstitched and open-work, 75c. to \$5.—*Goldthwait & Sons Co., Marion, Ind.*

Brocade table damasks. Attention is invited to another shipment of these beautiful goods just received containing a number of entirely new designs. We have no hesitation in pronouncing these brocade damasks in many respects the most interesting and attractive table linens we have ever seen. The cognomen "Brocade" has been applied to them because the patterns stand out from the plain background with such wonderful distinctness and sharpness. The designs are so altogether unusual and of such artistic excellence as to stamp them the work of a master artist. Besides the goods are finished with a luster of the brilliancy of silk, which repeated laundering does not diminish. They may be had in a variety of qualities, ranging from medium to fine, as the following prices indicate.—*Jas. McCutcheon, Brooklyn, N. Y.*

Beautiful fine quality tablecloths. We have some seventy seconds in beautiful quality tablecloths that we intend to clear out to-morrow with a rush. By seconds we mean cloths with slight blemishes, perhaps only a thread dropped, something at any rate that can be easily repaired. Every one of the cloths is of superior quality and perfectly grass bleached. The designs are particularly handsome with borders all round. There is a range of sizes.—*The T. Eaton Co., Ltd., Winnipeg, Can.*

Fine Irish linen tablecloths, special \$1.98. It would have been so easy to have marked the price tickets at \$2.50 and then given overflowing good value too. But then these cloths were one of those fortunate trade incidents—which

our buyers are always on the lookout for when abroad, and so frequently run across—and in these it's always our policy to share our good fortune with our patrons, even to the last penny.—*The T. Eaton Co., Winnipeg, Can.*

Table linens are Christmas gifts that the housekeeping friend always appreciates. These are gifts that combine thoughtfulness, utility, and beauty. They need not be expensive, either, to be genuinely good, if you select from the Kaufman store. Notice, for instance, these splendid all-linen values.—*Kaufman's, Trenton, N. J.*

The mechanism of our great linen buying organization has been at work for months—the looms of Ireland, Scotland, Germany, Belgium and France have contributed their choicest products of great trade deals that have been consummated—quantities have been absorbed that would overwhelm an ordinary store and we are now ready with that which is in every particular the greatest linen movement ever conducted by the Bamberger store, which is equivalent to saying that this is the most gigantic sale ever attempted locally.—*Bamberger's, Newark.*

Sale of bath and face towels. No outfit of camper or cottager going to the beach is complete without a good supply of towels. Not the cheap flimsy kind that will stand for but one using, but those which can be used over and over again and at the end of the season, unless they have had very hard wear, are still in good condition.—*Hamburger's, Los Angeles, Cal.*

The aristocracy of towels. Most well-informed housekeepers are familiar with the real Italian linen towels, which have been the pride of well-to-do housekeepers who possess them. They are made of grass-bleached huckaback, hand-stitched, or with deep hand-tied fringe; some with drawn-work and a few with colored borders. The prices range from small face cloths at 75c and \$1.25, up to the very large towels with elaborate fringe, at \$6 each.—*Wanamaker, New York, N. Y.*

Greatest towel values ever. This sounds like brag, but see the towels; the kind of towels! Such a lot of them! They're piled up like slab wood along a snake fence. Their ability to dry things is so apparent that the sight of them creates thirst. This is no exaggeration. These towels are not the kind that leave a fringe hanging to one's features or that slump in the hand like a drowned biscuit.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

LOANS

Our Money is yours if you need it. We loan money to anyone. We can make a loan in an hour's time. We loan any amount from \$5 up. We loan money for one month to one year. We loan on furniture, pianos, horses and wagons, fixtures or any chattel security without removal. We loan money to pay bills of any kind. We take up loans from other companies and advance more money at cheaper rates and easier terms. We give you the full amount asked for. We take out nothing in advance. We extend the time in case of sickness or misfortune. You can pay weekly, monthly or quarterly. You can pay in full at any time and be charged only for the time you have it. All business is strictly confidential. No inquiries made among your neighbors. No one will know you borrowed the money. Call and investigate. It will pay you.—*Marion Loan Co., Marion, Ind.*

Have you several accounts outstanding which require nearly all of your weekly income to meet the payments? Have you ever thought how much better it would be if you only owed at one place? Have you made plans for your business and find that you are short \$50 or \$100? We often supply the last few dollars which turns the tide for energetic men and starts them on the road to success. In whatever circumstances you may be, and find that you need money, call and see us. Do not stay away because you owe another loan firm or furniture store, but call and learn our methods. Our plans are modern, our time is long, our terms are easy. Your furniture, piano, fixtures, horses or vehicles will be good security for a loan of any amount from \$5.00 to \$100.—*Marion Loan Co., Marion, Ind.*

We make loans on real estate, build homes and extend venter's lien notes on annual, semi-annual, quarterly or monthly payments. No delay. Can close loan the day you apply.—*Texas Savings Loan Ass'n., Waco, Texas.*

Money to loan on real estate, notes, salaries, furniture, pianos, organs, diamonds, jewelry, horses, wagons, farm implements, guns, typewriters, warehouse receipts, bicycles, rents, legacies, incomes, accounts, coal leases. Payments may be made in instalments, and the charges reduced in proportion. If

you cannot call, drop us a line or 'phone us, and we will have our agent call on you. All business strictly confidential.—*Tierney Brothers, Bay City, Mich.*

If you are putting money in the bank, you look for the safest institution. Why not use the same care when you deposit your valuables for a loan? We have a building and safes made for that purpose. All business confidential. Money loaned on watches, diamonds, jewelry, all personal property, etc.—*S. Goodstein & Son, New York.*

Want to Use Some Money?—We will accommodate you with the cash on the spot if you let us hold your watch, diamond or jewelry as security. Considering the accommodation, our charge is trifling.—*City Loan Co., Hartford, Conn.*

Loaning money—is one department in our business. We make them quickly and you can make whole or partial payments. If you want the money, see us.—*Southwick, Dunkirk, N. Y.*

Ask your friends where is the best place to make a loan on a diamond or a watch, in a good, safe, reliable place. We assure you that he will tell you to go to the *Boston Loan Co., Hartford.*

We are positively making loans at less charges than any others in this business, so that you will save money by seeing us before obtaining a loan. Why not investigate for yourself before borrowing? We will be pleased to give you full particulars free of cost.—*Delaware Loan Co., Wilmington, Del.*

If you have not money enough and need an immediate loan, you can get what you want from us quickly and without publicity and at the lowest rates of interest. If you owe a little bill which will fall due before you can spare the money to pay it, come to us and borrow. If you hold, and have been holding for some time, a good permanent position that in itself will be satisfactory evidence of integrity.—*Marion Loan Co., Marion, Ind.*

Scrip and Sermon.—You can get them both from us if you need them. A broker has much valuable experience of this world besides lending money. We charge a little for the money. Nothing for the Sermon.—*The Boston Loan Co., Hartford, Conn.*

Money for your vacation trip. If the lack of ready cash is your only obstacle in taking a vacation, better come and let us tell you how to simplify such a matter. We all need a vacation at least once a year, and if you haven't had yours it's a plain duty to yourself to make arrangements for one without delay. Borrow the money from us—the rest and change will benefit you tenfold, compared with the small cost of the loan. We arrange these loans quickly, through strictly private and legitimate methods, and upon the most liberal terms and lowest rates ever offered. Your furniture, piano, horses, wagons or other personal property will be security for the loan, but are not removed or disturbed in any way. For the quickest service, fairest treatment and the most liberal plans, you'll have to come to us.—*Fidelity Loan Co., Springfield, Ill.*

We do not remove the goods from your house. You have the use of both goods and money. You can get the money at any time during the month and we will make the payments fall due on your pay-days. You do not pay anything in advance. You know when you get the loan just how much it is going to cost you. You can get the money within a few hours after you make application. If you have a number of small debts that bother you every month why not get a small loan from us and pay them off and have only one place to pay? Your credit once established with us is the same as having a bank account. A call will convince you that we have the quickest, most convenient and cheapest plan for loaning money in Blair County. No publicity.—*American Loan Co., Altoona.*

Money to loan on your own personal note and on household furniture. We have a plan which makes it very easy for you to get immediate use of any amount from five dollars to \$100. No bother. No trouble. No Red Tape methods here. With this easiest of all plans, no one is needed to stand as security for you. And we give positive assurance that there will be no publicity. Our idea is to trust you and give you the greatest amount of accommodation in the easiest possible way without any annoying features of any kind. Special rebate plan. One great advantage of getting your loan from this company is this: If you find that you can pay off the loan before it is due you may do so. And you will have to pay only for the actual time you keep the money. This privilege means a great saving to you. Pay in little installments. If your income is small, you will find the longer

time we give you very desirable.—*Household Loan Co., Reading, Pa.*

Suppose fifty or sixty dollars would pay off all the little accounts you owe. Wouldn't it be well to obtain that amount of money, settle all these bills, and have just one small payment to meet? Of course we are here to loan our money, but our best argument is that it is worth what you pay for the use of it. By arranging for a loan on your household goods, piano, team, farm implements or warehouse receipts, you furnish the security yourself, and are not under obligations to anyone. All transactions strictly confidential and private. \$1.44 is the weekly payment on a \$60 loan for fifty weeks, and other amounts in proportion. We also have a monthly and quarterly payment plan. We make loans in all towns and any part of the country within a radius of forty miles of Peoria. If you wish to get some money fill out this blank and mail it to us and our representative will call and see you.—*Peoria Loan Co., Peoria, Ill.*

Don't let the sun go down and leave you unacquainted with our plan of making loans, if you have need for money to tide you over. Promptness in supplying money, privacy of transaction and modest fees are features of our plan well for you to know. Loans made on furniture, fixtures, pianos, horses, wagons, cattle, etc., without their removal, on the day you apply, possibly within an hour. Full amount of the loan applied for in cash. No charges of any kind taken out in advance.—*Fidelity Loan Co., Peoria, Ill.*

When you weigh the advantages of our plan of loaning money upon your personal property without their removal you'll understand how it's to your advantage to save your friendships and borrow here. Any amount, large or small, lowest possible charges, fairest special plan of repayment, shortest notice and full amount of the loan applied for in cash among the advantages. Loans made on furniture, fixtures, pianos, horses, wagons, cattle, etc.—*Fidelity Loan Co., Peoria, Ill.*

Now you can avail yourself of this advantage immediately because only the lowest rates are charged, which enables you to not only help yourself conveniently, as well as confidentially, but you can repay us in easy installments to suit your income—either weekly or monthly. Come in and see us anyway, it costs you nothing. Information free. We'll send to you if you wish. Call, write or phone.—*Joliet Loan Company, Joliet, Ill.*

LUMBER

Taking advantage of a good opportunity is what every one should do when it presents itself, especially in such an important matter as building lumber, as a saving on what you buy for that new home will amount to quite a sum when you compare our prices for high-grade building lumber with those of any other house.—*Bradley, Miller & Co., Bay City.*

Going to Build?—The lumber yard to deal with is the one that gives you good, clear, well-seasoned lumber at the lowest prices.—*Henry J. Adams, Youngstown.*

It's never too late to mend up your houses, barns and fences. There is no use in having an old-fashioned and inconvenient house when you can modernize it at a reasonable cost by buying your building lumber from us.—*M. C. Reynolds Lumber Co., Birmingham, Ala.*

Waiting until "by and by" to get a home is merely another way of saying you never intend to. Right now is the time to enjoy the good things of life. Other people do it. Why not you? Right now is the time to make up your mind to build. And as soon as you make up your mind to build you should make up your mind to build right. When you get that far we're safe for your contract. We put up a house as it ought to be put up. Use the material that ought to be used—the best—and do our work skillfully. For all this we charge a very reasonable price. Don't you think you ought to consult with us about your proposed new building?—*Combs Lumber Co., Lexington, Ky.*

Lumber news. The lumber business is one where constant watchfulness and care is needed to secure the best results. We are always careful to protect our customers by selling them only the best in the particular grade purchased.—*Williamson & Sons, Lexington, Ky.*

You can't get away from it, good lumber pays. The cheap sort is all right for a time, the fairly priced lasts long, as real worth always does. We prefer to, and do deal, in one sort of lumber only—the kind we're not ashamed to own a year after we sell it. All shapes and sizes of hard and soft woods for building and other purposes.—*Lexington Lumber Co., Lexington, Ky.*

The builder who has contracts under

way naturally does not want delays and disappointment to interfere with his work. His source of lumber supply should be a sure one that he can place absolute trust in. It is a point of pride with the Lexington Lumber & Manufacturing Company to always keep its promises, and owing to the large stock of lumber suitable for all purposes, they have little difficulty in filling orders.—*Lexington Lumber & Manufacturing Company, Lexington, Ky.*

Lumber supplies should be ordered early in the autumn, so that deliveries can be made before winter sets in, as there is nothing like having the stuff right on the ground when you want it. At our yards you can take your pick of the best quality of hard woods, pine, spruce, hemlock, etc., for all purposes of building. Shingles, lath, moulding, etc., for interior finish.—*Lexington Lumber Co., Lexington, Ky.*

Dressed or undressed lumber of any kind for any purpose easily had here. Surfaced one side or four, tongued, grooved, "plain as a pikestaff"—any way that's an honest way you like it. Prompt delivery, correct pricing and fair dealing help to sell our admittedly first-class lumber.—*Austin Simkins, Schenectady.*

The condition of the house is of more interest to the woman who lives in it than anybody else. It is she who cares most if it looks shabby or needs repairing. It costs very little to make an old house look better. Perhaps it only needs a new coat of paint. But if there is any decaying woodwork it can be quickly and cheaply attended to. We are ready with anything you may need in the lumber line—siding, sheathing, boarding, casing, molding, shingles or flooring in any quantity desired.—*Combs Lumber Company, Lexington, Ky.*

Up and down lumber handling will go except as to price. We have only one—though that may vary from day to day—the one that covers us a small margin of profit over what we pay the mills. Will you keep that in mind? Ask us if you would know more.—*Lexington Lumber and Manufacturing Co., Inc., Lexington, Ky.*

Good posts make good fences. We have plenty of good ones.—*Chuning & Poynter, Bigelow, Mo.*

MAIL ORDER DEPARTMENT

Shopping by mail.—You are just as safe in shopping with us by mail as if you were buying in person. All orders are promptly and intelligently attended to. Our mail order department is thoroughly equipped and our facilities for the executing of out-of-town orders cannot be surpassed. We invite patronage through this department.—*The Palace, Spokane, Wash.*

Mail orders intelligently and properly filled by a corps of trained shoppers who look after customers interests in purchasing; as much so in fact as if you did your shopping in person.—*Hamburger's, Los Angeles, Cal.*

If you fly away before buying all your fixings that make the comfort of vacation, remember we can do business by mail; the express begins where the mail leaves off; everything we carry can be carried to you.—*Eiseman & Weil, Atlanta, Ga.*

Whenever you want things, and cannot visit our store, write; all the advantages of selecting from new, fashionable, dependable merchandise are as fully yours when ordering by mail as if you came in person, there is never any risk about what you buy at this store. Be friendly, tell us what you want, if to substitute or not, and if you send too much money, we will return your change. We are in business to do you good if you will let us. Popular goods at popular prices, selling on close margins, and one price to all makes this a safe place to trade, either by mail or in person.—*H. W. Clarke & Co., Simcoe, Ont.*

A letter came from Galveston, Texas, the other day. The writer said, "I bought a piano from you a couple of years ago and it has given such special satisfaction to us that I want you to pick out for me a couple of the Oriental rugs which I see you are advertising. I think a store which treated me so well once, may be trusted to do it again." The store's mail order service reaches from Canada to Texas, from Maine to California; but especially for Brooklyn people who become out-of-towners in the summer it is well organized.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Mail orders.—We don't care how far you live from the city; we can supply you with any merchandise if you will send

us your order by mail, and remember, "What others advertise, we sell for less."—*The Palace, Spokane, Wash.*

We have the largest mail order department, with the quickest service, in the South. All orders leave us the same day they are received, and if you need goods quickly and want what you order, send your orders to us. They will receive our prompt attention.—*Murray Drug Co., Columbia, S. C.*

Mail orders.—Now that the new goods are fast coming in upon us and you will probably be more or less interested in the new things, we want you to send for samples of materials for fall and winter garments. Our mail order department is well equipped to attend to your wants in a hurry. No delays. Send us your next order. We guarantee satisfaction.—*Titche-Goettinger Co., Dallas.*

Goods sold by mail at prices which save to the consumer the cost of traveling expenses. Money back for anything not entirely satisfactory.—*Robert Duncan & Co., Hamilton, Ont.*

Mail orders quickly executed. If you cannot attend this sale in person, mail your order for the articles wanted. Just as much care and attention will be given your orders as if you were right on the spot.—*The Boston Store, Aurora, Ill.*

Don't travel in the heat to buy what you need, if the mail can carry it to you. It's handier, and simpler, and cheaper. You see, we make it such a deep point of honor to have you suited, and to buy for you just as we would for ourselves, personally. That's our strong point—the main reason why we have been so successful in our mail order business.—*Dives, Pomeroy & Stewart, Pottstown, Pa.*

Our mail order department is thoroughly organized for the safe and quick transaction of business. Your requests for information, samples or merchandise receive intelligent attention with the least possible delay. As an interest of this store it is a development. Started in a small way, it has gradually grown in volume and been perfected in efficiency until the service it renders is as good as we know how to make it. System, punctuality and fair prices are its salient features.—*Chamberlin-Johnson-Dubose Co., Atlanta, Ga.*

Those who are away.—You can keep in touch with this serviceable outfitting store by mail and express. Wherever you are and whatever you need in our lines, write us about it. We'll give it careful and prompt attention.—*Horsfall & Rothschild, Hartford, Conn.*

No matter in what part of the South you live you can send an order here and get it back properly filled sooner than it would have had time to reach any of the stores in the East or West. You run no risk in shopping with us, for we guarantee satisfaction. If we substitute we do it at our own risk, subject to your approval. If anything goes wrong you can get your money back just as easily as if you asked for it in person. We would be glad to send desired samples free for the asking. No matter what it is you want for personal wear, write us and it will come back in the first mail. Or perhaps you want something for home, for use or ornament. That's here, too,—write. This mail order department is probably the best conducted mail order department in the South. Of course this should be so, for we do probably double—yes, triple—the mail order business of any other local store. It is quite natural that out-of-town shoppers should prefer this store, because we have a larger stock and a more diversified one, and it matters very little what they want, it is very likely to be here. So they send us their orders, because the entire order can be filled and sent in one package. If you live away from Birmingham we would like to serve you, if you shop by mail.—*Loveman, Joseph & Loeb, Birmingham, Ala.*

Mail orders.—We make a specialty of mail orders. Fill all orders same day received. Try us.—*Springston & Faber Co., Peoria, Ill.*

Mail order department. Orders continue to pour in.—No part of the Dominion too remote for this mail order department to serve. We promise a prompt and careful attention to all commands—whether for samples or a liberal size order.—*Scroggie's, Montreal.*

You can shop through the mails as easily as in person.—*Garbadi, Ebaud & Co., Galveston, Texas.*

Where do you live? City or country? Matters not where, nearby or far. Orders—either mail or 'phone—executed with promptness and dispatch.—*Crosby Bros., Topeka, Kan.*

Mail orders for these goods will receive the same attention as if they were customers at the counter.—*J. Mickleborough, St. Thomas, Ont.*

A card dropped in your nearest mail box to-night means prompt delivery of any class of goods we sell. No necessity of taking if the goods are not satisfactory. All orders put in the hands of our city mail order staff will buy any open orders probably a little better than yourself.—*T. H. Pratt Co., Hamilton.*

In the country yesterday we remembered that lots of our friends can't often visit our stores. To such we are always glad to send samples of clothing—have a special mail order department for their service. Fall samples ready now. Can't sample furnishings, hats or shoes, but sell them by mail just the same.—*Rogers, Peet & Co., New York.*

Mail orders are a special feature of our business—thoroughly experienced shoppers take proper care of your wants. All goods returnable if not satisfactory.—*The Scott Dry Goods Co., Cleveland.*

We have the largest mail order department, with the quickest service in the South. All orders leave the same day they are received, and if you need goods quickly and want what you order, send your orders to us. They will receive our prompt attention.—*Murray Drug Co., Columbia, S. C.*

Do you know that you can do your shopping just as well by mail, thereby saving yourself much time and annoyance? Send us your orders by mail, the manager of this department gives his personal attention to all mail orders, which is a guarantee that your wants will be carefully attended to.—*Chapman & Co., Brooklyn, N. Y.*

The mail has taken thousands of Eaton catalogs to out-of-town customers. Has yours come? Altogether our new fall and winter catalog is the best we have ever issued, embracing a most desirable selection of this store's merchandise. It gives to our mail order customers equal shopping advantages with city people, a choice that couldn't well be bettered, and the full advantage of Eaton prices. It's time you had received yours—a post card will bring it if it has not yet arrived.—*The T. Eaton Co., Winnipeg, Can.*

We can satisfactorily fill your order by mail for anything you see advertised here to-day. Give specific description and be sure to remit the amount designated. We prepay express charges on cash mail orders amounting to \$5 or more. The same attention given your order by mail as if you came to the store.—*John L. Cobbs & Co., Montgomery, Ala.*

Buying furs by mail. To shop successfully by mail one must have confidence in the firm with which one does business. Our reputation for smart styles and good value in furs is known all over Canada, and it is our claim that our customers are served as well by mail as if they came in person to our fur show rooms. "We make everything we sell and guarantee everything we make."—*Fairweather's, Toronto, Can.*

Out-of-town order by mail. Ordering by mail. Thousands upon thousands of Atlantians sojourning during the summer in all parts of the country, take advantage of the economies and the always dependable qualities of Jacobs' merchandise by shopping by mail. Do not fail to get a catalogue and to have Atlanta papers sent to you so that you can keep in touch with our offers, in this way you will not only get what you want exactly fresh and in good condition but have the Jacobs' price advantage which is enough and more to pay postage or express.—*Jacobs' Pharmacy, Atlanta.*

Anniversary bargains by mail. We wish out-of-town people to distinctly understand that the mail order department is splendidly ready to supply the bargains of the anniversary sale. Buying through the mails is just as satisfactory as buying in person. Besides if you find your purchase is not satisfactory it may be exchanged or your money will be returned.—*Levy Bros.' Dry Goods Co., Houston, Texas.*

To our out-of-town friends and customers. Send for a copy of our large mail order catalogue in which we illustrate and describe our complete line of up-to-date, high-grade serviceable merchandise for men, women and children at prices that are extremely low. Our mail order service and values are excellent. That is why we have the largest mail order business in the West.—*Weinstock, Lubin & Co., Sacramento.*

The mails make us all neighbors. You can shop as safely and satisfactorily at this store by letter as if you were here in person.—*Coulter Dry Goods Co., Los Angeles, Cal.*

Our mail order department is a great convenience, bringing the advantages of our big store direct to you, if within reach of Uncle Sam's mails. No matter where you are, in country, at the mountains, or shore, a line from you to us plainly stating your wants will bring you quick response. Try us when next in need.—*Brown, Thomson & Co., Hartford, Conn.*

We direct special attention to those of our patrons who have left town for the summer, to our facilities for executing out-of-town orders. Our mail order department is thoroughly organized for this purpose and whether it may be an order for goods or merely a request for samples and prices, we will consider it a pleasure to have you take advantage of this department.—*The Scott D. G. Co., Cleveland, O.*

Your orders by mail receive the same prompt and careful attention as though you were here shopping in person. Any requests for samples or prices filled on the day of receipt. Remember, we are no further away than the nearest letter box. Favor us with a trial.—*The Whitehouse D. G. Co., Spokane, Wash.*

We ask that you give our catalogue a careful study. It has been arranged especially for you, and we want you to feel as free and confident in trading with us through it as though you came here in person. You will receive the same fair and satisfactory treatment—we promise. Your order, no matter how small, will receive the same careful and prompt attention. There are hundreds of our catalogue-holders throughout the State who have found that their trading with us by mail has proven highly profitable and thoroughly satisfactory. We expect to hear from you soon.—*Standard Furniture Co., Seattle, Wash.*

Our mail order department is splendidly equipped and affords persons in all parts of the world unexcelled opportunities for purchasing superior merchandise of every description at exceptionally low prices.—*Siegel Cooper Co., New York.*

The man with desire and taste to dress well, who lives where he can't get good clothes made, is a pitiful victim of circumstances—but the man who lives where proper tailoring can't be had without the expenditure of an exorbitant number of hard earned dollars is doubly unlucky.

It is to help these two unfortunates that our mail order department has been established. It's a mail order department in a new sense. Not the old go-as-you-please, haphazard sort where out-of-town orders receive but scant attention—it's a big arm of our business and every order received is treated with the same individual care that marks the treatment of our city orders.

Ever order a suit or overcoat by mail? Our way is best. Try it and see if it isn't.—*English Woolen Mills Co., Detroit, Mich.*

In regard to mail orders, never be afraid to ask questions. Our mail order department is at your service and inquiries regarding prices, qualities and styles will be answered promptly. Make your letters clear; don't think because you understand just what you want that we do, too. Don't be afraid to write long letters; we will take time to read them and do everything possible to accommodate you.—*Hills, McLean & Haskins, Binghamton, N. Y.*

We shop as carefully for you by mail as if you came to the store in person and made your purchases.—*Siegel Cooper Co., New York.*

Your mail orders from the mountain or seashore have our prompt attention. What you write for to-day you receive to-morrow.—*Excelsior Laundry, Los Angeles, Cal.*

Whether you come yourself or send your boy or order by mail, you'll get the same price, same careful treatment, same money back, if not satisfied.—*Jackson's, Pittsburg, Pa.*

Shop by mail—it saves time, saves money, secures satisfaction. Just get a mail order catalogue and a grocery catalogue and, if you are not already shopping by mail, your one regret will be that you have not done so. We have so improved the service and are extending it in so many ways that we are very proud of it and enjoy talking about it. Just try it. We have our agents in nearly every Long Island town. You will find it a convenience to deal through them. The few points our agents do not reach are covered by Long Island express, and we prepay express or freight charges. We prepay express or freight charges on all purchases to all points of the Middle and Eastern States, and on purchases amounting to \$10.00 to all points in Maryland, Virginia and West Virginia, Tennessee, Kentucky, Ohio, Wisconsin, Michigan, Illinois, Indiana, District of Columbia.—*Abraham & Straus Brooklyn, N. Y.*

Some one told us the other day they understood we did not fill mail orders for groceries because of the low prices we sell them at. Wrong impression! We always fill mail orders—promptly and carefully—despite the fact that our prices on almost everything are lower than in any other store—where profits help to pay delivery expenses. Money must accompany every order.—*Adams Dry Goods Co., New York.*

Mail orders receive our personal attention. We make it a point to satisfy our trade. Entrust us with your mail

orders and we'll please you with our service and with our prices.—*Tartt Bros., Galveston, Texas.*

Going away? Whether you're going to the mountains or the beach, let us attend to your dry goods wants this summer. Send us your mail orders and we will guarantee as prompt and careful attention as though you were here shopping in person. A postal will bring samples of anything you may desire. Cut this out and paste it in your trunk as a reminder.—*C. Cohn, San Bernardino.*

Ordering by mail. Thousands upon thousands of Brooklynites, sojourning during the summer in all parts of the country, take advantage of the economies, and the always dependable qualities of Abraham & Straus merchandise by shopping by mail. Do not fail to get a grocery catalogue and to have a Brooklyn paper sent to you so that you can keep in touch with our offers. Payment of goods may be made in advance by post office money order, express money order, bank draft (which can be had at all banks), checks, payable to Abraham & Straus, Brooklyn. If postage stamps or money order is sent, it is better to register the letter. We prepay express, railroad or mail charges on all purchases to points within 100 miles of Greater New York. Also on \$5.00 and over to all points in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania and from May until September inclusive we prepay on all purchases to these points. On shipments amounting to \$10.00 or over we prepay express, freight or mail charges to all points in Maryland, Tennessee, Wisconsin, Virginia, Kentucky, Michigan, West Virginia, Ohio, Illinois, Indiana, District of Columbia. We reserve the privilege of shipping either by freight, express or mail.—*Abraham & Straus, Brooklyn.*

Has it come yet? Our January sale catalogue should be in the homes of every one of our mail order customers by this time. If it has not arrived, let us know about it and you'll have a copy of it just as quick as the mail can bring it. There is no time to lose. Orders are coming in from all quarters of this western country, and large as have been our preparations, there is a limit to the supply in the face of the splendid value that our January sale catalogue tells about. The only safe way is to order early—we can't guarantee our present splendid service to late mail order shoppers—but will do our best.—*The T. Eaton Co., Winnipeg, Can.*

MEAT

How Women Love Each Other.—"Where yer goin', Maggie?"

"Goin' ter de butcher fer five cents' wort' uv liver."

"Gee, yer goin' ter have company fer dinner, ain't yer?"

—*Leslie's Weekly.*

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Mrs. Crimsonback—"Dinner's ready, John."

Mr. Crimsonback—"Wait till I change my overalls."

Mrs. Crimsonback—"Never mind taking them off, John; you've got a duck to carve."—*Buffalo News.*

Just ask us over the telephone what you ought to have for dinner and we'll suggest something that you may want. We have everything that's good that can be found on the market. It's clean and pure, too.—*Shindley & Shafer, Ottumwa, Ia.*

From beginning to finish the flavor of our meats is excellent. All is the flesh of young stock and possesses that juiciness, tenderness and delicious taste which is entirely absent in meat from older animals.—*Lightner & Schindler, Ashland, Wis.*

Fresh meats are always to be found in this market. We take particular care in the handling of our meats. We have nothing but the best the market affords. We have some of the best families in the city to cater to and we hold them by giving good meats, courteous treatment and prompt delivery. Give us a trial and be convinced.—*Gray the Butcher, St. Thomas, Ont.*

In the spring the appetite needs zest. The palate is apt to crave things especially toothsome. At this season of the year properly dressed meats attain their finest flavor. The prudent housekeeper knows this, and knows also that we sell the choicest cuts. Handle only prime stock. Our spring lamb, mutton, beef, veal and pork are known for their superior quality. Promptness and reliability do the rest for us as trade attracting magnets.—*Stewart Bros., Grand Forks, N. D.*

Butchers, poultrymen and fish dealers. It is claimed by the following butchers, poultrymen and fish dealers that the quality and freshness of the meats and poultry offered for sale are the best that it is possible to obtain and that the prices are certainly as low as can be quoted on first-class goods. The

character and volume of the trade at Center Market is a good indication that these claims are well founded on fact.—*The Center Market, Newark, N. J.*

A tough proposition in meat. Severe measures have to be taken with the cuts that come from some shops—but never from ours. We handle only prime stock, and our steaks, chops, etc., are always as tender and juicy as they can be. Quality guaranteed. Prices low, too, despite trust combinations.—*Bay City Market, Tacoma, Wash.*

Dove brand is your protection and guarantee of purity and quality in hams. The raw product used is the best obtainable, selected from the choicest of corn-fed porkers, and pickled in the finest brine the science of curing has ever produced. It is cleansed in hot water, allowed to drip thoroughly and hung over hickory wood fires for sixty hours while the smoke whirls up through the hams and imparts that rich, nutty flavor which penetrates to the bone.—*John C. Roth Packing Co., Cincinnati, O.*

It is a well known fact, by everyone, that meats of all kinds are high, but one fact should be kept in mind, and that is, that you can buy here all the choicest meats that the State of Oregon can produce, and as cheap as you can buy poorer meats elsewhere.—*E. C. Cross, Salem, Oregon.*

The flood in Kansas City completely submerged all of the big meat houses in that town and likewise there is a shortage of meat. As soon as things become scarce the prices soon soar upward, but it would be unbecoming for us during this great sale of groceries to raise the price of meats. So we'll pocket our own loss and leave our meat prices the same as last week.—*L. Lehman & Co., Trenton, N. J.*

MEAT

Browsing on rich pasture lands, and drinking from pure and limpid brooks, is the manner in which the cattle are raised that find their way to our market in prime beef and veal. Our meats are worthy of the table of the most fastidious epicure, and are cut up with skill and care to your order.—*Bales' Meat Market, Kenton, O.*

Have a good beef stew Thursday. For Thursday only we'll sell you first quality beef for stew at 6 cents per pound.—*Alley's, New Bedford, Mass.*

Good meat is not hard for you to get. No matter how much trouble it is for us to get it, you have only to come here, and good, fresh, tender meat is the kind you will get every day.—*Alto Meat Market, Kenton, O.*

Well dressed beef and mutton of the finest quality and flavor is always at your disposal at this market. Don't think that because we give you high grade meat that our prices are high. They will satisfy the most economical housewife. Order a nice roast of beef for Sunday.—*Mohr & Yoerk, Sacramento.*

The finest cattle that are raised in rich pasture lands, watered by limpid brooks and in the prime condition, is what we pick our succulent and tender beef, lamb, mutton and veal from. We are expert judges of meat on the hoof, and cut and prepare a roast, fillet, steak, or chop for cooking like artists.—*Stewart Bros., Grand Forks, N. D.*

A good roast is a great deal easier to get here than a poor one, because we always have the good ones and never have the other kind. Have all kinds of good meats.—*Harry Leffler, Kenton.*

Can please the most fastidious here. We handle the finest meats the market affords. Sell no inferior grades. You get quality and quantity every time you buy of us. We give the best for the money.—*Stewart Bros., Grand Forks.*

Prime roast beef.—When your roast beef is nice and tender your dinner is all right. If tough, stringy and tasteless it is enough to make a person very cross and ugly. Come here and get the right kind and we know you will come again.—*Preston Market, Hartford.*

A critical eye, a fastidious taste and a good judge of good food never has fault to find with our meats. Our cuts are generous and fair, and are always made to suit the desires of our customers.—*Scoll & Co., Orange, N. J.*

Choice cuts are what most people want, and they always get them at the Bay City's Meat Market. It is no trouble

for us, because we always have the stock. The very finest selected beef, lamb, mutton, veal, pork and poultry, and our prices won't hinder you from buying.—*Bay City Market, Tacoma.*

A good breakfast.—One that will make you smile with delight can easily be had if you buy your meats at *Bales' Meat Market, Kenton, O.*

Popularity is the keynote of business success. There are various ways of gaining it. This market has gained it by handling nothing but the best grades of all kinds of meats and poultry. Catering to a class of people that depends on the best that the market affords we strive to always please them. Honest goods and honest prices has gained the title of the popular market. Try us with a trial order.—*Preston's Market, Hartford.*

Good meats can always be gotten here. All you need to do is to leave your order and our new wagon will deliver it promptly. You'll never have to complain about your meat not being good if you buy it here.—*Bales', Kenton.*

Choice cuts are what will make your guests remember your table with delightful smiles! A critical eye, a fastidious taste, and a good judge of good food never has fault to find with our meats. Our cuts are generous and fair.—*H. C. Brauer, Richmond, Va.*

Don't be afraid of receiving meats cut from old animals when you come here. Tender meats of tender age are the only kind admitted to our store. The source of supply is carefully considered, and we buy only from packers who have earned a high reputation for the quality of the goods they send out. You will find our prices low enough to please.—*Thos. H. Cray, St. Thomas, Ont.*

Dainty chops cannot be cut out of poor lamb. We cut nothing but the finest produced. The finest and heaviest beef to be had. A complete line to be found in a first-class market. Our customers bear us out in the statement.—*Preston Market, Hartford, Conn.*

New Year's greeting to all our friends and patrons. Thanking all our customers for their past patronage and hoping for a continuance of the same, we shall strive to uphold the reputation of this market by keeping only the best. Prime beef, lamb, veal, pork and poultry from the best farms. We handle our goods in the most modern way in cleanliness and surroundings. Try us and we will be most happy to have you for our customer.—*Preston's Market, Hartford.*

A happy family—your family should be that always, when they can have placed on their table such delicious and prime meats, poultry and game as they always secure at this market. Nothing but the tenderest, juiciest and primest beef, mutton or lamb is sold here, and we cut and trim it to suit the queen's taste. Our spring lamb is specially fine just now. Deliciously tender.—*Bay City Market, Tacoma, Wash.*

A smile maker is a nice big porterhouse steak cut from our prime tender beef. No town in America has a larger proportion of good cooks than Sacramento, and we're helping them to win praise by keeping them posted on the best cuts of meats. Now, for Sunday's dinner we would suggest a nice shoulder of spring lamb, fixed for dressing, baking and your table.—*Mohr & Yoerk, Sacramento, Cal.*

A good steak or perhaps a nice roast is what you want for dinner, one that is rich, juicy and tender, with plenty of flavor. We can supply you with this kind of beef, and the price is very low considering the quality.—*The Laing Packing and Provision Co., Ltd., Montreal, Can.*

See for yourself what you're getting in the meat line—the kind, the cutting, the weight. The more you see, the better we will like it, because the better you will be satisfied. Well enough to leave it to a servant most times, but see for yourself once in a while. We have on hand every good thing in the meat line.—*Bay City Market, Tacoma, Wash.*

Pretty cuts and pretty pictures don't do a man much good if he's hungry—unless the pretty cuts are well selected cuts of choice beef, lamb, mutton or ham. That's what we supply—good meats, properly cut, boned and trimmed, and we would like to supply your larder. Our prices, as well as our meats, will suit you.—*Bay City Market, Bay City.*

A tough proposition in meat. Severe measures have to be taken with the cuts that come from some shops—but never from ours. We handle only prime stock, and our steaks, chops, etc., are always as tender and juicy as they can be. Quality guaranteed. Full weight likewise. Prices low, too, despite trust combinations. Fresh oysters and fish received daily.—*Stewart Bros., Grand Forks, N. D.*

Choice cuts of meat are to be found here, of the quality and in the condition desired, by epicures. Tender meats arrive here daily, and no other kind is ever permitted to enter our store. We

take pride in cutting meats to please customers. You are not compelled to take what you do not want. Should you ever buy of us meat that is not as represented, bring it back and we will return your money.—*Cray, St. Thomas.*

Your turkey eaten? Then it's a good time for some of our Arlington little sausages, 15c lb.—*S. S. Adams, New Haven, Conn.*

There is a difference in chops, as well as roast rib, veal, etc. We handle only selected lamb for our chops. The tough, stringy is good enough for some people, but not for our customers. You can always depend on our chops, as well as our beef, veal, pork, turkeys, chickens, ducks, etc. We cater to the most exacting in the selection of good meat. We would like you for our customers.—*Preston's Market, Hartford, Conn.*

There's no kick coming from any one who buys meat here. We buy the best stock of all kinds, we cut it up to the best advantage, and we deliver all orders promptly and punctually anywhere in the city. May we serve you? Juicy, tender steaks are our pride.—*Meng & Garvik, Crookston, Minn.*

"Tom, Tom, the piper's son, stole a pig and away he run." Tom probably yielded to an uncontrollable desire for a taste of fine pork. For lovers of choice pork products we have a toothsome and tempting array at all times, that includes delicious young roasters, fine chops and loins, fresh hams and finely flavored sausages, besides spare ribs.—*Stewart Bros., Grand Forks, N. D.*

These are picnic days. Prepare the luncheon here. We've a complete assortment of potted meats—ham, chicken, turkey, tongue, beef, olives, plain or stuffed with celery or sweet peppers; sweet and sour pickles, sardines smoked or in oil; MacLaren's imperial cheese, 10, 15 and 20 cents, Royal Roquefort cheese, 18 cents a jar.—*S. F. Arnold & Co., Binghamton, N. Y.*

It certainly sharpens the appetite to place a delicious, juicy roast before you and it just as certainly destroys it to have a tough, unsavory piece of meat come onto the table. You perhaps have experienced something of this kind. Wouldn't it be advisable to purchase your roasts from us and avoid the unpleasant disappointment, for, as we never have any poor meat in our market, we cannot send our patrons any. Beef, lamb or pork—we have it and it's choice. You can depend upon it every time.—*Newton & Burnett, Hartford, Conn.*

Now it's hot again. This is the kind of weather that makes the quality and care at this market count tremendously. Nobody can stand ordinary and stale beef this weather. It makes life a grind and not worth living. You will find our chickens and fowls good, clear to the bone. Look at the bone and the joints, and you will see how nice they are. Then look at the kind you see on the table at places where they make it a business to feed people. You will note the difference. It's in favor of our kind.—*Newton & Burnett, Hartford, Conn.*

Keep cool. Don't fret. It's bad for the digestion. It's no use worrying about your meats during the hot weather as long as we are in business. You are certain always to find fresh, sweet meat no matter how hot the weather may get. The price, of course, will be satisfactory. Make your summer arrangements with us.—*Preston Market, Hartford, Conn.*

The finest beef, veal, lamb, chickens and fowls that grow are to be found here. Fresh native vegetables are coming in now and are here in abundance at *Burns' Hill Market, Hartford, Conn.*

Our string of meats comprises everything that is in season. The pork is cut from the choicest corn-fed hogs. Our beef, veal, lamb and mutton are cut from young stock.—*Kashmann's Market, Hartford, Conn.*

Roast beef is good when you get a joint here, so is roast mutton or roast pork or roast veal. It matters not which you decide upon, you will have a nice enjoyable roast. Let us fix you one for Sunday?—*Farrington's Market, Salem.*

Heavy prime beef is always to be found at this market. We cut nothing else. Positively no cheap trash with its cheap trash prices. Our customers demand the best and we carefully cater to their wishes. We have everything that a first class market carries and handle the goods in a clean manner.—*Preston's Market, Hartford, Conn.*

A fine leg of juicy lamb or mutton makes a nutritious and appetizing dinner when it is cut from our prime meats. If you prefer a prime rib roast of beef, or choice breast of veal, we will cut and trim it ready for your table in an expert manner. Our steaks, chops and roasts are unexcelled for tender succulence.—*City Fish Market, Waco, Texas.*

Don't ask for ham; ask for Miller & Hart's Ham. Their Berkshire Brand hams and breakfast bacon are cured and smoked in the good, old fashioned way, and they have a "smack" not found

in meats cured by modern methods.—*T. E. Burns Company, Knoxville, Tenn.*

A tempting veal cutlet—one of the "make-your-mouth-water" kind—is an easy possibility if your meat orders are placed with us. Everything is kept clean and cool in this shop, and our grade of meats is second to none, as a trial order will convince you.—*Stewart Bros., Grand Forks, N. D.*

A herd of cattle that is prized for its prime and healthy condition is the only one we choose from for our choice stock of meats. When you get a cut from our juicy and tender meats for roasting, broiling or frying, you will get one that will linger in your memory like the pleasure that you experienced when you wore your first pair of boots.—*Bales', Kenton, O.*

We have just added to our line these dainty little Picnic Hams. They are mild, sugar-cured, lean and tasty. To preserve their freshness and appetizing qualities they are carefully wrapped and sewn in canvas bags.—*James Butler, Brooklyn, N. Y.*

Meat that you can eat.—The meats that we buy for our customers are of the very best quality that can be bought and it will sell on its own merits at the prices we ask. Our meats need no praise from us. But we want the public to call at our market and satisfy themselves that what we say is true. If you desire something unusually fine for dinner try this market.—*Lynch's Market, Bangor, Me.*

Lamb chops.—Consider the difference in lamb. Here you will find the dainty kind. We do not handle the tough, stringy kind. You can get them at the other markets. We handle the best beef, veal, lamb and poultry that money can buy. We cannot handle the poor kind. Our customers want the best and they know they always are sure of getting it at the *Preston Market, Hartford.*

Our daily arrival of beef, veal, mutton, lamb, pork, chickens, etc., makes fresh meat and poultry a certainty here. When you have given us a trial order you will probably continue to deal with us as long as you continue in the city.—*Kashmann's Market, Hartford, Conn.*

It depends on you. If you want the best meat, the largest variety, the best conditions, it all depends on yourself. We have the meat. We don't often have any other kind but the best. Buy of us and we'll endeavor to give you satisfaction every time.—*A. Anderson, Crookston, Minn.*

Little Jefferson Virginia Cured Hams. These are the daintiest little hams ever hung in a smoke house. They are cut from little razor-back pigs, and have the long shank. When a man gets a taste of one of these little Jefferson Virginia Hams, he has a new experience of taste that delights him for months. And he never gets over the liking for the treat. Just buy one of these hams and see how glad you'll be you read this advertisement.—*Kashmann's Market, Hartford, Conn.*

Buying all of our meats on the hoof, paying spot cash for it, and dressing it at our new, up-to-date slaughter house, where it is handled in the most cleanly manner possible, and properly chilled immediately after killing, puts us in a position to serve you with the very best meats obtainable in the West.—*A. E. Weatherby, Ogden, Utah.*

We're making a noise, and it seems like everyone in South Norwalk has heard it. It doesn't take people long to find out where to get good meats. Couldn't get any other kind here, because we don't deal in it. The beef, veal, mutton, pork and lamb we sell is above criticism. Give us an opportunity to prove our statement.—*Public Market, South Norwalk, Conn.*

Ready cooked, ready to eat. Two pounds of extra choice roast beef will equal double that quantity of uncooked meat. Made into hash, meat balls or a meat pie, makes it especially useful and needful to have in one's pantry in an emergency, or when a hurried meal must be prepared.—*Oliver Finnie Co., Little Rock, Ark.*

Do you want a nice ham? We have just received a fine lot of Supreme brand hams. Sweet and tender, the quality that makes friends. U. S. government inspected. Shall we send you one?—*Dan Tracy & Co., Denison, Tex.*

Boiled ham makes a delightful summer luncheon dish, especially if the ham is bought from one of our stores.—*Laing's, Montreal, Can.*

A tough proposition in meat.—Severe measures have to be taken with the cuts that come from some shops—but never from ours. We handle only prime stock, and our steaks, chops, etc., are always as tender and juicy as they can be. Quality guaranteed. Full weight, likewise. Prices low, too, despite trust combinations.—*Bay City Market, Tacoma.*

Just the cuts you want and cut in the right way. That's what you want in meats—that's what you get at Woessner's Market. Every order received is

filled with an accuracy and carefulness that our customers appreciate. We receive none but the best meats—we send out only the very best. We sell the choicest meats of all kinds you can buy in Crafton.—*J. A. Woessner, Crafton, Pa.*

Fancy meats are the rule here. Your favorite cut, tender, juicy, with a delicious flavor, is to be had at a moment's notice, and the price is always the lowest. Crisp vegetables and ripe fruit—fresh from the first hands, go to make this store much sought after by those who are particular to have the choicest of every thing the markets afford.—*Mercier Meat Market, Portland.*

Has the heat destroyed your appetite so that your stomach rebels at the thought of food? Then just try one of our juicy roasts, steaks, cooked to a turn, or a couple of Spring lamb chops, or a Spring broiler, or nice fried fish, and your mouth will begin to water as your appetite returns at sight of a tempting morsel.—*Stewart Bros., Grand Forks.*

A tempting breakfast is to be had without much trouble if your meats are bought at Bales' Meat Market and the cook knows her business. You may be sure the steaks, chops, cutlets, roasts, legs of lamb, mutton or anything in the meat line—our supply will be found to be tender, juicy, high grade in every way, except as to price, which is always very reasonable.—*Bales' Meat Market, Kenton, O.*

Who's your marketman? Does he satisfy you? Do you get the best meats, fish, poultry, vegetables? In these days of food adulteration and "preservation" you cannot be too sure what you are eating. This high-class city market buys the best. Somebody buys the stale, "preserved" stuff. The way to be sure that you don't get any of it is to make this your market. We want trade that demands the best. We have no use for any other kind of goods.—*Newton & Burnett, Hartford, Conn.*

Our motto is quality. Give us your trade for next month and be convinced that we can give you the best meats at the lowest prices, and the biggest variety to pick from that it is possible to get.

Order for your breakfast—Sliced ham, mutton chops, juicy steak, veal cutlet or pork chops.

For dinner—Fine beef roast, leg of mutton, or nice stew of any kind.

For supper—Cold corned beef, ham, bologna or boiled ham.—*Crippen & Lazenby, Waco, Texas.*

Do you value clean and wholesome food for your table? The merchants doing business in Center Market invite the attention and consideration of the public to this great municipal institution. Sanitary regulations are rigidly enforced. Cleanliness is positively demanded. The character and quality of the goods offered for sale are under strict market inspection, and the prices asked by the merchants are claimed to be as low, or lower, than any individual dealers, who are forced to pay high rents on the main business streets. On the basis of cleanliness, quality and economy, the following merchants at Center Market lay claim to the public patronage. Make it a habit to visit the market twice a week.—*Center Market, Newark, N. J.*

Choice and cheap meats.—I will sell the best meats that the State of Oregon can produce, as low as any of my competitors, and, for the present, will quote you the following prices, and at the same time invite you to call and inspect our meats, and get our prices on meats in quantities.—*E. C. Cross, Salem, Ore.*

Critical inspection.—We are careful to carry only the best and cleanest meats, both smoked and fresh, and invite your inspection at all times. Should a purchase be unsatisfactory for any reason, tell us about it and we will cheerfully make it right. We have the 'phone and will deliver your purchase if you wish. Only U. S. government inspected meat sold by us.—*Frye & Bruhn, Tacoma.*

Vienna sausage. Dainty little whole sausages in bouillon. Lovers of sausage will find them a treat for they're far superior to most canned sausages. Place the can, without opening, in boiling water for twenty minutes, then open and serve.—*Gedney's, East Orange, N. J.*

No string to it. That means a fine, thick, tender, red and juicy steak we will cut for you any day you call on us, write us, telephone us or send us your order in any way. We furnish all sorts of meats "to the Queen's taste"—your cook will do the rest and be glad in the doing—for how they do cook!—*Stewart Bros., Grand Forks, N. D.*

Deerfoot pork products. How good the Deerfoot pork products taste such crisp mornings. They have that particular superior flavor that only Deerfoot goods have and makes them the ever-popular and uniform breakfast as well as dinner delicacy. They suit where others do not.—*Hills & Company, Hartford, Conn.*

A full supply of fresh meats will always greet your eyes if you look through our establishment and ice boxes. We know your wants and know how to meet them with meats of all desirable kinds—beef, mutton, lamb, ham; poultry and sausage, too. You will lose nothing, gain much by ordering meats here.—*Bay City Market, Bay City, Mich.*

Picnic parties find our stock of canned meats a good thing to select from. The assortment is so large and the qualities so good that it's economy to use these goods. It saves the work and expense of preparation and packing. You'd probably be surprised at the great variety of meats we carry in tin. Ask us for a list of them.—*Dan Tracy, Denison.*

An up-to-date chef knows the value of good, juicy beef and mutton, when preparing the many choice morsels, entrees and tid-bits that the experienced epicure knows how to appreciate, and he knows he can get the primest meats to be found in Dakota from this market at all times at reasonable prices.—*Stewart Bros., Grand Forks, N. D.*

It makes your mouth water as you slice off a succulent piece of the tender roast beef procurable at our establishment. Of course much depends on the cook—don't blame it all on the butcher—but we'll take chances on that, for we know all our meats are A1 cuts.—*Stewart Bros., Grand Forks, N. D.*

Charging on the enemy is no part of our business. What we aim to do, and do do, is to supply fresh and smoked meats—that is, beef, mutton, lamb, ham, bacon and the like—which will be acceptable to the most discriminating lover of a sirloin or a rasher of bacon. Our many customers prove that we hit the mark.—*Bay City Market, Tacoma.*

From start to finish the flavor of our meats is excellent. All is the flesh of young stock and possesses that juiciness, tenderness, and delicious taste which is entirely absent in meat from older animals. Orders will be appreciated and filled promptly. Beef, veal, lamb, mutton, at the lowest prices consistent with the highest quality.—*Lightner & Schindler, Ashland, Wis.*

Ready for you when you need anything in the line of fresh or salt meat—beef, lamb, mutton, pork, ham or bacon. We know what we are buying; therefore what we are selling—know how to cut it up, too, and we would like to have more of your trade. You'll benefit by it, as well as we.—*Bay City Market, Bay City, Mich.*

If you think you must economize in your meats do not make the mistake of buying poor quality. Get the best if it does cost more—better eat less of it.—*W. F. Shaper's, Saginaw, Mich.*

The meat question.—If you think you must economize in your meats, do not make the mistake of buying poor quality. Get the best if it does cost more—better eat less of it. We sell the highest grade Chicago dressed beef, the finest cured hams, and everything in the meat line. Just now we offer some especially fine cold boiled ham. It is splendid for lunches.—*W. F. Shaffer's, Saginaw.*

We've never heard anyone yet find fault with our bologna. How could they? Its freshness and the high quality of all the ingredients used are what make in the end such perfectly delicious bologna. Our bologna is just as cheap as the common bologna—just as easy to get.—*Mohr & Yoerk, Sacramento.*

You want some meat for Sunday, but you don't know just what to get. We could show you some of the nicest meat you have seen in a long while if you would just call at our store to-morrow morning.

Meat looks much more inviting when everything around it is neat and clean; and then, when the meat is put up in good shape, you can thoroughly enjoy good meat.

Andy Hansen is an artist in handling meat. None know how better. Give him a trial on your Sunday meat.—*Eckert & Walker, Topeka, Kan.*

"Plenty of meat on the family table saves doctors' bills," is the old saying. At Dickerson's you get a nutritious quality of meat that both satisfies hunger and gives strength and health. Beef, lamb, pork, ham, bacon, sausage, poultry, game. Everything in the meat line. Our meat store occupies a brand new building. New furniture, new fixtures, sanitary marble-top counters, spacious, scientifically ventilated and cabinet-finished meat coolers; a clean, neat, wholesome place; choice goods. Our motto: Lowest possible cash prices, but always good meat.—*Dickerson, Scranton, Pa.*

We are with the people in their battle to free themselves from the beef trust of Pheonix. Our increasing trade convinces us that our efforts are appreciated and also proves our contention that we are not losing by supplying the very best meats at a reasonable price.—*The Eureka Market, Pheonix, Ariz.*

Are you very hungry?—Wouldn't a nice piece of roast beef, rich, tender and juicy, taste good?

Isn't it hard to get that kind—not at all, if you come here. It's hard to get the other kind here—very hard.—*Mohr & Yoerk, Sacramento, Cal.*

A rib roast from Steller's always commands the highest appreciation from the best of judges, because it is the very best beef the market affords. The same thing is equally true of our lamb, mutton and veal, always best, tender and delicious, of the highest quality. Quality high, prices lowest.—*Steller, Ottumwa, Ia.*

Meat—a rare roast. We give you rare meats always. You cook them to suit yourself. They give you strength. Cut from selected stock, trimmed after the most approved fashion, and sold to you to give you an enjoyable meal. It's a good roast if we furnish it.—*Booth's, Anaconda, Mont.*

Tender, juicy meats. Meats with a dainty flavor that spurs the appetite on to a well-rounded feast. This meat department of ours is famous for the choiceness of its meat and pork products, its fine fowl and chickens. If you appreciate something out-of-the-ordinary in a roast or chop, send us your order.—*O. C. Elwell, Portland, Me.*

Something to tickle the palate of the most fastidious can be found at any time in our prime beef, mutton, lamb, veal, poultry or choice delicacies in oysters and shell fish. We keep nothing but the best that can be secured, and our patrons can always depend upon receiving only prime steaks, roasts or chops, good treatment and prompt service.—*Stewart Bros., Grand Forks, N. D.*

Just the cuts you want, and cut in the right way. That's what you want in meats—that's what you get at Woessner's Market. Every order received is filled with an accuracy and carefulness that our customers appreciate. We receive none but the best meats—we send out only the very best. We sell the choicest meats of all kinds you can buy in Crafton.—*J. A. Woessner, Crafton, Pa.*

Fine flavor.—From start to finish the flavor of our meats is excellent. All is the flesh of young stock—and possesses the juiciness, tenderness, and delicious taste which is entirely absent in meat from older animals. We supply especially large boarding houses, hotels, cafes, restaurants, summer resort hotels and ship to families in the country. Do we supply you? If we do, there is no doubt about the praise from your guests.—*H. C. Brauer, Richmond, Va.*

How much, please? Want a choice cut of prime roast beef or tender, juicy lamb? Maybe it's pork you want, or a nice, delicious steak? Ham, sausage, bacon or chops may be your preference. Whatever it is, we have, and at quick-march prices!—*Isaac Whiffen's Sons, Utica, N. Y.*

The kind of meat we sell is the kind you've often wanted, yet have never been able to secure. It suits the particular person with regard to appearance, quality and taste, and the economical person as to price. We will call for your order and deliver it, taking the same care in the selection of your meat as if you were present; or you may call at our market, where we have displayed choice cuts, with price cards plainly marked to assist you in your selection. Roast Beef.—When you inquire about a market you always ask—"What kind of roast beef do they sell?" Roast beef seems to be the criterion of a market, and 'tis here the Public Market excels. We cut high grade beef, the red, juicy kind, that almost melts in your mouth. When you want something extra good in the roast beef line, try us. Then you'll know where to buy it. Roast Pork is economical meat to buy. You can have it served hot. When cold it can be sliced and it makes a good dish. Take the remains of a few potatoes, cut up an onion, and there's as good a soup as ever you put into your mouth. Our roast pork is especially good and we have made the price low. We can also supply you with nice pork chops and fine pork sausages. Game and Fowl.—We make an extra effort to have an extensive line of choice game and fowl on hand all the time. It is selected for plumpness and good eating qualities, and includes venison, rabbits, home dressed chickens, geese, ducks and turkeys in season. Whenever you are inclined that way, remember our location.—*Whitman Public Market, Whitman.*

Canned meat.—Have you inspected our stock? It is tempting to one to do so. There are so many varieties, making it possible to change one's bill of fare for many days without sameness. They are very economical, which is quite an item when fresh meats of all kinds are such an expense.—*Oliver-Finnie Company, Little Rock, Ark.*

Mr. Hotel-man! If you stop to consider the excellence of the meats you get from us—you will readily see why so many cafes, restaurants, hotels, etc., order from here. We are very careful in the selection of our stock. We serve especially the clubs, hotels, res-

taurants, etc., of Richmond, and ship to the summer resorts and families in the country.—*H. C. Brauer, Richmond, Va.*

We can please the most fastidious here. We handle the finest meats the market affords. Sell no inferior grades. You get quality and quantity every time you buy of us. We give the best for the money.—*Stewart Bros., Grand Forks.*

Our trump card is fine, fat, juicy roasts of beef, with grain fine as silk, and tender as a suckling pig. It is fit for a king, as well as our superb steaks, chops, poultry, pork and fish. We choose nothing but prime stock for our patrons, and cut it and send it home in ship shape, prepared to put right into the oven.—*Stewart Bros., Grand Forks.*

We carry the best meats obtainable. We never sacrifice quality to make a low price. We use the utmost care in selecting our meats and see that they are properly kept for the short time they remain in our store. Our prices are not high. We don't try to give as little as possible for the money, but just as much as possible. A trial order will convince you that what we advertise is true.—*Gray, St. Thomas, Ont.*

"The fatted calf" is in fine condition these days, and you can have veal that would delight the veriest gourmand or bon vivant if your steps trend this way. Fact is, we cater to meat wants at all times of the year, only the special story of to-day is, as above, about veal.—*Bay City Market, Tacoma, Wash.*

If there is any business that should have "cleanliness" for its motto, that business is a meat market's. There is a satisfaction in buying your meats from a place that has a spic and span appearance at all times. We put cleanliness before everything except the quality of our meats. Try the "clean meat market" once, we are sure we will please you.—*A. E. Weatherby, Salt Lake City.*

Something to cut up for lunch and serve cold during the warm weather can be had here in the shape of roast beef or boiled ham. We serve a great number of people in this town with meats. If you are not one of them you are missing something.—*B. Stigert, Flushing, N. Y.*

Tasteful corned beef at 5, 8 and 10 cents the pound—sugar cured in our own market, of fine-grained, firm beef. We advertise for your first order—our quality and price will bring you again. Our eggs are newly laid and our creamery butter is worthy of second consideration. Send your voice on orders to us.—*Acme Market, Binghamton, N. Y.*

There's no use crying over spilled milk nor worrying because your roast or steak was tough, dry and tasteless, because it was procured from a market less able to cater to the demands of a first-class trade than this one. Do better next time and order your roasts, steaks, chops, tender and juicy beef and mutton where you will find it fit for a king.—*Wellington, Howes & Co., Newton, Mass.*

To some people all meat looks alike. Others know the difference between choice and ordinary grades as well as we do; we have a great many customers of this class. We want the ones who don't know, too. Those who are good judges know we sell only the highest grade meats to be had. It therefore follows that the most inexperienced buyer is sure to get perfect satisfaction at this market.—*The New Meat Market, Camden, N. J.*

After thirty years the policy of the leading high-class market of this city remains the same—we buy and sell only the very best quality meats, poultry, eggs, fish, vegetables. We cater to those who know the best when they get it, and demand it from us every day in the year. We are happy to state that there never was more appreciation of such service than at the present time.—*Newton & Burnett, Hartford, Conn.*

Old and well experienced buyers are not deluded by promises. They insist on judging for themselves in their meat buying. That is one reason why we like keen buyers to come here. The kind of meats sold in this market doesn't require extolling. It tells its own tale of quality better than any number of high flown words. Are you a judge? Then come to *Sperry & Barnes, Hartford.*

Dainties for the dainty. For the convalescent or the "light eater," there's nothing so appetizing or nourishing as lamb chops, fresh, sweet and so cut and trimmed as to attract the eye as well as please the palate. We flatter ourselves that we can serve you with lamb chops fit to make a feast for the most capricious appetite. Try us with one order.—*J. W. Dodge, South Norwalk, Conn.*

Fine flavor.—From start to finish the flavor of our meats is excellent. All is the flesh of young stock—and possesses the juiciness, tenderness, and delicious taste which is entirely absent in meat from older animals. We supply especially large boarding houses, hotels, cafes, restaurants, summer resort hotels, and ship to families in the country. Do we supply you? If we do, there is no doubt about the praise from your guests!—*H. C. Brauer, Richmond.*

Boiled dinners—that old New England dish would be served in many a home if its occupants could be assured that the beef and vegetables would be all right. We can guarantee that.—*O. C. Elwell, Portland, Me.*

If your appetite is poor, eat meat. To tempt your appetite and nourish the system our choice meats are not excelled by anything. The weak and the strong, the small and the hearty eater alike enjoy them.—*Lynch's, Bangor, Me.*

From start to finish the flavor of our meat is excellent. All is the flesh of young stock and possesses the juiciness, tenderness and delicious taste which is absent in meat from older animals.—*Lightner & Schindler, Ashland, Wis.*

Pretty as a picture, almost too nice looking to carve, but the splendid qualities of our steaks are not all in their good looks; flavor and taste surpass their alluring appearance, and we defy anyone to say that there are tenderer, more juicy or more toothsome steaks to be had than those we sell.—*Bay City Market, Tacoma.*

The art of carving is one that everyone that cuts up a piece of meat doesn't understand. But our meats are tender, and we prepare them for the table in such a good, convenient manner for the knife that any amateur can dissect them. Our beef, lamb, mutton, pork, veal and poultry are chosen by us to please our patrons, and they know a good thing when they see it.—*Stewart Bros., Grand Forks, N. D.*

A smile maker is a nice big porterhouse steak cut from our prime tender beef. No town in America has a larger proportion of good cooks than Kenton and we're helping them to win praises by keeping them posted on the best cuts of meats. Now for Sunday dinner we would suggest a nice shoulder of spring lamb, fixed for dressing, baking and your table.—*Bales', Kenton, Ohio.*

Hams—Floral Brand; only the cream of the finest selections of little corn-fed pig hams under the Floral Brand.—*Adams Dry Goods Co., New York.*

Fancy meats for dainty lunches. The social lunch is never complete without some dainty tid-bit in the fancy meat line.—*James H. Snow & Co., Bangor, Me.*

Just the cuts you want and cut in just the right way. That's what you want in meats—that's what you get at our market. Every order received is filled with an accuracy and a carefulness that our customers appreciate. We receive none but the best meats—we send out only the very best.—*M. Matthes, Wilmington, Del.*

There is just as much difference between a "Dove" and an ordinary ham as there is between beef and calf liver. The "Dove" ham is cut from young tender pigs, sweet and mild cured, hickory smoked in the old-fashioned smoke house, and is the finest product money will buy. Of course, they cost a little more, but who cares for a matter of fifteen or twenty cents on a ham, when every mouthful is a delight. This last lot range in weight from eleven to thirteen pounds. We do not cut them, but sell entire.—*John E. Angle, Mansfield.*

We have a treat for our customers this week. Just received direct from Chicago, a large shipment of native beef, killed and dressed for export. This kind of beef is positively the best, the pick of the market, and sells for such high prices that even the most select markets seldom, if ever, handle it. But this is the kind that we sell at less prices than others are asking for the common sort.—*Chapman & Co., Brooklyn, N. Y.*

Holding it up.—The meat trust may hold up the price of meats, but we hold up the quality. We won't buy what is not first-class. We insist on the best, because our customers must have full value. Whatever you may want we'll supply to you and it shall be all that could be desired in the way of quality.—*Frye & Bruhn, Tacoma, Wash.*

A nice cut of steak for dinner is what every man wants, and you can get just the kind you want here.—*Dubber, St. Thomas, Ont.*

Corn fed pork.—There's all the difference in the world in meats, as in people. Our aim is to buy and serve the very finest grade of hams, breakfast bacon, pork tenderloins, sausages—in short, all pork products—to be had anywhere, and that we succeed in our endeavors is proven by the patronage of those who know. We solicit your orders.—*M. Matthes, Wilmington, Del.*

If you thoroughly enjoy a dainty chop, a deliciously tender and juicy steak or roast this is the meat market to come to for them. We make a specialty of fancy meats and send them out in neat shape, all ready for the roaster or broiler.—*O. C. Elwell, Portland, Me.*

After the best meat in town, are you? Here's the place to stop—not where you will find not as good, perhaps. Every judge of good steaks, roasts, soup and stewing meat, beef, mutton, lamb, pork, ham and poultry will indorse the statement. Bales' meats are all right.—*Bales' Meat Market, Kenton, O.*

We expect to have the greatest lamb sale of the year to-morrow. We have 500 selected legs of choice lamb—and we'll sell them at the ridiculously low price of 12 1-2 cents a pound. Five hundred will not go far at the public market, so come early if you would make sure of your bargain.—*Public Market, Hartford, Conn.*

Hello! Is this Nobes'? Well, that roast you sent me yesterday was perfect, and I want you to send me my usual order of home-made sausages, the same as last week. They are fine. For Sunday pick me out one of those tender spring chickens. I don't know where else I can do so well. Good-bye.

She was telephoning to *W. R. Nobes, South Lockport, Ill.*

This is a season of picnics, outings and camping parties. The main consideration in each of these is something to eat, something in compact form, easily carried, and all prepared for the "spread." We make a specialty of picnic supplies. Fill your basket with the following for a day's outing at Congamond, Hampton Ponds, or any other pleasant place: Ham loaf, beef loaf, fancy salmon, Metrose pate, corned beef, lunch tongue, sliced smoked beef, sardines, canned chicken, turkey, etc.—*W. P. Crane, Westfield, Mass.*

Delicious roast beef is the most substantial dinner, but an awful disappointing one when you get the tough, stringy kind that is sold on the bargain counter. We do not handle that kind. The best beef coming to the city is none too good for our customers. We try to get it at all times, regardless of the high cost. Our customers demand it, and it is always to be found at the *Preston Market, Hartford, Conn.*

Fresh meats, the quality of which is high grade and never varies to suit the price. We would rather lose a cent or two any time than to lower the C. & R. quality. Not a store in this city is meeting our price with the same grade of meats. Each week our business increases and each week you get the same quality. These prices good for three days.—*Cramer & Rogers, Trenton, N. J.*

Home-dressed meats are awarded the palm in the minds—stomachs, too—of many. We point with pride to our line of meats of all desirable kinds. There's something in our selection of stock, something in our storing and handling, much in our cutting that pleases particular people. Are you particular?—*Bay City Market, Bay City, Mich.*

Fine roasting chickens. To-morrow we will receive a limited number of those fine roasting chickens. Before brought to the market they are confined in stalls for three weeks, well fattened, then carefully dressed and brought to us. The very finest roasting chickens in the market, young, tender and delicious. As the supply will not be large, those wishing a fine roasting chicken for Sunday dinner should telephone their orders as early as possible.—*H. Jevne, Los Angeles, Cal.*

Our fine poultry is trust proof and strike proof. We raise and fat them ourselves, and put up the best that grows. Cut out beef, etc., at the present prohibitive prices and give us your order for a pair of our fancy broilers. Same old prices at *Burns' Hill Market, Hartford, Conn.*

When your roast of beef is nice and tender your dinner is all right. A good roast is a great deal easier to get here than a poor one, because we handle the finest meats the market affords.—*Mohr & Yoerk, Sacramento, Cal.*

Our meat market is stocked with the choicest line of meat. If you want a good steak, a prime rib roast of beef or anything else in the meat line you can get it here. Our fowls and chickens are all home dressed.—*J. P. Cronin, Binghamton, N. Y.*

The happiest hours of our lives are not the sweetest, if the butcher does not have the best meat for the table. We handle nothing but the best in our line.—*Preston's Market, Hartford, Conn.*

Meats.—Once again we have fresh pork on sale. We'll see that our pork is so much better than every one else's, that you'll never care to buy from anyone but us.—*The Busy Bee, Columbus, Ohio.*

What will it be—chops or a roast?—*L. Lehman & Co., Trenton, N. J.*

Nice meaty spare ribs from young, corn-fed hogs. Just about as nice as anything you ever ate.—*Landjaeger, Sacramento, Cal.*

Any beef, any lamb,
Any pork to-day?
At the same low prices
You always have to pay

at the *New Bedford Public Market, New Bedford, Mass.*

Smoked and salted meat. Makes no difference what kind you want—our stock is not lacking in one single variety. The very choicest, finest meat, the best in the market.—*H. Jevne, Los Angeles.*

Meats and poultry as you like them. If the meat is not tender, if the fowl is not tasty, the dinner is spoiled—every

housewife knows how annoying that is. But there is no danger, not if our meat section receives your orders. Count on finest quality in Eaton meats and poultry and lowest prices—you'll not be disappointed.—*The T. Eaton Co., Winnipeg, Can.*

The hams and bacon under our Priscilla brand are careful selections of the finest sugar-cured young pig meat, and they should not be confounded with ordinary goods sold at or near our price. Every piece of our smoked meats is guaranteed to be perfection.—*Abraham & Straus, Brooklyn, N. Y.*

A royal feast awaits anyone who purchases a steak from the Bay City's market. Tender, juicy and delicious in flavor is the porterhouse or sirloin cut from our high-grade beef. We cater to the connoisseur, and the more fastidious and critical the palate the more we delight in tickling it. Our steaks, chops, prime roasts make dishes fit for a king.—*Bay City Market, Tacoma.*

It makes your mouth water as you slice off a succulent piece of the tender roast beef procurable at our establishment. Of course much depends on the cook—don't blame it all on the butcher—but we'll take chances on that, for we know all our meats are A1 cuts.—*Stewart Bros., Grand Forks, N. D.*

Good things to eat.—We have very fine turkey, chickens, spring lambs, roast beef, veal, pork, mutton; in fact, everything in the line of meats that can be expected to be found in a first-class market. We keep no cheap trash or odds and ends of the wholesale markets. Our goods can always be depended on. Try us and be convinced.—*Preston Market, Hartford, Conn.*

Breakfast bacon and hams.—A thin slice of our Silver Moon breakfast bacon browned to a turn, what can be more appetizing and tempting to the lagging appetite? Have you tried it? If not, do so. Also our delicious Dove Brand hams cannot be surpassed in quality. Their popularity increases every day, and once having used them you will not be satisfied with any other.—*Oliver Finne Co., Little Rock, Ark.*

Broiled chicken for breakfast is an appetizing and dainty dish, as well as our delicious spring lamb chops, or a juicy and tender broiled beefsteak from our high grade cuts of beef or lamb. Our roasting chickens are fine. You can't procure a more toothsome meal in the line of meats and poultry in Rome than you can get at all times from *A. Rees & Sons, Rome, N. Y.*

The meats that we buy for our customers are of the very best quality that can be bought, and will sell on their own merits at the prices we ask. Our meats need no praise from us. But we want the public to call at our market and satisfy themselves that what we say is true. If you desire something unusually fine for dinner, try this market.—*Lynch's Market, Bangor, Me.*

Dainty chops cannot be cut out of poor lamb. We cut nothing but the finest produced. The finest and heaviest beef to be had. A complete line to be found in a first-class market. Our customers bear us out in the statement.—*Preston Market, Hartford, Conn.*

If you do not know any good reason why you shouldn't buy the best meats, poultry and vegetables, I would like to become your marketman. I sell the best and give prompt and courteous service. And I am always glad to add to my list of choice patrons.—*John Flynn, Hartford, Conn.*

Enormous crowds constantly in front of our meat counter are sufficient evidence of the kind of meats we keep. A satisfied customer is the best advertisement we can get. We aim to please everybody, whether you buy little or in large amounts.—*Spokane Table Supply Co., Spokane, Waha.*

Our market is neat and clean. From the time the cattle are purchased until they are resold to the consumer, cleanliness is a law with us. Everything is kept strictly clean, and you appreciate it. Tender, thoroughly good meat in an immaculate neat market makes an attractive inducement for your trade.—*Mohr & Yoerk's, Sacramento, Cal.*

There's all the difference in the world in meats, as in people. Our aim is to buy and serve the very finest grade of hams, breakfast bacon, pork, tenderloins, sausages, sucking pigs for roasting—in short, all pork products—to be had anywhere, and that we succeed in our endeavors is proven by the patronage of those who know. We solicit your orders.—*A. Rees & Sons, Rome, N. Y.*

Bon vivants of old would be in clover if they could have only sampled some of Schaub's prime, juicy meats. Those fortunate enough to live in South Norwalk will do well just to try one of the choice juicy porterhouse, sirloin or round steaks which Schaub has in his refrigerator, and spring lamb also. Yum! Yum!—*Schaub's Market, South Norwalk, Conn.*

Libby's Vienna sausage is just one of the nicest articles for a quick lunch

you could possibly have. Throw can into the ice cooler for 10 or 15 minutes, open can and cut the sausage lengthwise into strips, place between a couple of Medlar's banquet wafers and let 'er go, Gallagher. Gee whiz! but it makes a tasty sandwich.—*McCaffrey's, Philadelphia, Pa.*

That's what they all say. The proof of the pudding is in the eating. Proof that our meats are the best and groceries the cheapest is the way our trade is increasing.—*G. B. Marlatt & Co., Peoria, Ill.*

Meats and poultry. Our fancy and heavy beef is kept in perfect condition by our unrivaled system of counter refrigeration. It is the only really perfect system that we have seen, and you will find our meats this mid-summer weather just as delightful as at mid-winter. That is success for our meat department. No question about that. But we buy the best that the country raises. And that's another powerful feature of meat selling success. In addition we sell them all at low prices. How do we do it? Well, it doesn't matter. We have a peculiar idea of what constitutes a legitimate profit. That's all.—*W. W. Walker Co., Hartford, Conn.*

Good healthy meat is the only kind that we allow to come into our store. It's a little hard to find but we get it just the same, and sell it as low and far less than the little fellows around the city are asking you for any kind of meat, the wholesalers are a mind to let them have. You'll find you save and live better if you live from our store. Watch us and let the habit of coming here grow on you.—*Schenectady Public Market, Schenectady, N. Y.*

A little choice Beef is better than many cheap pieces. In fact, there is not a spot in the whole economy of living where quality counts for so much. If you like the best goods and good service, come to us.—*Newton & Burnett, Hartford, Conn.*

Our great Meat Market is in a class all by itself. The immense output of this Department is wonderful, but the reasons are apparent. We sell the pick of the Market—such Meat as only a very few of the most select Markets handle—at lowest prices.—*Chapman & Co., Brooklyn, N. Y.*

Economy is wealth, and if you wish to be economical, then be sure you make a right start by making your Saturday purchases of the Waterbury Market Co. Read carefully price list.—*Waterbury Market Co., Waterbury, Conn.*

In the pasture, brook, or browsing on sweet herbs and meadow grass, the cattle chosen by us have fattened during the summer. We choose nothing but the finest, the fattest and primest cattle from farm or ranch for our market. We are good judges of meat on the hoof or quartered, and only the choicest beef, mutton, lamb, veal and poultry finds room in our market.—*Stewart Bros., Grand Forks, N. D.*

Delicious Roast Beef is the most substantial dinner, but an awful disappointing one when you get the tough stringy kind that is sold on the bargain counter. We do not handle that kind. The best beef coming to the city is none too good for our customers. We try to get it at all times, regardless of the high cost.—*Preston Market, Hartford, Conn.*

Steaks and Chops, tender and juicy. A nice assortment to select from, nothing but the very best to be obtained here. Stop in on your way home. If you cannot come, telephone, you get what you ask for just the same. Our ambition is to please.—*John Flynn, Hartford.*

Our meats win because they deserve to win. You can't buy better meats anywhere, no matter what price you pay. Finer meats don't come to Trenton—don't grow, in fact. Our own expert meat buyer does the selecting and he stubbornly refuses to buy anything but the very highest grade at any time. Of course, we look after the price and see that it's low enough to win trade. We positively undersell other meat-sellers handling the same high grade and are constantly winning customers, who have learned that high prices don't always mean better goods.—*Philadelphia Grocery Co., Trenton, N. J.*

We are after your Sunday's dinner order, with a list of "good things to eat," choice meats of every description, meats that our salesmen take a pride in showing to a customer, meat that sells itself on sight and that gives satisfaction at the dinner table; fancy vegetables and dainty tit bits that help to put the "finishing touch" to a well gotten up dinner or lunch.—*Gibson, Gage Co., Winnipeg, Can.*

Meat satisfaction needs no long search when you are informed of this meat market. There is pleasure in eating, wholesomeness and health in every pound of beef, mutton, lamb or veal that comes from here. Tenderness and juiciness without even saying it—much less putting it in print.—*De Lee & Ryan, Troy.*

Facts about meats. It is a fact that the meats which we sell are far superior

to those commonly sold from market; the reason of this is that quality is our first consideration when making our selections. Another reason is that we do not leave it to the discretion of those from whom we buy to deliver what they see fit—we personally inspect every piece of meat which enters our doors, consequently we can guarantee every piece which we sell. The meat question is an important one in every home, and we believe that we can convince you that it is to your advantage to patronize our markets, if you will give us a fair trial.—*The Harrington-Thomas Co., Rome.*

The butcher has no string on the people who pay spot cash for their meats. They buy their meats where they get the best value for their dollars. We cater to cash buyers, and to attract trade must keep up-to-date in quality, variety, price and service. We are leaving no stone unturned to please the people, and a glance at our shops on Saturday with the steady stream of meat buyers will convince you that the throngs of people around our counters know that their dollars are returning them big meat value. We want your meat orders and will treat you right. Give us a trial.—*Gibson, Gage Co., Winnipeg, Can.*

Seasonable meats. Too hot for boiling or roasting meats. Keep your house and your temper cool by getting some of our nice steaks or chops that don't take long to cook for dinner. And for lunch some of our ready cooked ham or tongue, thinly sliced, with tomatoes or cucumbers. Our cooked meats are tasty, prepared with the greatest of care and will give you every satisfaction. Call us up for your hot weather meat orders.—*Gibson, Gage Co., Winnipeg, Can.*

Royal roasts cost money, but you get it back in health and good cheer. And when you buy your fine meats on our premises you save a bagful at the end of every month. Juicy roasts and steaks, tender lamb, freshest pork, veal (above suspicion), not to quote our fragrant hams and bacon. Dainty spring broilers and roasting chickens of native quality. Also all the vegetables of the season.—*Preston's Market, Hartford, Conn.*

It all depends on what kind of a steak it is whether it carves easily or not. A well cured steak bought at this market is juicy, tender and full of nutriment. Try one of our sirloin or porterhouse steaks and you will always want their duplicates. For the best meats of all kinds, courteous treatment and prompt delivery try this market that is always on top.—*Preston's Market, Hartford.*

This is not the kind that mother used to make, but the kind that father used to make. We are following in father's footsteps and keeping up the good work of making sausage meat the way it should be made with the best of pork trimmings. We have sold much of this delicious meat and hope to sell more. It is a product we know to be fine and pure because we make it ourselves and season it to please the palate.—*Newton & Burnett, Hartford, Conn.*

Ice cold—that's the condition all our fresh meats are in, especially in hot weather. We're very particular with our monstrous ice house (the largest in the city), keeping it pure and clean at a temperature of 40 degrees. Do you know what that means to our customers? It means that they always get meat that hasn't had the least chance to spoil—that it is just as perfect and sweet in summer as in winter. Bear that fact in mind when you go meat buying.—*Mohr & Yoerk, Sacramento, Cal.*

Use caution in the buying and selecting of your meat. Be not deceived by false and alluring advertisements. No one is giving gold dollars for 50 cents. Cheap meats are always dear in the end. Come to this, the market that gives you your value. Our meats have nutriment and goodness that means strength and health to you and your family. Many times saves doctors' bills. Use caution and buy meats in a first-class market.—*Preston's, Market, Hartford, Conn.*

Our hamburg steak is making an enviable reputation for itself. The demand is increasing every day. No pains spared to make it right. It's good, it's tasty, it's finely chopped, and you can depend upon getting sixteen ounces of satisfaction to every pound of it. We want all our patrons to try our hamburger.—*Gibson, Gage Co., Winnipeg.*

We are selling quality meats, the finest we can get and our prices are always most reasonable. Our meats are properly iced before selling; we use only selected stock; we operate our own cold storage system. Our meat department is free from dust, dirt, flies and odors—it's all a good meat shop should be—and it should be your shop.—*Redlick's, Fresno, Cal.*

Our week end sale of choice meats and poultry at the prices we are quoting has turned the dulllest season of the year into a lively business period. Come with the crowd on Saturday. We have plenty of the very best of meats and poultry for everybody. Come in and see

what a splendid supply of meats and poultry will greet your eyes. Our shops are all filled with the very best.—*Gibson, Gage Co., Winnipeg, Can.*

Your expectations for a delicious dinner will be fully realized if you buy a roast of our extra fine veal—young, tender and toothsome. Also a full line of fresh fish and oysters. Call 324 and place your order at once.—*Fulton Meat Market, Spokane, Wash.*

Don't hesitate when in need of prime beef, lamb, veal or pork, but come to this, the market that always deals in nothing but the best. No reason to be in doubt. We always have the goods. Nothing finer to be had in the line of turkeys, Philadelphia chickens, capons, Long Island ducks, broilers, and in fact everything to be found in a first-class market. Other people have found it out, why not you? A trial order will satisfy the most exacting.—*Preston's Market, Hartford, Conn.*

Fresh meats are always to be had in this, the up-to-date market. We eliminate all the poorly fed and poorly bred cattle and sell nothing but what we know to be prime meats of all kinds. We have the best home raised poultry to be found. Raised by poultry men that know the best and knowing we are always in the market for the best they make way for this market. We are serving our customers with those goods and would like your patronage.—*Preston's Market, Hartford, Conn.*

Bulk oysters. Delicious, stewed, fried, scalloped, or any way you may wish to fix them. They are large, fine plump ones—fresh every day. Take a quart home with you to-night. We also have a fine line of fresh and salted meats, poultry, etc. All orders promptly delivered.—*Fulton Meat Market, Spokane.*

You do not have to be a judge of meats to get a choice roast or delicious steak here. We take the greatest pains in buying our meats, and you are assured the best. Send your little girl or boy—telephone your wants—and you will get as good a piece of meat as if you came yourself.—*Central Meat Market, San Bernardino, Cal.*

Come in and see what a splendid supply of meat of every kind will greet your eyes. You'll lose nothing, but gain much by coming here for your meats. Our aim is to supply the best meat obtainable at the lowest possible price, and judging by our ever-increasing patronage, we are succeeding fairly well.—*Mohr & Yoerk's, Sacramento, Cal.*

We wish to be well acquainted with you and to secure your patronage when it comes to supplying you with meats. Our store is a well kept one, our stock fresh, and the steaks, chops and provisions we sell are the best that the market can furnish. Our patrons are well satisfied with what we offer them daily, and we see no reason why we can not satisfy you also. Try our home-made bologna and frankfurters. Poultry a specialty.—*W. T. Binks, Rome, N. Y.*

Excelsior sausage meat. Remember that delightful sausage meat we made for you last winter? We have begun to make it again, and you can have it this morning, just when it will taste best. It is the kind that father used to make long, long ago. You never had any quite so good, did you? Of course we have the Arlington and Deerfoot sausage, too.—*Newton & Burnett, Hartford, Conn.*

Again we say, come and buy prime sirloin steaks at 12½c. pound—which is several cents a pound less than the steaks are actually worth. They are cut from corn fed cattle, and they are tender, juicy and very much to your liking in every way.—*The Hartford Market Co., Hartford, Conn.*

Meats, juicy, young and tender are what you want, undoubtedly; you cannot, maybe, get them at every market, but you can here. The savory roast for dinner you will find in our refrigerator, as well as the choicest steaks and chops for breakfast. The most fastidious customer will be pleased with our meats and the most economical with our prices.—*Acme Cash Market, Binghamton, N. Y.*

"As you like it." Meats and poultry as you like them. If the meat is not tender, if the fowl is not tasty, the dinner is spoiled. Every housewife knows how annoying this is. But there is no danger if our market receives your orders. Count on finest quality in Klingstein meats and poultry and lowest prices—you'll not be disappointed.—*Klingstein's, Pueblo, Col.*

Are you tired of fresh meat? Yes. Well, here is a pleasant change. Pickled pork shoulders, weighing from nine to fifteen pounds, mild cured, tasty and economical. Just the thing to have around the house for cold lunches, etc. And the prices we are quoting will scatter them all over the city. This is certainly a snap you can ill afford to let slip by you; the regular price is 11c per pound, but while four hundred of these beautiful shoulders last the price is 9c.—*Gibson-Gage Co., Winnipeg, Can.*

Which one would you rather have? A stringy, tough piece of meat you don't relish, or a tender, juicy piece that you enjoy to the last morsel? The latter, of course. That's one reason why you should buy your meat here. There's another one also. You'll find it out when you compare your old meat bills with those you pay us. Will we deliver a small order? Sure!—*Fred Edwards, Fort William, Ont., Can.*

A good, big roast will be none too large if you get it here. Our meats are so sweet, tender and juicy that people can eat a lot more of them than of ordinary meats. Make next Sunday's dinner an extra fine one by having the meat part come from here. If the rest of it is as choice as the meat your dinner will be a feast for the gods. Oysters and new sauerkraut.—*New Fulton Meat Market, Owensboro, Ky.*

It sheds a radiance of happiness around the dining table—a joint of our excellent beef! It is supplied from healthy, well-fed cattle and has a delicious flavor peculiar to itself. The same with our mutton, lamb, veal, pork and poultry of all kinds. We have a reputation for selling the best hams and bacon in town, and our prices are such as please all customers. Our fresh veal loaf to-morrow.—*A. Rees' Sons, Rome.*

Sirloin roasts and steaks at a big reduction in price. We quote you the kind of meat you want at the time you need it the most. People don't want boiling beef or soup bones for Sunday's dinner. The best is none too good for that occasion. You can make Sunday's dinner a pleasure by choosing your meats at our shops. The loins of beef we are cutting for Friday and Saturday's sale are all first quality beef; the only difference some loins are heavier and thicker than others, and are priced accordingly. We cut to suit the small buyer as well as the big one.—*Gibson, Gage Co., Winnipeg, Canada.*

You'll listen in vain for complaints about our meats. On the contrary, you'll hear much about them. We handle only the choicest grades of government inspected meats on the market. That means sweet, tender, juicy, healthy meats, which even the toothless could not find fault with. And look at these let live prices.—*Langley Grocer Co., Pueblo, Colo.*

Best yet—A better ham than Our Taste may be produced some day—nothing seems impossible—but it hasn't been thus far—that's a certainty.—*Hall, Luhrs & Co., Sacramento, Cal.*

MEN'S FURNISHINGS

The snap-it-on tie.—You need fret and fume no longer because of the difficulty in tying your four-in-hand. An ingenious cravat maker has come to the rescue. He calls his tie the "Snap-it-on"—a single snap adjusts it.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

For the Fourth, to be dressed in the most proper form, and to be comfortable as well, a man must wear a striped flannel suit, a negligee shirt, the new Samoset collar, and a Batwing or Imperial tie. We have a special showing to-day of these requisites for to-morrow's gala day.—*Frank Bros., San Antonio, Tex.*

Pajamas for men. The new linen-weft. This will interest the man who wears pajamas and should excite the curiosity of the man who doesn't. They are made of a beautiful quality of half linen and cotton, natural color, thoroughly shrunken before making up and made by the "best" maker of Pajamas in America, and that means absolute correctness in every detail; military style, opening to one side of the front and fastened by a new loop to pretty pearl buttons on edge of opening. These garments you will find as cool as any can be for the hot nights coming.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The present season brings out many beautiful new effects in neckwear. The silks most noticeable are the soft crepe effects, in many different weaves, and in the soft pastel colorings. Others are the scarfs made of the heavy matelasse silks, also in the soft color-tones. The scarfs in matelasse effects of silk-and-linen, in rich delicate shades, are priced at \$1.50 for the squares, and \$1 for the four-in-hands. Scarf of French crepes, in pastel shades, exclusive patterns, in four-in-hand style, at \$1.50. Four-in-hand crepe scarfs, from one of the most particular American manufacturers, in a variety of plain colorings, at \$1 each. There is a remarkable collection of four-in-hand scarfs, in the new weaves and colorings, at 50c. each.—*Wanamaker, New York, N. Y.*

All the cravats sold by Samuel Budd are made in his own work-rooms; the styles are original and the silks used in their manufacture are woven expressly in exceptional qualities under the supervision of his agents. The patterns are

the work of expert designers. In addition to the large stock of cravats ready made, the firm offers a large variety of silks in the piece—limited in lengths—from which cravats may be made to order without extra charge.—*Budd, New York, N. Y.*

If you missed the leather belt opportunity we gave you last week, here is another equally good. Probably in some of the belts a little better. Our men's furnishings department is certainly full of extraordinary attractions to those men who have a taste for elegance in dress but yet who do not care to pay extravagant prices. We have here a large and varied assortment of men's furnishings—shirts, collars, cuffs, neckwear, underwear, etc., at prices which mean decided savings. The goods and garments are selected by an expert and are the best for the money that can be had anywhere.—*Lit Brothers, Philadelphia, Pa.*

Too many belts for this time in the season. That much to your advantage, for the prices are a fourth to a half lower than they have been. The colors are black, gray, tan and brown, in a variety of stylish leathers and buckles. Plenty of styles in every size, too.—*The Crescent, Spokane, Wash.*

It's the details of a man's apparel that gives tone and character to his make up.—*Matthews Bros., Waco, Texas.*

I do not want to go out of business. I do not want to appoint a receiver if I can help it. I do want to turn my stock quickly into money. Hence this great sale of men's furnishings.—*D. E. Brackett, Lansing, Mich.*

Guid mornin'! 'Wee MacGregor, maun, hoo are ye? Is't no' jist a rael fine spreng mornin'? Ay, maun, I'm weel, thank ye, hoo are ye yersel? O, brawley, but I'm needin' a new hat, an some new claes, so I'm jist gaun doon tae Allan's th' nicht, tae get a complete new ootfet; he has iverytheng tae fit a' sizes an' a' ages. * * * an' iverything is rael cheap considering the guid qualities; an' mair than that, I tell ye, an' ye can tak' my word for't, gin ye iver get onytheng there that's no a' richt, jist tak' it back and he'll mak' it guid tae yer ain satisfaction.—*Allan, Montreal, Can.*

A night for men folk. There's times you know in the dry goods store when values run very much in channels; to-night it will be women's and men's furnishings especially, and a market feature will be the.—*S. P. Dunham & Co., Trenton, N. J.*

Talk about big values! We've just caused something to "drop" in the Bangor collar market that ought to set every masculine wearer of linen to running our way. We have just completed a deal whereby we are to handle at least 36,000 4-ply genuine linen collars annually. These are of precisely the same high quality and correct shapes that you have always paid 15 cents for heretofore, but by guaranteeing to dispose of such a great quantity every year we are enabled to sell them at 10 cents each, a collar price that is a clean third below any former Bangor figures!—*Miller & Webster Clothing Co., Bangor, Me.*

A big snap in suspenders. Samples—of course—you guessed that the minute you saw the price. Yes, and samples from a high-class maker. We have the suspenders here on the original cards, just as they are displayed in the factory. Another thing—they are not the regular length; 32 inches long—although that's the size for the average man and for youths. There are all kinds, colors and finish—high-class describes them best. If you can wear 32-inch suspenders you are a winner.—*Snellenburg's, Philadelphia, Pa.*

Suspenders here in abundance. Perfect gems every pair. Superb mountings on perfect quality of silk webbing.—*Rothschild's, Kansas City, Mo.*

The neckwear cases are the point at which almost everyone stops, whether he means to buy anything or not. Tomorrow they will be in special trim with first showing of some beautiful English Squares and the 2½ inch French four-in-hands of the beautiful and durable Keiser baratheia weave. In quality of silk and in beauty of design, they are as fine as anything we have heretofore seen.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Tie this to the front of your principles. Link it to your memory. Brace it to your understanding that you should collar and study the variety kept at Cheapside.—*James Williamson, Peterhead, Scotland.*

He is thinking now of his fall tie. Let his thoughts direct his footsteps hitherward and he will find the latest shapes and patterns in fall neckwear. The manufacturers in this line of men's

dress aids seem to have outdone themselves this season and the seeker for quiet effects—as well as the searcher for something more gorgeous—will find his every requirement met here.—*J. Cohn, Crowley, La.*

No matter what a man's size or his taste may be, we can please him in shirts.—*White & Davis, Pueblo, Colo.*

Men's Furnishings Cheap and Good!—If you are particular about your dress needs, we invite you to examine our stock of men's furnishings to-day and this coming week. There are dress needs for men with little purses and with big purses—but no matter what prices you pay, you know that you are getting the very biggest value for your money.—*The Hutcheson Co., Victoria.*

Just offer to sell a cotton collar maker a quantity of linen cloth, equal to triangle collars, at the same price as he is paying for his cotton cloth, and see how much and how quickly he will take it. You could not keep him supplied. If your collar is not stamped "linen" in indelible ink, according to law, it is cotton.—*Vanzandt, Jacobs & Co., Troy.*

A famous writer once said: "Luxury consists in having a pair of suspenders for every pair of pants." Here is a good chance to get luxury below the market rate—at half price. 50c quality fine lisle with leather ends, light but strong—25c pair.—*A. C. Yates & Co., Philadelphia, Pa.*

The spirit that prompts us to send resident representatives to the capitals of Europe to watch for the new fashions in Women's Wear prompts uncommon measures for securing new fashions for the men—ideas from abroad, as well as the best from American designers. We are now showing autumn fancies in neckwear, duplicating the fabrics and patterns shown by exclusive haberdashers.—*Macy's, New York, N. Y.*

All the cravats sold by Samuel Budd are made in his own workrooms, the styles are original and the silks used in their manufacture are woven expressly in exceptional qualities under the supervision of his agents; the patterns are the work of expert designers. Whether the silk is for the cravat of moderate price, suitable for morning or business wear, or the heavy, brilliant, rich product of the "atelier"—the work of weeks of careful and patient weaving, a creation for the chic afternoon cravat—the pattern is always strictly limited, that "commonness" by repetition may not be possible.—*Budd, New York.*

Made of newest webbings, in striking combinations, plain colors and fancy designs that come from one of our best year-round manufacturers. All are made in careful manner, and nicely finished. Each pair is in a neat holiday box. You may select either narrow or wide webbing.—*Wanamaker, New York.*

The great half hose sensation of a year ago is doubtless fresh in the minds of hundreds of people, so when we tell you that this purchase is superior in every way and that the values are infinitely better, the wisdom of immediate buying becomes strikingly apparent.—*Bamberger's, Newark, N. J.*

"A Mid-Summer Night's Dream" will never know the disturbing influence of discomfort, provided you invite sleep in one of the garments presented here. They are full fashioned, well tailored night shirts and pajamas of thin Summer fabrics.—*Saks & Co., New York.*

New shapes in black neckties. These shapes include the newest things going. In black silks of splendid grade—peau de soie, baratheia, moire, satin and many neat brocade effects. People who haven't seen or heard of these new shapes are hereby informed that they are among the most appropriate to be had.—*Burke, Fitz-Simons, Hone & Co., Rochester.*

A gentleman's haberdashery. It's the natty little "fixings" that lend grace and elegance to the summer man's apparel, nobby shirts, ties, pretty hosiery, with possibly just a glimpse of dainty underwear. To look and feel "summery" is an easy matter for the man who trades here.—*Matthews Bros., Waco, Texas.*

Your dress shirt should be exactly right. Our star shirts fit perfectly, are durable and give satisfaction. Our stock of furnishings is complete in neckwear, underwear, gloves and anything that the up-to-date man needs for business or dress wear. Suits made to order.—*J. H. Eleazer, Columbia, S. C.*

Waterproof rubber gloves. Sure grip. For motoring, something new. Just from England—and shown first here—are these rubber gloves that motorists will appreciate because they have a grip—also of rubber—which makes grasp of the steering wheel certain. People who have driven a motor car in the rain know the danger of the hands slipping on the steering wheel. These gloves make the grip absolutely sure, a fact every motorist will appreciate. They are of roomy shape and fleece lined. *Note.*—We make a specialty of gloves for motorists. Full stocks of the best

sorts—and moderate prices.—*F. Loeser & Co., Brooklyn, N. Y.*

Fill up the collar boxes. A special feature in each January event is a sale of linen collars—it's a yearly institution. Many men wait for it to stock up with collars for six months to come. This year our preparations include large purchases from European and American collar makers, representing their season's overmakes—and their best kinds.—*The T. Eaton Co., Winnipeg, Can.*

Do you know that we have the finest and newest and the best collection of nobby haberdashery in this city? Have you seen the new neckwear, the new shirts, the swell mufflers? We just want to show you the kind that most men like. The kind that proved so popular around Christmas time. Most of Winnipeg's swell dressers are our customers and we want to make you one of them. If you need anything nobby and dressy for New Year's—get the habit—go to *White & Manahan, Winnipeg, Can.*

In the name of sense, that good common sense of which all of us have a share, how can you continue to buy the ordinary, factory-made, department-store neckwear, when at Hyndman's you can get high-grade hand-shaped, artistic cravats at little more than the price charged for the ordinary kind? Be exclusive. See our new arrival.—*Hyndman & Co., Winnipeg, Can.*

Advance spring shipment now on sale, showing the new colors and shapes as they'll be worn this spring. Attractive new shades of pearl, tan, Nubian brown, Vichy, thrush and alum; black in all styles, too, in the Kember hat.—*Kemp & Herbert, Spokane, Wash.*

Bath and lounging robes for men and boys. Men's and boys' bath and lounging robes are becoming greater gift favorites with women each Yuletide season. This year we are offering a splendid selection of styles, both simple and elaborate. The high merit of the workmanship and the splendid worth of the materials are features that are quickly appreciated by discerning women. Splendid values too.—*The T. Eaton Co., Winnipeg, Can.*

A tailoring combination. We take the measure, Kahn Tailoring Company makes them—the cleverest clothes on man that possess true character. Could there be a better combination? All the latest weaves, patterns and cuts are also combined to insure correctness. \$15 and upwards. Better to-day.—*J. H. Eleazer, Columbia, S. C.*

New line of men's suitings. Nothing I can say about my new line of spring goods is half as convincing as what the line says for itself. I can show the best selections of what is prevailing fashion in weaves and colors for this season.—*Block, Sacramento, Cal.*

These fine materials were chosen with great care, for weight, firmness, best patterns and good laundering. A light weight madras is most desirable for summer shirts and pajamas. In light weight yet very firm and strong weave.—*Abraham & Straus, Brooklyn, N. Y.*

House coats and bath robes. The collection of house coats and bath robes shown here is not matched by any other store in Jersey. Long ago we built a great reputation for coats and robes, and we have steadily maintained it. This season we present most comprehensive assortments, with many novelties not seen elsewhere. Prices, as you would expect, are very moderate.—*Hahne & Co., Newark, N. J.*

Men's goods. Holiday lines at special prices. We have made our holiday selections with the greatest care. We have bought furnishings of a class and character that will appeal to the man who likes neat, tasteful, yet stylish fixings. To-morrow's special offerings will be attractive indeed to gift buyers. Following are a few of the many specially priced lines. Shop as early as you can.—*Stanley Mills & Co., Hamilton, Can.*

This store is well termed headquarters for *men's furnishings*—for the vast stocks and great assortments we provide meet every want, and this great men's furnishing section furnishes a broad and attractive field for the gift buyer.—*Louis Saks, Birmingham, Ala.*

Gifts of *neckwear and suspenders*. There is no questioning the wisdom of making gifts of this practical character, but be careful to select them in accordance with the tastes of the recipient. That's a simple matter in these splendid assortments.—*T. Eaton Co., Winnipeg.*

The requirements of the young men can be met here better than most stores. We have studied the young *men* and have bought the swellest lines of *fancy vests* you could wish to see. Fancy cloth vests, in the very newest colors. Strictly correct and dressy. Price, \$3.00.—*White & Managan, Winnipeg, Can.*

The monotonous are first in favor. At fifty cents we have two and a quarter inch French seam four-in-hands in lavender, purple, green, brown, reseda and red. If they do not appeal to your taste, there is a mighty big variety of colors

and patterns that will—and you may be certain of this. It is as good a scarf as you will find anywhere at fifty cents. For the fastidious we have four-in-hands of fine crepe de chine silk in the monotone colors, together with black, at one dollar.—*Saks & Co., New York.*

Most men realize what a discord a tie can inflict when good taste does not influence its selection. That is why our department appeals to most men; good taste is its boast. Then again, we maintain such a comprehensive variety of dress requisites that it is but a matter of choice rather than decision, when an article is needed. As new as the season, we have shirts, ties, hosiery, cuffs, undergarments, pajamas, and every kindred thing that is essential to man's comfort and well being just as exclusive in design as you may want them. The prices are reasonable, very.—*James Boyd, Denison, Texas.*

Fifty Cents for One Dollar English Squares.—The newest idea in men's neckwear for spring of 1904 is exemplified in these \$1 English squares and 2-inch four-in-hands at 50 cents, and we've 3,000 for particular men—of rich silks, beautiful designs and hues. You'll agree it's the best bargain in New York.—*Simpson-Crawford Co., New York.*

They're Smart.—White or fancy vests are always smart. Tasty dressers are buying lots of them. The vest and the scarf are the only features of a man's attire that might be termed ornamental. They serve to brighten up a man's appearance and break the monotony of his usual sombre attire. We are showing our new spring lines of white and fancy vests, and the patterns are exceedingly handsome. We have styles and grades to suit any fancy.—*A. Schradzki Co., Peoria, Ill.*

The Proper Furnishings for Men.—When it comes to furnishings, men are no less critical than women. We've carefully studied the male taste in everything contained in our men's furnishing department. That's why so many men leave the question of selection entirely to us.—*H. Batterman, Brooklyn, N. Y.*

Mufflers and Shields.—We want to talk to you about mufflers. Perhaps you've heard men say that it is unwise to wrap up the neck in cold weather. Well, take our word for it, all wise men wrap up in cold weather and unwrap in warm weather. A muffler is a very sensible thing to wear. It protects against bad colds and severe illness.—*F. J. Charbonneau Co., Worcester, Mass.*

Biggest Suspender Sale on Record.—Not only the biggest, but the best as well. A suspender sale is in itself something of a novelty—especially one like this, embracing the world's best makes. No wonder the men bought them by the half dozen pairs yesterday.—*Kaufmann's, Pittsburg, Pa.*

Face about and march yourself right down to The Peoria Salvage Co., where you will find as magnificent an assortment of neckwear, suspenders, mufflers, handkerchiefs, gloves and everything in the line of clothing and gents' furnishings as you'll see in any store in town. The only difference is in the price. We save you just about one-half. Now then, if that's any inducement, "Come and see us."—*The Peoria Salvage Co., Peoria, Ill.*

Going for a trip? It doesn't matter what you may need in wearing apparel, either for comfort or dress, you will find here a well assorted stock to select from. Some very handsome things in fancy vests, the kind that wash. The new shapes in collars and cuffs. Late things in neckwear.—*Jas. Boyd, Demison, Tex., Feb. 8, 1902.*

From Top to Toe.—Hats that will keep one cool headed and socks that will give one the hot foot. Hose—20 dozen socks that will have to take to the street; heavy weights (waited too long), 16 cents the pair, worth a quarter.

Reduce the already reduced prices.—Joseph Little's lots of many things, between hats and socks, have had the prices nipped by the frost; fancy shirts, the dollar kind, at 48c. (Sizes, 15 1-2 to 17) only a few. Silk fleeced underwear at 69c., worth a dollar. Fifty cent neckwear, 39c., three for a dollar.—*Frank M. Low & Co., Portland, Me.*

Men's Furnishings.—Compare the attractive men's wear displayed in our show window with those of equal price in exclusive men's stores. We think you'll give the vote (and the trade) to us because of the splendid styles and low prices.—*M. Rich & Bros.' Co., Atlanta, Ga.*

The Summer Man's Attire—Blue Serge Suit, Straw Yacht Hat, Negligee Madras Shirt, Tan Russia Oxfords.—Don't buy a flimsy, slazy serge; don't buy purple-toned serge. Let the Serge suit be strong, dark blue—or black. The quality that won't fade, rub shiny or crock. A three-button, double-breasted sack coat is one of our best models. The collar is not extremely narrow; the lapels are gracefully large with a long roll; the bottom sets close over hips with lit-

tle flare, giving a slender effect below the waist. The single-breasted serge suits have their devotees—we've the finest styles in town.—*Eiseman Bros., Atlanta, Ga.*

To civilize a man you must begin on his dress. Dress puts men on an equal footing. The footing is often mighty slippery without Smith & Co. togs. They smoothe the way to success in business, and give you a standing among your associates that will be highly gratifying. New hats, new clothes, new furnishings are being unloaded daily, putting our stock in better shape than ever to take care of your spring wants. That's why "If you have them from us, they're right."—*Joe Smith & Co., Council Bluffs.*

Men's Furnishings.—Something new coming in every day. Do us the favor to be in doubt, but also investigate. We'll probably take you to the shirt section first, and then, the new scarfs that will go handsomely with the shirts. Even the fancy hosiery has a refreshing newness. You'll catch glimpses everywhere of new things. Underwear in two pieces or union suits, in fact you will find everything wanted in men's furnishings. Every effort has been given to make our collection of merchandise the best to be had in Muncie, an important characteristic is the moderate prices.—*The Globe, Muncie, Ind.*

Rochester men needn't sacrifice style in order to take advantage of a bargain offer of neckties. The foulard silk neckties to be had here to-day at 25c apiece have not been three weeks out of the makers' hands. In pattern and general effect they have looks that commonly cost double. For summer wear—especially with negligee shirts—there is nothing more desirable. Choice of a dozen different shapes in the season's best colorings, both light and dark and including plenty of navy blues and browns.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Something new coming in daily. Not in our newspaper imagination, but in the store. Do us the favor to be in doubt, but also investigate. We'll probably take you to the shirt section and point out some new effects that you will straightway want. And then, the new scarfs—that harmonize musically with these very shirts. Even the fancy hosiery has a refreshing newness. You'll catch glimpses everywhere of new things. If Silverwood's wasn't a different kind of men's store, we'd not be so willing to ask you to be critical.—*F. B. Silverwood, Los Angeles, Cal.*

Interesting to men—new neckwear and collars—gay trappings that are traps for masculine attention; so tempting in their newness that discretion falters before desire. And a bewildering succession of events—new scarfs, new shirts, new collars. Such are the restless conditions in our men's furnishing store—no wonder that men are fascinated by its charms. Yet with entire safety to their taste, their self-respect, their pocket-book—it is a progressive store that is conservative in having only what is good.—*Wanamaker's, New York.*

The new for men's necks, autumn ties worth seeing. Here are loops that men will gladly put their necks into—the first of the correct neckwear for this autumn. The story has a "French four-in-hand" as the hero—a tie that is wider than has been used, sure to be most popular—it ties a beautiful knot, and has a distinguished appearance.—*Loeser's, Brooklyn, N. Y.*

The entire stock of one of the largest makers of fancy vests in the world. Positively the largest and handsomest line ever shown at such a sensational reduction. This remarkable sale brings these elegant garments to you at less than the actual worth of the material.—*Siegel Cooper & Co., Chicago.*

Scarfs which have our label to identify them, fashioned of the finest imported and domestic twills, foulards, satins, grenadines and mercerized wash fabrics in every conceivable design and color, not excepting the new shade of lavender, practically our entire stock divided into two classes, and offered at one-half and less than one-half the former prices.—*Saks & Co., New York, N. Y.*

Garters for Men.—A pair of these nice sox supporters will keep your hose from slipping down round the ankles, you'll feel more comfortable, more dressed.—*Robert Wright & Co., Ontario, Can.*

We're prepared for the largest course of men Saturday that ever came to our men's furnishing section. Virtually the entire section and one large bargain square will be given up to the selling of these negligee shirts. While the price is unusually low, the excellent patterns will undoubtedly appeal to you most.—*Simpson, Crawford & Co., New York.*

You have probably seen the crinky crepe we obtained from Japan. You know how well it wears and how it keeps its neat appearance and holds any lines in which it may be made up without being stiff. It is fine enough for promenade wear and strong enough to play

golf or go fishing in. That's what these Shirts have been made of by us and they are finer than we anticipated. The cuffs are made soft, with the double pearl buttons, giving the link effect. The neck bands have beaded edges, making them perfectly smooth. There are colors to suit any taste, from the most conservative to the most extreme, plain or fancy stripes, at \$1.44.—*Abraham & Straus, Brooklyn.*

You will go into many a haberdasher's shop and pay a half-dollar for scarfs not as good or as well made as these. The silks are excellent, the patterns are neat and desirable. The scarfs are in the favored four-in-hand style, nicely made, and they are all spic-span-new.—*Wanamaker, New York, N. Y.*

Men's collars at 50c. a half dozen. Those who know of the strike of the starchers and teamsters in Troy will realize why the manufacturer of these collars would be glad to buy them back from us at the price we offer them to you. It looks as though there would be a famine very shortly in shirts, collars and cuffs. Fortunately we secured our white sale stocks before the trouble began; but yesterday broke the selling records, and, as no more can be secured; this remarkable bargain may end with the day. All the new styles for summer wear are included.—*John Wanamaker, New York.*

We find we have too much neckwear and here is where you can get the benefit of our overstock. One-third to one-half off is the order of the day at Machin's—only high grade goods, you know—neckwear that cannot be duplicated in the city—the largest, most varied styles and materials and the product of only the best makers.—*Machin Shirt Co., Los Angeles, Cal.*

Summer underwear for men. Summer undergarments for men are offered in complete selections, which include garments in silk, lisle thread, balbriggan and natural wool; and of silk, linen and cotton meshes. Also men's hosiery of the best qualities.—*B. Altman & Co., New York.*

You will find lots of collar advertisements in the newspapers and magazines. You will recognize them by their lack of argument on the linen question and reason why cotton collars are equal to linen ones. They tell you how they are made, but fear to tell you about the material they are made of. What is the value of a well made article if the material of which it is made, is poor.—*Van Zandt, Jacobs & Co., Troy, N. Y.*

And We know, as we want You to know, that the Loeser Furnishings for men is absolutely in a class by itself.—*Frederick Loeser & Co., Brooklyn.*

Traveling among the clothiers and haberdashers, one sees waistcoats and waistcoats and waistcoats. Some are fair to look upon, some are passable, and many are weirdly ugly. We have recognized the possibilities of the waistcoat as an embellishment to the quiet tones of men's dress, and have gathered a superb collection of tasteful, beautiful styles which is winning golden opinions from the most critical.—*Jacob Reed's Sons, Philadelphia, Pa.*

Being the largest sellers we have the advantage of first pick from the best makers. Styles change in almost a day and there are new ideas shown as fast as they can be produced. Count on fresh scarfs no matter when you come. Staple plain colors and neat effects in the very latest values. Novelty always in bounds of good taste.—*Schipper & Block, Peoria, Ill.*

Don't stand in the shadow of doubt. If you want the new things in men's and boys' shirts come to us and have a look at our line of spring goods and you will no longer hesitate.—*The Mullaly-Reilly Co., Youngstown, Ohio.*

All that's new and correct in collar-doman shown in our front window.—*Wageman, Cleveland, O.*

Cost gets little consideration when conditions call for a clearance. Several little lots of 75c to \$2 neckwear stand in the way of a "clean" inventory sheet, so out they go at fifty cents each. Bows, jabot effects and tailor stock. Some slightly soiled and mussed by the handling received at Christmas time, but most of them are in perfect condition and well worth their full regular prices.—*Coulter Dry Goods Co., Los Angeles.*

A well dressed man can't have too many light waistcoats. At the present price of \$2.50 they are distinctly not an extravagance.—*Geo. Watson & Co., Newark, N. J.*

A man don't need to be underwear hungry, to buy the garment that's displayed in our window to-day.

It's one of those things you seldom run across in passing—and if you'll take the little time necessary to investigate, you'll doubtless feel well paid for your trouble.

It isn't a high priced garment—and doesn't need to be, to be good—but the service, the comfort and sightliness con-

tained in this little bunch of fabric is amazing.—*Daniel Bros., Atlanta, Ga.*

There ought to be some satisfaction in seeing the largest collection of negligee shirts in the country before you pick out your patterns.—*Rogers, Peet & Co., New York.*

Many men, many skins—perhaps you've never worn just the right sort of underwear for you. We've all the good new as well as the good old sorts.—*Rogers, Peet & Co., New York.*

Hot Weather Pajamas.—And the man who once commences wearing pajamas (if the right kind) in place of the old-fashioned night shirt will be happy.—*Frederick Loeser & Co., Brooklyn.*

Economical Outfitting For Men.—It requires good judgment to economize wisely—and it's altogether too easy to buy things that are merely low-priced, and then regret it.—*Wanamaker's, New York.*

Initial Ties.—The latest nicety in a derby four-in-hand is a black silk scarf with initial letter in gold on the top end. The designer had a thought of the discarded vest.—*Sibley, Lindsay & Curr, Co., Rochester, N. Y.*

Light-weight Underwear.—The kind you should wear this weather—delightfully cool underwear.—*Barnaby & Co., Minneapolis, Minn.*

When days are warm and evenings cold—underwear of medium weight. Every good sort here.—*Rogers, Peet & Co., New York.*

Cool clothing, breezy shirts, thin underwear, straw hats, and everything that will add to your appearance and comfort—all at prices so reasonable that you will have plenty of money left to burn.—*Julius Cosel & Co., Youngstown.*

That pretty tie you saw on the other man is here.—*Spring Lane Furnishing Store, Boston, Mass.*

Men's wants worthily filled.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Smart Neck Dressings.—We'd like to have a telephone attached to the ear of every man in town.—*Fred M. Nye, Ogden, Utah.*

Men's Furnishings.—Many a man will discover that in coming away in a hurry he forgot some most important item in his wardrobe, so these timely offers of proper furnishings for men at lower prices are sure to win attention. The prices are lowered simply because we're after the men for business.—*Stone, Fisher & Lane, Tacoma, Wash.*

MEN'S HATS

It's a "Zephyr."—*The Freeman Church Co., Hartford, Conn.*

These are both Christy London made hats, and as a matter of fact the correctest of all swell styles. We offer a little light felt speeding hat at \$1 and \$1.50.

Men's derbies and soft hats for autumn—and a bargain. Unprecedented—true enough. But the hat store has come to be such a great favorite with Brooklyn men by doing unprecedented things. A large transaction with a prominent maker is concerned.—*Abraham & Straus, Brooklyn, N. Y.*

The new fall hats—You can't "run your face" under a shabby hat—it's too great a handicap—but it's easy running under our kind of hats. "A price for every purse," and a hat "for every face." No need to wear an unbecoming one if you buy the Utica hats.—*The Utica Clothiers, Des Moines, Ia.*

Your fall hat should be correct as to style, shape, weight and price. That's what it will be if you purchase it from us. We are showing the very latest colors—pearls, browns, steels, blacks, in fact any color to suit your fancy, in soft, stiff and crush styles. We have them at all prices.—*Lazarus, Columbus.*

Hats for horsemen. Included in our stock of fall hats are a number of styles that might be called perhaps "Horsey." By that we mean stylish, snappy—a sort of up-and-coming air to them that is decidedly out of the ordinary. One is the creased-crown white driving hat—sells for \$3—another a light brown, specially swell style that sells for \$3.50.

Men's soft hats. Inter-season hats. Soft, of course. Straw hats are retired—or should be by all men having respect for their heads. Derbys? Yes, possibly, but they are in the *plus ultra* about November first. Soft hats for the period. Stetson's—the great Stetson's—they are like a royal crown of hat excellence. And then, too, the newest shades of color and the latest forms.—*Wanamaker's, New York.*

"Correct hats for all heads." Thinking about buying a straw hat? Come in here and do your thinking. * * * We can meet your figure and match your face so as to give you style, comfort and satisfaction. * * *—*Stitch, Sacramento, Cal.*

Don't stop to ask why this store's hat stock is popular. Come see it for yourself. "Seeing is believing." Remarkable prices and remarkable variety of up-to-date shades doing a wonderful work.—*Eisner & Phillips, Pittsburg, Pa.*

It's a poor buy when you pay for the name. Buy quality instead. The spring derby has so many shapes that it's hard to make a selection. It's a case of fit your face as well as your head. Brims quite wide with a light rounded curl. Pay for quality without a label.—*C. A. Weed & Co., Buffalo, N. Y.*

We know that, quality considered, the hats cannot be duplicated elsewhere, and we wish it understood that we charge no exorbitant prices for the exclusiveness in style.—*Hamburger's, Los Angeles.*

Suppose you try one on. Put one of the new \$2 Derbys on your head and look at yourself in the glass. If the shape suits you, the quality can't fail to. It's the kind that usually sells for \$2.50 and \$3.00.—*A. Schradzki Co., Peoria, Ill.*

We put hats on men's heads to make them look handsomer. Come and let us try our skill on you. No man looks just right without a becoming hat. No matter how stylish the clothing he wears, to top it out he must have a hat that's up-to-date.—*Benoit Clothing Co., Bangor.*

Your Headwear Should Be Correct.—If you haven't been getting the right kind of hats let us show you what is right in quality, price and style. We show the largest variety in the city.—*John Lutz, Springfield, Ill.*

Happy heads are those that wear our hats. The style, quality, fit and get-up of our headgear is enough to make any man happy. We also save you 50c to \$1.50 on each of the three grades we manufacture, and besides all this, do not forget "you cannot lose," as we guarantee every grade we make. Nothing but hats, straight from our factory to your head.—*William Coe Bill Co., Hartford, Conn.*

Two of the Smartest Soft Hats of the Season.—These hats have been enthusiastically received by young men, from the very first day that we brought them out. The shapes were made especially for us, and belong to our Imperial line, sold at the popular price of \$3 each.—*The Plymouth Clothing House, Minneapolis.*

Newest Styles Men's Hats.—The location of this department makes it an ideal place for men to buy their hats; and to the convenience of location is the additional advantage of a large assortment of the very latest styles, with a shape among them that will fit every face.—*Strawbridge & Clothier, Philadelphia.*

Spring beauties of surpassing grace and form gives but a faint description of the attractive qualities of our soft and stiff hats. Neither trouble nor expense has been saved in the production of these goods, as you will cheerfully acknowledge upon examination.—*Harvey, Sacramento, Cal.*

Hats for Men.—Well dressed men are careful about their headgear. The shape and appearance of the hat a man wears makes lots of difference in his looks. In this store we aim to fit you to a hat which suits you in every particular.—*Graves, Cox & Co., Lexington.*

Our new spring hats, English and American, are now on exhibition. The "Wilkinson" and "Henry Carter" hats have no superior. We have been agents for these hats for seven years, and we are yet to hear from the first customer who is dissatisfied with their wearing qualities.—*D. A. Bruce, Charlotteiown.*

When the largest maker of felt hats on five continents turns out samples for his autumn styles you may be sure that there will be plenty of variety in shape and color and trimming; variety enough to suit all sorts of men, young, middle-aged and old. Shapes for the country, the town, shapes for men of pronounced taste or for those of conservative ideas.

And you may be sure also that the hats are fine.—*Wanamaker's, Philadelphia, Pa.*

Men's stylish headwear. That serviceable kind, that keep their shape and always look well, yet priced so low that they are cheap.—*F. P. Koch, Columbus.*

Men's spring hats. Newest innovations in styles and shapes. Rather early to show spring hats?—Not a bit! You want to be booked on the prevailing styles—don't you? Of course you do, and we have them to show you in a swell assortment of both soft and stiff hats. We're making hats to order also. Did you know it?—*Wald & Sinnott, Utica, N. Y.*

We "hat" men and do it so well that we're increasing our following of appreciative patrons every day. And no wonder, when hats like the famous "Stetson's" head the list at \$3.50 to \$5.00 with the John Lutz Special close behind at \$3.00; also grades for men who do

not care to pay more than \$2.00 for a hat, and yet get value received.—*John Lutz, Springfield, Ill.*

We Hat Men and do it so well that we're increasing our following of appreciative men every day. And no wonder, when hats like the famous "Stetson's" head the list, with the "Imperial" and "Wanamaker Special" grades close behind—grades for men who don't care to pay more than \$1, or \$2, for a hat, and yet get value received.—*Wanamaker's, Philadelphia, Pa.*

The Man and his Hat.

How often they disagree! Here comes a round face, fat man, with a small derby; here is a tall, slender man with a thin face, and he is wearing a big cowboy hat!

They don't go to the right store to buy hats—not enough variety; can't find a hat to suit them, and rather than hunt around, take anything. You're bound to find the right hat here, because the variety is here—and fashion says: Wear the style that looks well.—*J. C. Mercer, Saginaw, Mich.*

We fit your hat to suit your face and shoulders as well as your head. This is not done at hardware stores.—*Burg E. Zeis, Topeka, Kans.*

The new Alpines are very attractive. No exaggerated brims or crowns in the fall styles. Colors will be somewhat worn—new shades of browns and grays are seen, some finished with dark-colored bands, others with bands to match the hats. However, it is probable that black will hold its own in point of popularity. Our assortment of hats is very extensive—\$2 up.—*C. A. Weed & Co., Buffalo.*

Between straw hat and derby time why not try a soft hat? Each year more men are learning the good points of owning two hats.

Soft hats here in the correct fall blocks—all the colors.—*Krag, Dunlap Agency, Columbus, O.*

Our autumn derby at first sight will impress you as the most stylish and taking hat offered, and the more you look at it the better you will like it. Like all hats sold by us, it has a charm that is irresistible.—*Harvey, Sacramento, Cal.*

The Stitch Special Crusher Hat!—Did you ever know of any hat that gained such a run in this town before?

We introduced them less than a month ago and now you see them everywhere.

They look and are so neat and comfortable and make a nice change to wear with your heavy hat.—*Stitch, Sacramento, Cal.*

It's time you had a Spring hat!—*Young's Hats, New York.*

Everything new is here to-day, on special display. It's show day for men's millinery.—*The Wanamaker Store, New York.*

We have just received another lot of men's derbys from a Danbury manufacturer. They are various shapes, including high or low crowns, and flat or heavy brims which are so popular just now.—*The 14th St. Store, New York, N. Y.*

We have on hand every good style of headgear; good hats with tips and good hats without tips. Our tip is, suit your face and your purse.—*D. H. Eames Co., Worcester, Mass.*

A new assortment of the "Gage" hats just in to-day, none nobbler made at any price.—*The Minneapolis Clothing Co., Minneapolis, Minn.*

It is a trifle early to show the new blocks perhaps. Most hatters will keep them back until they get a month more of business out of Winter styles. We prefer to give you the opportunity to get a Spring block now, if you want a new hat. Stetson is the leader of style in men's hats, and doesn't need to wait on others. Styles are fixed when Stetson hats appear.—*Siegel Cooper Co., New York.*

When you buy Hats you'll find a big jump in the price when it comes to certain makes. They're no better than others, but they charge more to the dealer for the name. We have hats equally as good at a big saving in price. You might as well put the save to your credit in the bank as give it to the manufacturer. We have them in stiff, soft or crush from 50c. to \$3.00 in all the latest styles.—*Geo. A. Gilbert, Frederick, Md.*

"If man wears it we have it." It's the hat that tops off a man's dress. An ill fitting hat spoils the appearance of every man, no matter how much he expends for his other dress. Our hats possess style, character and wearing qualities. We are experts at hat fitting, and you can be assured of having just the right hat if you wear one of our \$2 hats.—*T. J. Degnan & Co., Worcester.*

Deference from inferiors is invariably given to the well dressed man, if his manners comport with his attire, and the crown of the latter is a nobby, well fitting hat. We "top you off" here in most approved fashion, for we have hats for business, hats for evening wear, hats for use on your outings of any sort. Prices? Drop in—we'll tell you with pleasure.—*Harvey, Sacramento, Cal.*

At the head of the spring hat procession. Not even the swellest hatters get ahead of us, but the swellest wearers can get a hat of us for \$3 that equals in style and service those they've been paying \$5 for.—*F. M. Atwood, Chicago.*

Men's Autumn Hats.—A broad showing of conservative styles. It must be admitted that the shapes for fall wear in men's hats are unusually handsome; symmetrical in shape, free from extremes.—*Jones Dry Goods Co., Kansas City, Mo.*

Fool a man once and that settles it. Cheap hats never built up a man's business. We sell the kind of hats that enables us to say to-day we sell more hats at retail than any other store in Worcester. We sell more \$2 hats than or any other price. We long ago interested ourselves in the matter of selling the best \$2 hat that is made. And we've got it. It's here. If you've been paying higher prices elsewhere for yours, come and see our \$2 grade in both soft and stiff hats. It's the swellest hat you ever saw for the money. Be convinced. Come in.—*F. J. Charbonneau Co., Worcester, Mass.*

Headwear that is seasonable. Headwear that is stylish. Headwear that is well selected from the best makers. * * * Such is what you will find in our popular hat department.—*A. Trester Sons Co., Sheboygan Falls, Wis.*

The hat men do it so well that we're increasing our following of appreciative men every day.—*F. W. Wentworth, New York.*

New spring hats for men. Most men are more particular about their hats than about any other article of their wearing apparel, and it's well that they should be, for ofttimes the character of a man is judged by the appearance of the hat he wears.—*Mandel Bros., Chicago, Ill.*

Any one can tell a hat. To furnish you with one that conforms to your face, figure and general style of dress, however, requires intelligence, experience, and judgment. Our salesmen, being of this class, are worthy of your entire confidence. — *Woodward & Lothrop, Washington, D. C.*

A Hat salesman here doesn't have to tell you that *that* style is becoming unless it truly is. We instruct every one to exercise every care and attention in seeing that each customer is "hatted" becomingly, if it takes a hundred try-ons in Derbies and Fedoras.—*Youngs, New York, N. Y.*

From the adolescent to the septuagenarian, every man who comes into this Hat Store can find the hat that is most particularly suited to him, in shape, color, style and price. We have prepared our Autumn display with the utmost care, and with reference to the most varied tastes.—*Wanamaker, New York, N. Y.*

After you take off your straw hat, the Derby or Alpine will probably look queer to you, and will certainly look queer to others if you are not fitted and suited properly. It is because we not only fit, but satisfy every man who comes here, not only showing him everything that strikes his fancy, but giving expert opinion as to what will appear best on him, that we have to-day the largest clientele in Brooklyn. We'll fit you, suit you and satisfy you.—*Abraham & Straus, Brooklyn, N. Y.*

They come from the best manufacturer of soft hats in the country—without his name, of course—and have been used in placing his Fall goods. All new and perfect, in all sorts of the latest shapes and shades. Some new recruits this morning make selection very satisfactory.—*Wanamaker, New York, N. Y.*

We have ready to-day an entirely new style in Derby Hats, particularly designed for conservative New York men. While the block is an entirely new one, it is made in all the different dimensions for men of various figures.—*Wanamaker, New York, N. Y.*

We are showing a specially attractive line of Men's New Fall Derbys and Soft Felt Hats. All the popular shapes now in demand are here, and the blocks and colorings include all fashions from the conservative to the extreme. The materials, workmanship and finish are absolutely the best.—*Woodward & Lothrop, Washington, D. C.*

Our assortment of hats is the largest in Washington—65 styles. Not only do we carry a full line of the more conservative blockings, but also an unusual variety of novelties which are in perfect keeping with good taste. We have a line of hats for the moderate sum of \$2, which for style and service cannot be equaled. Included are the various shades of browns which have sprung into popularity this season.—*Saks & Company, Washington, D. C.*

Absolutely correct for fall and winter—Derbys, soft Hats and silk. They are for critical men who buy a Hat, not because it costs the most, but is in best style, best material and best finish. We have a line of Derbys for men like that

which are the finest we have had for years—medium, conservative blocks in the main—some very smart for young, dressy men.—*Abraham & Straus, Brooklyn, N. Y.*

If your friend who bought a Young's hat in February doesn't still think he chose the right hat for lasting good looks we'll abandon that line of argument. Ask him. It's the test of time that tells.—*Young's, New York, N. Y.*

If you have a toothache you would naturally go to a dentist, not to a blacksmith. When you want a hat why not go to people that devote their whole time and energy to the manufacture and selling of nothing but hats? Our prices are \$1.50, \$2.50 and \$3.50. Nothing better made for two, three, or five dollars.—*William Coe Bill Co., Hartford, Conn.*

The new Stetson soft hat. This is one of the smartest of the new models produced by the world's best hatmaker. It is a ripe product of the best style-ideas of the season after the fullest study of all that has been produced.—*Graves, Cox & Co., Lexington, Ky.*

Felt hats, stiff and soft. A man may be ever so well dressed but if he wears a cheap, faded hat, he fails to look well dressed. We are at present prepared to put on the finishing touch and give you that genteel and well-groomed look. A good hat costs very little more than the other kind. We are sole agents for some of the best American and English makes. Every purchaser can have his hat ventilated and his name placed in the hat with no extra charge.—*J. O. Trotter, Woodstock, Ont.*

New Derby and Panama Hats.—It may seem strange to put out Panamas at this time of year, but so many people who are going to Florida have come in for them that we make this early show.—*Wanamaker's, Philadelphia, Pa., Feb. 8, 1902.*

Temperatures of water invite a plunge. If Neptune's costume isn't complete we can make it so in a twinkling. Perhaps the bathing cap has been overlooked. It's one of the very essential things if the swim is to be fully enjoyed.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

For business wear you need a soft hat or a derby. We have them in many sizes, latest styles and of the sort that doesn't get shabby in a long, long while. For social functions, of course, the high silk hat comes into play. Have that, too—all at reasonable prices.—*Harvey, Sacramento, Cal.*

The wise man will bring his head for a hat where it can save his pocketbook. The proper shape is also most important. We're sure we can sell you hat satisfaction. A lot of new ones in, including the latest military shapes.—*Robt. I. Cohn, Galveston, Tex.*

Defying the dullness of Summer! Our hat stock is better than ever. The tourist, the stay-at-home, the crank—all share in the enterprise at *Shaw's, the Hatter, Montreal, Can.*

Tourists' hats and caps for Summer outings at the seashore, the country, or the mountains; for trips a-wheel, yachting, canoeing, driving, or automobiling; for outdoor comfort at home or abroad.—*Coe's, Portland, Me.*

Our hat man wants to inform you that the new Fall hats are now in and ready for your critical inspection. Come in and take a peep. All shapes and colors. Brown will be correct this Fall, while blacks will be worn as usual.—*The Model, Peoria, Ill.*

Just enough that's new in our Fall derby styles to satisfy the man with the critical eye.

Just a little here has been added, just a little there taken away.

Conservative shapes—the sort the well dressed man of taste affects. Just the shape for you.—*Otto Oetting, Pittsburg.*

The advance styles of our spring derbies make their bow to the public to-day. The minute you see them you will recognize their superior points of excellence.—*Wolf's, Boston, Mass.*

New spring hats. Our "top notch" derbies for spring, 1909. A derby which has a proud record of many seasons, and stands to-day unexcelled. It is ready in the new Youman shapes, the "Philadelphia" Special and the "Criterion"—three leading fashions. Our "Top Notch" is made by the most skilled hatters in Philadelphia—a recognized center for finest headwear.—*Solomon's, Pittsburg, Pa.*

These \$1.95 hats are somewhat unique in one respect. They are well made of fine felt and are good for dress by men who pay particular attention to their clothes; and they are good hats for business wear, as their low price makes them easily affordable when you require a new one.—*S. N. Wood & Co., San Francisco, Cal.*

The hats that Stetson makes. The *Feather-weight Flexible Derby*—the lightest, most comfortable derby hat on the market. Adjusts itself as readily to the shape of the head, as a soft hat—

you don't need to have it blocked to fit you. Stetson makes it in a variety of the new fall blocks—full of style, comfort and with all the fine points for which the Stetson hats are famous.—*Wanamaker's, New York.*

While not claiming to do the most of the hat business in Los Angeles, we are assured that we have the trade of many of our most stylish dressers, inasmuch as we never lose a chance to secure for our public the very newest shapes and best of materials, for which we ask lower prices than any competitor. The new fall goods are coming in and the two following lines will best illustrate the values you may expect.—*Hamburger's, Los Angeles, Cal.*

The buds are all ready to burst. Another hot day, and thousands of derbies will go to the attic or the ash-can. Then the city will be abloom with cool straw hats. How about yours? The Wanamaker showing will be comprehensive, of course. We are not confined to the productions of any one maker. We have the fullest pick of all best sorts. Brims are narrower this season. Popularity will be divided between splits and sennits, with soft Mackinaws and Panamas coming to the fore again. Shapes and proportions to fit every man's head and figure; and prices to fit every man's idea of expenditure.—*John Wanamaker, New York.*

It is understood that a hat which sets the fashion must include every block, color and style that correctly dressed men wear. Young's light weights and light colors in derbies and soft hats cover the field for 1905, and they cost just enough to insure their being right.—*Young, New York, N. Y.*

These are this season's spic-span-new hats, just received from one of our best manufacturers, and offered at a saving of 50c to \$1, right at the beginning of the hot weather, and Sennit braids are more popular than ever this season. It is simply another opportunity we have secured to popularize the Wanamaker hat store. The hats are well made, in the very smartest styles, beautifully finished. Crowns and brims in all the proportions favored this season. Styles and sizes for men of all figures. Regular \$2 to \$2.50 quality.—*John Wanamaker, New York.*

The man who comes back time and time again is the customer we are looking for. About the only way to make customers of this sort is by selling the right kind of hats and furnishings.—*F. Georger & Son, Buffalo, N. Y.*

There must be a cause. It hasn't occurred to every one, perhaps, that we actually hat more heads than any other house in the Southern States. We cannot allow our streak of vanity to have us believe either, that it's personal magnetism—nor the prominent location of our shop—or attractive interior. True, that all these things when taken as a whole, go to swell the grand total; but facts are facts, and we know, as a great many others know, that the secret of our success has been the linking of variety and style with quality and price—displaying a greater variety, embracing more style, and better quality at a lesser price than can be had elsewhere.—*Daniel Bros., Atlanta, Ga.*

"Rain, rain go away,
Come again some other day."

You'll want a new hat soon as the weather is clear. It's here for you.—*E. S. Levy & Co., Galveston, Tex.*

Smart cheerful shapes in men's spring hats are now crowding this section. Look to us for exclusiveness and for liberal choice; we don't confine you to limited variety. Here are hats for the young men, hats for the older men, hats for all men, hats for every service, hats that are well in London and New York.—*S. A. McDonald, Charlottetown.*

If you've lost your hat, don't lose your head. We can supply all the hats you want, but good heads are scarce.—*I. & A. Friedlich, Des Moines, Iowa.*

This line of talk is for you. If you would be in line with the best dressers you must be topped with one of our line.—*Meng & Shafer, Rochester, N. Y.*

Our special hats are more popular than ever. We are having a greater sale on them each successive season all because we give you value beyond comparison.—*John Lutz, Springfield, Ill.*

No matter how fashionable and well fitted your other attire is, if your hat is not modern and becoming there is something missing in completeness.—*Halverson Bros., Whitewater, Wis.*

Don't wear that old hat when you know where you can get a new spring Block of the best grade for \$3.00. Better make up your mind to come here and let us re-hat you.—*Guess & McNab, Youngstown, O.*

The sort of hat that will look well on you is in our stock. The sort of price you want to pay is here, too. \$5 worth of style in every hat.—*Wallach, New York.*

Spring hats. If we've missed a stylish shape we don't know it. We invite

you to come and see them, whether you want to buy or not.—*Bliss, Swain & Co., Indianapolis, Ind.*

Men are vain! Yes, men are vain; they like a new hat just as much as their wives and daughters; and last summer paid \$10, \$20, and \$30 for their Panamas. But the new derbys and soft hats aren't so expensive.—*Canada & Robertson, New Haven, Conn.*

If you are up against the spring hat problem, come to us, we have done all the worrying for you. And we've got 5,000 new hats for you to choose one from. Our hats fit, our hats wear, our hats hold color, our hats keep their shape.—*Prowse Bros., Charlottetown.*

For good hats it is as necessary for you to have a reliable hatter as it is to have a good hair cutter. Hair cuts all cost the same—so do hats. It's just a matter of good taste, workmanship, style. With hats, also quality. We are specialists in the hat line, and we guarantee you that what you buy here is "all right every way."—*The W. & D. Dineen Co., Toronto, Can.*

The fall hat crop is ripe—come and pick. Derbys are higher in the crown, and black is O. K. again. Our new soft hat, "Itisit," in a smoky shade and black, will be a favorite.—*McFarlin Clothing Co., Rochester, N. Y.*

First Glimpse of the New Fall Hats.—The cool nights make welcome the news that our exclusive styles in fall hats are here. You're going to like the new fall styles, too, although they represent quite a radical departure. The stiff hats will be worn almost exclusively in black. The soft hats come in several light shades as well as in black. Let us dress your head this season and we will see that you wear a becoming —*Eisfeld Clothing Co., Burlington, Ia.*

Do you know that no other part of your wearing apparel is so critically conspicuous as your hat? Well dressed men of good taste never fail to detect at a glance anything wrong in your headwear. For this reason always buy the same of a reliable house. A house that knows what is right and has a reputation which it cannot afford to lose by giving you what is wrong or antiquated.—*Fowenstein & Wertheimer, Frederick, Md.*

We would be contented to find our straw hat stock about one-half as big as we find it, and we are willing to pay generously to find that contentment. The greater part of the hats are of fine split straw, well punctuated by fine and coarse sennit, milan and mackinaw hats.—*Saks & Co., New York, N. Y.*

Yesterday we showed the new styles for fall which Knox has sent out all over the country. His derbys, silk hats and soft felts are ready, and each is full of the grace and line which has made Knox the authority on fine hats for men. We told about the soft and beautiful depth and richness of the fur felt which he uses in his derbys; of the exquisite trimmings, and of the fame of his label; how men everywhere delight in the certain knowledge that when they have a Knox hat on they are absolutely correct in style.—*Wanamaker's, New York.*

These celebrated hats have more real merit in value, greater popularity and more variety of correct shapes and colors than any hat manufactured.—*Kemp & Herbert, Spokane, Wash.*

Why can't you get a swell hat for the spring and summer season? You can if you call at our store. We have been exceptionally careful this year to get the very latest effects in fall hats.—*Miss Mattie Griffiths, Sherodsville, Ohio.*

The correct hats for men. If there were better hats than ours we would have them, but there are no better. That's why we have the largest and most popular hat department in town.—*The Crewes Beggs Dry Goods Co., Pueblo, Colo.*

And note that these hats are all fresh and new, from our reserve stock, in complete size-lines and ranges of dimensions—not soiled or dingy hats that have lain around on the shelves since the beginning of the season.—*Wanamaker, New York.*

That's the secret of our success (other merchants please don't listen—having all shapes, so that every man can get a hat to suit him.—*Wanamaker's, Philadelphia, Pa.*

The Proper Hat.—We know it's here because all the good sorts are, and you have only to pick the one that suits you best.—*Robert I. Cohen, Galveston, Tex.*

Lots of young fellows (and old ones, too,) are coming in for one of the new smart, swagger soft hats we are showing. Can't tell you about them—you must see them on the head to appreciate all the style there is in them. The prices range from \$1.50 to \$5. Come in and let us show you.—*Clark & Loving, Denison, Tex.*

Do you ever have occasion to wear an opera hat? If yes, here is an opportunity that you should not miss. We have just received an elegant line of imported French silk opera hats—just as well as you ever saw. We imported them ourselves. Nobody else has them.

The price is \$5. This is an opportunity indeed, if you want one. They are all right, and "all right" at our store means perfection of style and high grade.—*F. J. Charbonneau Company, Worcester, Mass.*

The "Mundy," the new soft hat which we show to-day, has been pronounced by critics to be the smartest-looking soft hat ever designed for young men. You can depend on it that every manufacturer in the country will be copying it in a week or so. At present it is to be found only at Wanamaker's in New York and Philadelphia. It is distinctly a summer hat for outing wear, made of the lightest-weight felt, even weighing less than most straw hats.—*John Wanamaker, New York, N. Y.*

The maker rounded up some more soft hat "bodies" around the factory, and blocked 'em up on new Fall shapes and sent them along to join the splendid sample line of his Men's \$3.50 and \$5.00 Autumn styles that we're selling for \$2 each.—*Wanamaker, New York, N. Y.*

The authoritative styles—new and exclusive blocks, every hat pure, all fur felt, fast color and wear guaranteed, silk trimmed. Hats to suit everybody. A fair display of them is in the window, but to appreciate their style and becomingness you should come in and try them on.—*Streng's, Columbus, Ohio.*

If you are tired of your sun-burned straw, you can find quite a range of the first Fall styles here to-morrow. Derbies and soft felt Hats in the correct shapes and colors that show the tendencies of the Autumn.—*Frederick Loeser & Co., Brooklyn, N. Y.*

It is a sale which bristles with importance. Why? Because of the extraordinary number of hats and their exceptionally high character. The braid is almost as fine and even as thread, hand woven with a regularity rare in Panama hats. The models are for the most part dignified "planter" blocks punctured by rakish negligee styles.—*Saks & Company, New York.*

Of all the soft hats which are retiring stiff derbies these days the shape which has caught on best is the one we transplanted from the college towns. A free and easy hat—wide slouch brim; crown dented as you please.—*Rogers, Peet & Co., New York.*

Some hats are becoming to all faces. All hats are becoming to some faces, but all hats are not becoming to all faces. Bring your faces in here where they will get a fair show.—*The J. L. Hudson Co., Buffalo, N. Y.*

They have our die mark in every one of them—a proof positive of their worth. They were made for us, for our regular stock, but they were sixty days late in arriving. The maker's fault—and he pays for it with a substantial concession in the price—a concession we turn over to you. They are all derbys—blocked on the season's best selling shapes. Guaranteed as strongly as we can guarantee any hat because they are worthy of it.—*Saks & Co., Indianapolis, Ind.*

Remember that July and August are fatal months for many straw hats that make a brave showing in June. Let yours carry a life insurance policy in the shape of a "Young" label. \$2.00 and upward—the very best that money can buy.—*Young's, New York.*

Feather-weight hats which are specifically for the young fellows who have been accustomed to part with three dollars for their straws. The benefit of hand finishing marks every hat—as the high lustre and perfect braid attest.—*Saks & Co., New York.*

It's a wise head that comes here for its straw hat. No man who puts himself in our hands can go out with an unbecoming hat. We have thousands of straw hats ready. The right size, shape and braid for every man, and salesmen who can lay their hands on the proper hat for you.—*Strawbridge & Clothier, Philadelphia, Pa.*

The man without a soft pearl gray hat in summer lacks one of the essentials of a complete wardrobe—the standby for many occasions where a straw hat cannot be used with comfort, or in strict keeping with correct dress.—*Coe's, Portland, Me.*

Men must be telling their neighbors what good straw hats we have here; or else everybody remembers what great hats he bought last year.—*Wanamaker's, Philadelphia, Pa.*

The Summer Hat.—Every wanted sort in summer hats is here in force—greater assortments and better values than we've ever before shown, and the freshest, brightest, snappiest styles ever produced.—*The Utica Clothiers, Des Moines.*

Mutual congratulations always pass between wearers of our hat styles. This summer they are better than ever before. Exclusive in shape, replete with character and individual excellence, they afford the wearer a bearing and appearance eminently distingue.—*Harvey, the Hatter, Sacramento, Cal.*

We invite you to see the recognized hats for spring 1905. The style is in

line with the shapes heretofore introduced by this celebrated maker, conservative, yet elegant. The very simplicity, yet becomingness, is again shown in the Knox spring hat—but why dissemble? We want you to try one on and get convinced.—*Capitol Clothing Store, Montgomery, Ala.*

The character of the hat is said to make or mar a man's costume. Designers have provided a variety of new fall blocks, sufficient to please every individual taste, and harmonize becomingly with every cast of features.—*Mandel Bros., Chicago, Ill.*

A label in a hat amounts to nothing—and then again it does. In hat buying, as in everything else, know your store. Almost no hatter is a hat-maker. He is simply a seller, getting his goods made for him; perchance, suggesting a shape—and putting in his label. If the hatter becomes the vogue, his label will enable him to get an extra dollar or two for a hat. But if he remains simply a plodding hat seller, his label is so little good that he scarcely bothers with it. It took the big general stores to get real value-giving into the hat business. Our label in many hats—our guarantee, so to speak.—*Gimbel Bros., Philadelphia.*

"I want a flexible Stetson derby." That is what the men say when they come into our hat store. They wore these comfortable hats last season, and nothing but the Stetson will satisfy them, of course. The heavy, rigid derby of the past has been condemned because it is uncomfortable, making an ugly, red mark around a man's head, eventually killing the hair, and making a man bald.—*Wanamaker, New York, N. Y.*

It is essential that a hat should be absolutely correct in style and that it should look new a long time after it is new. It is a bigger mistake to pay too little than to pay too much, for, below a fair price, styles are questionable and long wear impossible. But why make either mistake? Any hat sold you at any of the Young's stores will be right all 'round.—*Young, New York, N. Y.*

All of them spick-and-span, clean and new from our reserve stock. Size lines are full and there is plenty of variety in dimensions. Makes it rather needless to wear a weather-beaten straw the rest of the summer, when a new one—with a saving of up to \$2.50—costs but \$1.50.—*Wanamaker, New York.*

Every derby and soft hat in this lot—no matter how conservative or ultra—is stamped with individuality and distinctiveness.—*Wanamaker, New York.*

There will be a man under every one of these hats before many days are gone. When the news becomes widespread that prices are frequently less than half what they should be, our sales force will have all they can do.—*The May Co., Cleveland.*

His high ideals have made Stetson famous. He expresses them in his hats. Nothing short of the finest five dollar hat that his fellows made satisfied him for the standard of his three-fifty derby. The most favored of his models is the flexible, conforming derby which is as light as a soft hat. It will adjust itself to any manner of head. In black or brown, \$3.50.—*Saks & Co., New York.*

We can't get nearest to everybody even with seven stores, but we "get next" to everybody with a popular hat at a right price, and the little time it takes to reach a Young's Hat Store is time well spent. There's one not far away.—*Young, New York, N. Y.*

Stetson hats. Three fifty. Stetson's flexible conforming is the lightest derby in all the world and the most comfortable. It wears as well as any five dollar hat of which we know. Stetson's soft hats made him famous. His new college model, of which he has given us exclusive control, will help you to understand why. Models for general service, outing or driving in pearl, nutria, brown or tan.—*Saks & Co., New York, N. Y.*

Sale of men's derbies: "seconds." Manufacturers' imperfections, so slight that one out of a dozen men would hardly be able to detect them. With the makers they count as "seconds," however, and are laid aside to be sold at a fraction of their value. The first shipment from four of the leading manufacturers represents one hundred dozen. On sale to-morrow in our hat department.—*Kaufmann's, Pittsburg, Pa.*

Take your choice. If you like a derby, it's here for you; if you prefer a soft head covering, that's here, too. No choice, however, as to quality—both of equally high grade. In hats in this city we claim pre-eminence—a claim based on fact and common report. For men's hats visit us.—*Harvey, Sacramento, Cal.*

Men, you all need new hats. That being the case you better see about getting a new one right away. Our stock is made of the newest and nobbiest shapes for all.—*Worth, St. Thomas, Ont.*

Everything that's smart coming in for fall wear. All the new blocks are here. Fall hats in boxes piled head high. Stiff hats in black and brown shades. Soft hats in black, pearl, brown and brown mixtures.—*Eiseman Bros., Atlanta Ga.*

A few fall shapes from the finest hat department in the city. Man is not made for the hat, the hat is made for the man. Therefore we believe that in having all shapes and kinds we meet the requirements of all men.—*Beal & Martin, St. Thomas, Ont.*

The finishing touch to the habiliment of a well-dressed man is his hat. That, above all things, must be modern, modish and becoming—and here's just the line to pick from. The new hats for early spring, 1903, have just come—a splendid showing of them including the latest and most attractive shapes. We give you hat quality in fullest measure, yet always at a moderate price.—*Lyford & Woodward, Leading Hatters, Bangor.*

What's new in fall hats? Come in and see. The new blocks are in and await your coming. As a hint—we will just remark—get a hat with fairly broad brim and medium height crown. There are both stiff and soft hats and not a fancy price on a single hat we sell. We know the best makers in the country and we tie to them. Drop in and take a look at the new fall shapes. Try on a few of the different styles. Perhaps we can save you something on your new hat. You can tell by looking. We'll surely sell you a becoming shape. Notice our hat display this week.—*Lothrop, Farnham & Co., Rochester, N. H.*

A dollar on the price of a hat is about a cent a day for the season. Isn't it worth a cent to start out every morning with a hat that looks "as new as ever?" Both fabric and workmanship guarantee the lasting good looks in a Young's hat.—*Young, New York, N. Y.*

Don't chase around for a hat when we are offering the best headgear obtainable for money at inside prices. Many a good dresser in Sacramento couldn't be satisfied with anything not bought from us.—*Harvey, Sacramento, Cal.*

All men of all ages cheerfully testify to the solid worth of our hats, as they excel in every point of style and finish. Our spring hats are now on sale, and if you want a hat to be proud of, get it at *Lavelly & Saunders', Springfield, Mass.*

The man and his hat. A Frenchman once said that if a man's hat is right, the rest of his wardrobe doesn't much matter. Of course, that's exaggeration, but the fact remains that the wrong hat can mar an otherwise faultless appearance. Get the hat you look best in—that's the most sensible style. Easy to do that here—we have them in the latest styles.—*U. S. Clothing Co., Denison.*

All the good blocks are ready now—conservative shapes that are becoming to most every man. Apparently there won't be anything very extreme in the autumn styles. But the hats are of splendid quality—jet black and fast black and a felt that will wear until you are tired of it. Light weight, too—unusually so.—*Abraham & Straus, Brooklyn, N. Y.*

What do you usually wear, a stiff hat? All right, the new spring styles are all here bowing for recognition, everything that fashion has declared right and proper is here for your choosing, and one that will please your fancy and make your face look handsome. Maybe you prefer a soft hat? Well, we have just as large and varied assortment in these—all styles and shades—crush hats at crumpled prices and the same favorable conditions prevail in our store.—*Bond's, Columbus, Ohio.*

We've been talking so much, and so often about these cut price suits and pants and shirts that we've quite overlooked our hat department. And yet we've been doing the biggest kind of a hat business right along. That's what comes of having a good reputation. We've many new shapes in hats—every new lot that comes in has some new little kink or twist put in.—*J. P. Gardner, Salt Lake City, Utah.*

Brown is the elected color. The edict demands it of most every shade. We have just twenty-five different styles of hats, both soft and stiff, in all manner of browns. Also black, if you prefer it. They include the identical blocks sponsored by the charge-for-the-label hatters, and a few exclusive ones. We ask three dollars for the hat—nothing for the label. Yet it identifies as much style and material quality as any of them.—*Saks & Co., New York.*

All of this season's novelties are included in this remarkable offering, no matter how high class or exclusive. Every stylish shape in headwear for boys and children of every age—middies in fine or rough braids, trimmed, white or navy; sailors with wide brims; fine milan or rough braid, long back streamers, trimmed, white, navy and red.—*Siegel-Cooper Co., New York, N. Y.*

Don't stop to ask why this store's hat stock is popular. Come and see for yourself.—*Gness & McNab, Youngstown, O.*

You derive the full benefit of our expert knowledge of materials, make and finish in that hardest of all articles to buy—a hat.—*C. L. Bender & Co., Muncie.*

Genuine Knox hats for men—\$2.98.

And you know what "Knox" means in hatdom—the top notch of good style. These are hats that have been selling right along as high as \$7.50. About enough left to make lively selling for a couple of days. A good chance to get an extra hat for the vacation days ahead.—*Canada & Robertson, New Haven, Conn.*

The climax is capped in the bargain line by our special offering of hats and caps, which we present this week. New stylish soft and stiff hats, that in material and finish equal those of the most exclusive and high priced manufacturers, can be had here at prices which ought to clear out the stock in a hurry.—*Buck's Hat Store, Springfield, Ill.*

They stand alone, because our hats are without a peer. Actually they are matchless for their style and durability, as in model, shape, color and fabric they represent the latest vogue.—*Harvey, Sacramento, Cal.*

Sale attractions in the hat corner. Best protection you can have against Jack Frost taking any liberty with your ears these cold nights is one of these caps. And the price—a mere nothing.—*The T. Eaton Co., Winnipeg, Can.*

Hat leaders! Just in! The proper hats for 1909. Our stock shows them. Stiff hats. Soft hats. Handsomest, nicest headpieces you'll find to wear this season. Easy, small-cash prices.—*Hellenbrand & Co., Bangor, Me.*

Do you ride behind a fast horse, in an automobile, on the water, on the train, in the country, any place and everywhere? The outing crusher is the proper headgear for the occasion.—*Raphael's, San Francisco, Cal.*

You are known by the style of your hat. "The style is the man," Emerson said. The hat is the secret of the looks. The hat oft proclaims the man. Do you want a new hat? Go to Kelleher's.—*P. J. Kelleher, Indianapolis, Ind.*

Hats to suit all faces and all purses.—*The Surprise Store, Pittsburg Pa.*

Do you know what "Shaw's" means? It means hat satisfaction. It means hats that bring the wear back. They come as near perfection as hats may come.—*Shaw, the Hatter, Montreal, P. Q.*

Now—you come here to us and say "I want a derby"—and we will place on your head a hat that you'll think was made for you. That's the way with these derbies—they're swell business and they just naturally make the man that wears one look all the more aristocratic.—*J. Levystein, Montgomery, Ala.*

What kind of a hat do you want, Mr. Man? Don't know? Of course not. You want to be shown what the best makers have brought out.—*John Wanamaker, New York.*

A giant among pygmies in style and exclusive shapes—our derbys are infinitely superior in finish and durability to any other hat offered at the same price.—*Dewenter & Co., Bloomington, Ill.*

Midwinter, the derby season. There's no hat comes in for quite as many occasions as the derby; you can't well afford to be without one. Men's and young men's shapes in the flat set and curl brims, crowns 5 1-4, 5 1-2 and 5 3-4 inches high, brims in proportion. Made by *Crofut and Knapp, Columbia, S. C.*

The latest block for men's hats almost approaches the high hat in height, although, of course, it is a derby. It has a very high crown and many of them will be worn this coming season. They have quite a distinguished appearance and are sure to be popular. We are now showing all the other latest styles in male headwear for spring and summer, and these include a new shape of Fedora that will please all wearers of soft hats.—*T. W. Bibighaus, Lebanon, Pa.*

Young men are always anxious to be well dressed, yet are often obliged to get along on a limited income. The smallness of the income will not prevent either young or old men from getting the most stylish hats of the season if they buy at our store. All the newest shapes and shades of the swell soft hats at attractive prices.—*Pyne, Hatter, Harrisburg, Pa.*

Dress right for summer. You will be fixed out with a Washington suit and a Stetson hat. They look right and stay right.—*Rudolph Anker, San Bernardino.*

A Hat Store defines the department of men's headgear at Eiseman Bros'. Every type of soft and stiff hat that the style monarchs of hatdom have decreed as exclusively correct are represented in the display. You can't go wrong on choice at this hat shop. Pictures can't adequately portray their style or graceful fashioning. The best blocks from the best makers is the whole story in a nutshell.—*Eiseman Bros., Atlanta, Ga.*

Fashionable hats for men. Easy to choose a becoming hat here, for we provide an assortment of all the fashionable shades and shapes in both soft and stiff hats that's unequaled anywhere. You'll find every renowned maker represented. English and American. Costs nothing to come in and see them.—*Brown, Winnipeg, Can.*

The critical look directed to the Stetson hat always becomes an admiring glance—and the wearing assures confidence in the style—and comfort. We have the Stetson soft and derby hats in all the latest styles.—*The Hottel Co., Hatters and Haberdashers, Trenton.*

A fair comparison solicited. It isn't fair to us nor just to our hats, to compare their price—\$2.00—with the same price asked for other hats. Don't compare the prices only—compare the prices and the hats, and you will find you have saved something worth while by buying your hat here. What you get is more important than what you give. In our hats you get all your money pays for.—*The Buckeye Hatters, Springfield, Ohio.*

"The store of the stylish hat." When you're ready to buy your new hat—assert yourself to the extent of getting a "Brown" hat. Our supremacy in men's fashionable hats is an acknowledged fact among men of discriminating taste and hat judgment. There's satisfaction in wearing a hat with our name in it and you don't have to pay for it either—you just pay for the hat quality. Will you yet your new hat to-day?—*Brown, Winnipeg, Can.*

Soft hats. There's plenty of cause for rejoicing for the man who has set his mind upon wearing a soft hat this spring. Every opportunity in the world is given for making a pleased selection in color, width of brim, height of crown or price you wish to pay. Just step in our hat department and you'll have an idea of what's what in soft hat style.—*Louis & Gus Straus, Lexington, Ky.*

One of the new ones for spring. Only weighs two ounces. May be telescoped or given any individual shaping. Goes well with soft shirt and sack suit—just the hat to appeal to modern business man. Bluish pearl, coconut, hazel, white—the latter an especial favorite this season. \$3.00 and \$4.00. Two guarantees—the maker's and ours.—*The Silverwood Stores, Los Angeles, Cal.*

These names make an impression; the goods sustain it; here you see the product of two of the best hat makers in the world. Quality is a certainty. Choosing is a pleasure; we show the variety of styles. For novelties in young men's hats, see our line, \$3.00 to \$5.00.—*John Lutz, Springfield, Mass.*

We are never behind with hat styles. If you are a stiff hat man or a soft hat man, you will find the hat here to fit your face as well as your head.—*Lothrop, Farnham & Co., Rochester, N. Y.*

This is the shape that we hat fellows call the Staple. It's a shape that's good for you or me or for almost any of our friends. It's a shape that you can hang away in the closet during the week, and wear it Sundays and a few other days and do it for five years and still you will have a hat that's good style. Let's swap hats.—*Dan A. Donahue, Schenectady, N. Y.*

Hats for business, hats for pleasure, hats for every kind of an occasion at prices lower than you pay elsewhere—lower because we make them lower so as to have them serve as leaders to get you acquainted with our stores.—*S. N. Wood & Co., San Francisco, Cal.*

When it comes to Hats there is not a line in the city that can equal ours. We have all the popular shapes. You will find our prices much less than those asked by the fashionable hatters for the same grade of goods.—*Babbitt & Co., Albany, N. Y.*

A superb collection of new summer straws. It will be gratifying to the man who wants a *straw hat* correct in style and moderate in price to know that there is one store in the city that is offering just such hats, and that is this one. Our showing for this season is without doubt one that is up to the standard in every particular. We warrant you will find them every one the best that your money can possibly buy.—*The Buckeye Hatters, Springfield, Ohio.*

Fashion says: A fancy hat band on the *hat*; men welcome it. It gives them a chance to show a cheerful bit of color in their dress. Dashing color effects for college chaps and young men, neat gray effects for conservative men. Choose your hat band as you would your tie, to please your fancy, suit your complexion or go with your clothes. Styles change in hat bands as in everything else. Better find out what they are.—*Dineen's, Toronto, Can.*

Our summer clearing of *hats*. Marching out orders have been given to summer hats—the sort you'll delight to possess—and at prices that are most easy. While the window tells part of the tale, we'll supply you with particulars after you've entered the store. Straw hats, felt hats, fine Panamas, etc., are sharply reduced.—*Brown, Winnipeg, Can.*

Panama straw hats. The most durable as well as the most comfortable hat ever made for man. It's the ideal hot-day stylish hat. Easily cleaned and re-shaped, making them the economical hat to buy. "The Store of the Stylish Hat."—*Brown, Winnipeg, Can.*

The popularity of our Buckeye *hats* was proven by our large business the past week that was the largest of any previous week in our history. We now have placed in our stock a few of the advanced styles for spring that will interest you.—*The Buckeye Hatters, Springfield.*

The new winter soft hat for gentlemen is not only shapely, graceful and well made, but it is built to weather all kinds of weather. You are just as much at home in a blizzard with it as if you were at a picnic. These hats are going to have a great vogue this winter because they are comfortable and neat. Prices rule low.—*T. W. Bibighaus, Lebanon, Pa.*

The Guyer hat is always correctly blocked according to the latest approved fashion; it's made of excellent quality materials, insuring satisfactory wear, and itself conforming, that is, it is so constructed that it at once conforms to the shape of any head without breaking in, making it the most comfortable and easy-fitting hat made. It's a hat equal to any other in style and quality which sells for a dollar more than a Guyer.—*Schenectady Clo. Co., Schenectady, N. Y.*

Rakish, youthful college headwear for young and youthful dressers, who appreciate the striking difference 'twixt our smooth head covers and the usual sorts, \$1.50 to \$3.50. Yale caps in new checks and plaids, 50c. to \$1.50.—*Jones, Morgan & Company, Inc., Waterbury, Conn.*

Now come out in a straw hat. The weather says wear 'em. Fashion as well as comfort and good sense says wear 'em. And you'll want to obey when you see our 1904 straws—handsomer than all previous styles, better, too, yet no higher in price. We have real Panamas and mighty clever imitations; hats for every size of men's heads; hats that conform readily to all the bumps. Hundreds to choose from, none high-priced.—*Lyford & Woodford, Bangor, Me.*

If you are a tall, slim man—try on a short, fat man's straw hat. Funny? Yes; but it shows how important is the width of brim and height of crown in a straw. Short, tall, stout, slim—every man finds his width of brim and height of crown here. Narrow bands or broad. We fit the pocketbook, too.—*Wallach's, New York.*

There's one Young straw hat in particular that is so light you'd imagine it would float in the air. Made by hand to be cool, made as stylish and durable as Young "know-how" can accomplish.—*Young, New York.*

A straw hat is the thing now—gives lots of ventilation—saves the hair—keeps the head cool—gives greatest comfort—any price.—*Craig, Brockville, Ont.*

Now for straws. The straw rush is on and the new shapes are so distinctively different this season that you can't escape detection, if you wear last year's styles.—*Jonas & Seldner, San Bernardino, Cal.*

\$5 for a real Panama. The genuine South American straw, pretty much in its natural state—not bleached with chemicals or "doctored" to make it look better than it really is. Good enough to sell regularly for \$10.—*Wanamaker, Philadelphia, Pa.*

Summer's come. Cheerful news, isn't it? It should have come before, though, says the hat man. It's come at last, however, and we'll cap the climatic climax with a Panama. Away they go! we'll make hay while the sun shines—make hay by clearing the straws.—*The Robert Simpson Co., Toronto, Ont.*

As the thermometer soars, our straw hats are in demand. Light and cool, they give that protection from the sun's rays that is so essential, and they are stylish as well as comfortable.—*Sanborn & Co., Cohoes, N. Y.*

No man need want better hats than we have, either for felt or straw, quality or perfection of fit. They are all made especially for us, of the best selected materials.—*Shaw's, Montreal, Can.*

A cool head wears a straw hat. A wise head buys his cooling straw from our ample supply of entirely new hat stock.—*Coe's, Portland, Me.*

Keep your head cool with one of our straw hats. Styles, a plenty here for your choosing—you're sure to find the straw and the shape that is best suited for you, for we have them all.—*M. R. Emmons Co., Atlanta, Ga.*

Genuine Panamas for Men.—For any head—old or young, round or square, long or short, big or little—even bald ones. Sold a man one the other day. He's been pestering us ever since, telling us how comfortable it is. Great Scott! we know it. Tell your neighbor. Tell all New Haven.—*Canada & Robertson, New Haven, Conn.*

Straw Hats.—If you come to us for your straw hat you can get just what you want. You don't need to take something you don't want, for we have everything desirable the hat market affords. Our Panama hats are the best for the price. We don't charge fancy prices—we sell only good ones.—*Hartzell's, Youngstown.*

The dressy straw hats this season are

the Sennit braid in the sailor shape. Quite becoming to every man—and every man should see them. See them here where you have a choice of different widths of brims and heights of crowns; they are in the wide brim and low crown shapes.—*Abraham & Straus, Brooklyn.*

Now come out in a straw hat. The weather says wear 'em! Fashion as well as comfort and good sense says wear 'em. And you'll want to obey when you see our 1902 straws—handsomer than all previous styles, better, too, yet no higher in price. We have real Panamas and mighty clever imitations; hats for every size of men's heads; hats that conform readily to all the "bumps." Hundreds to choose from, none high-priced.—*Lynchford & Woodward, Bangor, Me.*

The other day a gentleman and his wife were lunching at a high-class restaurant, and the gentleman was very much chagrined at the indifferent service he received, especially as he had always been liberal with his "tips," and on complaining to the head waiter, was staggered to learn that the waiter (being a new man) did not recognize him, but had judged the gentleman by his straw hat. It happened to be a hat with one of those "Two Dollar" trademarks inside. Now, there is nothing wrong about wearing a \$2.00 straw hat with even a \$60.00 suit of clothes, but there's no need of advertising the price of your straw hat. We put "Hope" labels on clothing, shirts, collars, and neckwear, but not on straw hats. When you go into a restaurant or hotel, travelling or visiting, you don't take off your clothes, your shirt, your shoes or your underwear, but you do take off your straw hat.—*Hope Co., New York, N. Y.*

Most complete assortment of all the correct styles and better hats for the prices than ever were sold anywhere—outside of this store. Sailors of fine split or sennit braids are in greatest demand—six different proportions in each grade; individual styles, too, are found here, including everything wanted in full crowns, flat crowns, naturals, alpine or telescope shapes, Mackinaw, Milan or Porto Rican palm.—*Abraham & Straus, Brooklyn, N. Y.*

Coolness Through a Straw.—The men who were short on Straw Hats are now being forced to cover. And it's best to get the needed supply of coolness and cool looks at the present market. We let every straw-hatless man in on the ground floor, to-day, on this "inside information." \$2.50 Straw Hats at \$2.—*Wanamaker's, New York.*

We opened the Knox straws last Thursday, and the met with instantaneous success. You will see them on the heads of the best dressed men in town. If it's a Knox, it matters not if you are in Buffalo or in San Francisco—they are ever popular and are sold and worn all over the world. You take no chances with Knox hats—step in and try one on.—*L. H. Baker & Co., Buffalo, N. Y.*

That they are the true Panamas we are certain, since every hat came to us direct from the native weavers, without the help of the usual "party of the third part." The hats are tightly and regularly woven, perfect in their every phase. They came to us in the rough. We have had them blocked much like the new felt hats in alpine, telescope, planter and rakish models, with narrow or broad bands, imported leathers and oiled silk protectors.—*Saks & Co., New York.*

The cool weather has been discouraging to the man who had his new straw hat ready, but he can't be held back any longer. Derby hats are too heavy to wear with the new summer suits, and straw hat time is here. We have a splendid stock from all best manufacturers, presenting such an assortment as you will find nowhere else. All shapes, styles and varieties of straw, in proportion to suit men of all figures.—*John Wanamaker, New York, N. Y.*

We do not have room in our stock for the inferior kinds—besides, it doesn't pay to sell any but the best and at consistent prices, too. We are satisfied with a small profit and we want you to be satisfied with your hat. It's along this line that we bid for your hat business. There are lots of straw hats sold that look well enough when you first put them on, but that's all you can say for them. The kinds we sell will stay with you and be a source of genuine satisfaction. The latest fads for young men as well as the correct, conservative shapes are here.—*Samter Bros., Scranton, Pa.*

Panamas are imported much like oriental rugs—in bales. Fifty of them may include, say, a dozen "muy finos" panamas, as the natives term them. They are as rare as pearls in oysters, and relatively as costly. We have collected some three dozen of these Monte Christi hats. They are woven as evenly and finely as a fabric, light in weight and resilient. The hats are in the rough—just as they left the weavers' hands. We will block them in any model which you may elect, insert them in imported leather or oiled silk band and wide or

narrow silk ribbon, and ask but twenty-two fifty, instead of forty to fifty dollars—the regular prices.—*Saks & Company, New York, N. Y.*

There's comfort these days under a straw hat; style, too, in the new shapes. The popular straight brim hat, in various depths and widths of brim, and the new dip front, new roll, light weight Manila hats; various new dent crowns.—*Kemp & Herbert, Spokane, Wash.*

You may not know how complete our straw hat stock really is. The stock may not be the biggest in town, nor have we room there for a great big stock, but for that reason we've a better stock; a more carefully selected variety. Our hat experts know what hats the dressy men want, and they took especial pains to buy from the country's best makers, only those shapes which were the newest, the daintest, the best—the cream of the best makes. And they're here ready for your choosing.—*Frederick W. Donnelly, Trenton, N. J.*

The enormous number of Panamas which we were compelled to import to make this price possible would appall the average hatter—Panamas which are infinitely above the grade that usually finds its way to this market. Cleverness and patience never were better demonstrated than in the regular and even weave of the hats which this offer involves. For the mature men, dignified models; the daring young men, raking, negligee shapes.—*Saks & Co., New York.*

The outing panama hat.—These hats are a novelty and have their first showing hereabouts with us. It is a Panama hat, made in contrasting colors of tans and browns, and some of them in purple and tan. It is the fashionable outing hat of the South American gentleman. They are worth seeing and worth wearing. There is a snappy, negligee appearance about them that you will appreciate. They are worth seeing if only to examine the splendid work the natives of Ecuador can do with the braid from which Panamas are made. It is the only showing of its kind that we know of.—*Abraham & Straus, Brooklyn, N. Y.*

Wear a panama hat.—The real Panama, made into shapes proper for this summer, are here to be sold; the prices will do it.—*Rothschild & Sons, Kansas City, Mo.*

The hat of the hour that grows more popular every day, is the cool, comfortable, light and stylish Panama, of which we have the finest quality, or the just as serviceable Porto Rico.—*Peerless Clothing Co., Spokane, Wash.*

What a lot of men have shed their derby hats! And, generally speaking, the new roof raised over their heads isn't the hard, stiff, winterish derby, but the soft, easy Panama or straw. Sensible, isn't it? Join them at *Show's, the Hatter, Montreal, Can.*

Importations for us are being made right along. We learned some time ago where to get the best of the Panamas, and it's only a tribute we expect when men say to us that we have bettered every collection they've seen. Men are likely to shop around for Panamas. When a man pays the price of a genuine Panama he wants to make the best possible investment. When he buys here he is satisfied.—*Parker, Bridget & Co., Washington, D. C.*

Never before has it been possible to secure in Pueblo a genuine Panama at such a low figure. We were especially fortunate in securing the agency for this hat from a large Eastern house and we are willing to share our gain with our patrons. It is absolutely impossible to get this hat elsewhere for less than ten dollars and if you expect to be "in the swim" this summer, if you want style, comfort and service in headwear—better get in line now. We bought only 10 dozen of these Panamas and they will not last long at this price.—*New York Clothing House, Pueblo, Colo.*

Two points about this full showing of straw hats that the careful man will notice. *First*—That the hats are distinguished by smart style and unusually perfect material and workmanship. *Second*—That the prices, especially in the better grades, are 50 cents to a dollar under the prices asked for the same hats by exclusive hatters. There are dozens of styles from which to choose. The sailor with high crown and very narrow brim is the "smart" hat of the season—the hat most young men will wear. But there is variety enough in the new styles to suit every taste—sennits, splits, Milans, mackinaws and fancy straws; some as soft and light as a feather, designed especially for men who want comfort with good style. The extreme of fashion is here. The more conservative hats are here as well. No better straw hats can be found anywhere. No hats as good can be found outside this store for as little prices, we believe.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We have sold hundreds of these handsome Panama hats this season, and a new shipment is here to-day, and they look even better than those that came before.

They are \$10 value, by comparison with Panama hats you will find in other stores. The hats are perfect in every way, exceptionally fine in weave, correctly blocked and nicely trimmed. Only one hundred hats in the present collection.—*Wanamaker, New York, N. Y.*

Straws half now. The last of the straw hats to go at half price—every one must be sold, and surely such nice, fresh straws should sell soon at half.—*Craig, Brockville, Ont.*

Straws! Styles are different this season. Besides the Panama, the yacht shape in high crown and narrow brim is the thing for young men. Soft Milan or Mackinaw straw with turnup brim for the middle aged man.—*Savard Bros., Troy, N. Y.*

We are clearing the deck of straw hats now when people have use for straw hats. Weeks of real summer ahead and all Young's straws a third off in price.—*Young, New York, N. Y.*

With very little ado we've done a phenomenal straw hat business this season. As the hats stand now almost all of the different lines lack a full complement of sizes. The penalty for this condition is a broad reaching price reduction which involves all of the straw hats that were priced up to now at \$4, \$3 and \$2.—*Wm. Vogel & Son, New York, N. Y.*

It's the men who don't wear straw hats that usually suffer from heat prostration. Doesn't cost much now to avoid one, for every \$2 and \$2.50 split and sennit straw hat in our regular stock is reduced this morning to 90c. Might as well have a good hat for your money; commoner ones cost as much or more elsewhere.—*Wanamaker's, Philadelphia, Pa.*

Straw hats for 1904. They are Here, Gentlemen.—Right from fashion's factories—the best assortment of new straw hats in the city. A word to you about how the styles will run this year. The split straw seems to have the lead, though the sennit looks like a likely second. Of course, the fact that London has tipped "Panama" makes that a favorite with many. But to-day the talk is all about the split braid. It will be a winner. Here in all sizes, and at prices that are right—\$1.50, \$1.90, \$2.50, \$3.00 and \$3.50.—*Abraham & Straus, Brooklyn, N. Y.*

Sennit sailor straw hats—\$1 for pick of our \$1.50 to \$2.50 qualities—thanks to a cool summer.—*F. M. Atwood, Chicago, Ill.*

The straw rush is on here and we invite you to come in and select your hat from the biggest and best assortment in Columbus.—*Bryer Bros. & Co., Columbus, O.*

People desiring the strongest individuality should place upon their heads the style straw hats that become them. From among 100 styles the selection is easy. The select straws in their make-up adds distinction.—*Fred W. Donnelly, Trenton, N. J.*

Fine browsing in our summer hat pasture. Lots of daisies among our new straw hats.—*F. M. Atwood, Chicago.*

The ambition of the straw hat manufacturer is to make his hat as strong as a house and as light as a cobweb. Big strides have been made in both directions this season. Brims have been strengthened by the insertion of a thin binding around the edges, and notwithstanding that brims are wider than usual, hats are even lighter.—*Wanamaker's, Philadelphia, Pa.*

This blowing hot and cold on the part of the weather can't last much longer. Might as well pick out your straw hat now while there are plenty of all sorts to choose from.—*The Wanamaker Store, Philadelphia, Pa.*

That straw hat season is here, and the new shapes are so distinctively different from 1902 that the man who wears last season's hat can't hope to escape detection.—*Sanders & Barrows, New Bedford, Mass.*

It's not the drowning man that will catch at these cool straws, but the man who wants cool comfort, correct styles and money-saving prices. Yacht shapes, soft roll shapes in Split, Sennet, Mackinaw and Milan braids at 50c. to \$3.—*Trenton Clothing Co., Trenton N. J.*

Which will you have? A *straw hat* of quality that keeps its freshness and style to the end of the summer, a hat so nicely proportioned as to brim and crown that you are sure of a becoming shape; or a hat with no reputation to sustain, made to sell at a price, which looks used up in three weeks and never seems to suit your individual appearance? The Knox hat has long been known as the best straw hat made—in style, of course, but also in material and durability. More than this we can show you every variety of straw—split, sennit, bamboo, Milan and Mackinaw.—*James Boyd, Denison, Texas.*

It's getting warm again. This time you'll need a straw hat. For four months

you'll want the coolest thing on your head you can get. We have cool straw hats at prices that will not hurt a lean pocketbook.—*Clark & Loving, Denison, Texas.*

As to straw hats—a man from Baltimore writes: "I must ask you to send me one of your narrow brim straw hats (like cut in your catalogue), because I can't get one anywhere in Baltimore."—*Young, New York.*

A cool head is a clear head. The weather is a gentle, though firm, reminder that it's time to be thinking about a straw hat.—*Bliss, Swain & Co., Indianapolis, Ind.*

Old Sol is right with us, but straw hats are with us also.—*Trenton Clothing Co., Trenton, N. J.*

Need a straw hat? Ours are the best that are light on the purse.—*Stern & Bendheim, Altoona, Pa.*

Aren't you hot enough for a Sphinx straw? They're as cool as a perpetual highball.—*The Sphinx, New York.*

Straw hats. We are selling hundreds of them and getting more fresh stock in every day. No shoddy goods here either, that are dear to you at any old price. We give you a dollar's worth of hat for every dollar you pay—and you couldn't pay less for as good a hat anywhere in Montgomery.—*I. Levystein, Montgomery, Ala.*

Your credit is good with us at all times, and we will gladly add any purchase you may care to make in gents' furnishings to the household account without asking for any payment down, or increased weekly payments. Your attention is called to a few special prices on straw and stiff hats, also to the special values that we are offering on high grade neckwear.—*Household Furn. Co., New Bedford, Mass.*

The best is the cheapest, especially at Christmas-tide. Imitation and inferiority in a present is an insult to the recipient, a lowering of manhood in the giver, and the dealer is a party to the crime.—*H. B. Gavitt Co., Westerly, R. I.*

Still good picking among the special hats at the special prices. But you are getting near the "danger line." Sizes are beginning to run out. A day or two's more selling and the variety of shapes offered for your selection will be narrowed down.—*Saks & Co., Washington, D. C.*

MEN'S SHIRTS

"Gee whiz!" exclaimed the man, "all the buttons are off this shirt."

"Well," replied his lazy wife, "it's a negligee shirt, isn't it?"

"Of course."

"Well, it wouldn't be nearly so negligee if it had the buttons on."—*Philadelphia Press.*

Such shirts upon which the better class of shops base their claim to exclusiveness, and not without reason, for in fabric, fashioning and finish these garments are of the highest grade.—*Saks & Co., New York.*

Shirts of every conceivable pattern and all sizes. Shirts that will wear as long, wash as well and appear as fine as if you bought them at exclusive stores and paid twice as much as we ask for these. In every respect these shirts possess qualities that recommend them to careful buyers—to men who have good taste and appreciate getting double worth of their money.—*The 14th Street Store, New York.*

These are not shirts manufactured for sale purposes, but are made under our direction for regular selling, with every detail that makes shirt perfection carefully woven into their manufacture. There'll be choice picking from the several lots of shirts on display, and in every case you are assured nearly double your money's worth.—*H. Batterman, Brooklyn, N. Y.*

Not a more convenient place in the city to buy your Shirts—just inside the Eighth and Market Street door, and we have never seen better values than we are now offering; all new and fresh, and the styles are correct—the product of the best makers only.—*Strawbridge & Clothier, Philadelphia, Pa.*

Men who want to piece out this summer's supply of fine shirts, or stock up for another season, will be here promptly, for these are excellent investments. The majority of them are made of imported madras and plain and fancy striped cheviots; cuffs attached or detached; sizes 14 to 17.—*Macy's, New York, N. Y.*

Fine crepe shirts made to order. We are showing a beautiful collection of soft, cool Scotch crepe shirtings, that will be pleasing to particular men. The patterns are exclusive with us, and the

variety shown is unequaled in the city. Wanamaker Custom Shirtmaking is of the very highest order. The shirts we produce are not only superb in style, but the fit, comfort and finish of the shirts are above criticism. All sorts of materials—hundreds of patterns, of course,—but we want you particularly to see the new crepes.—*John Wanamaker, New York, N. Y.*

The balance of that great lot of handsome "Griffon" negligee shirts which have been the talked-about bargain among men for some days past will go on sale to-morrow at the clearance price of 59c each.—*Bloomingtondale's, New York.*

Men's New Shirts.—Complete new fall assortments from four of the best manufacturers in America, making a very elaborate showing of stylish shirts, with stiff or soft bosoms. Some are neatly plaited, others are plain; detached link cuffs. The materials are woven madras, pique chambray and oxfords, in light and dark shades of gray, blue, oxblood and tan, in the most stylish possible patterns, in perfectly fast colors.—*Kemp & Hebert, Spokane, Wash.*

Saturday starts here a big sale of men's madras and negligee shirts. A great money saving sale of negligee shirts because these shirts were all the desirable quality, in the newest styles, and there is no reason on earth for them being less than regular prices, excepting for the fact that we bought them at less than regular wholesale prices. By selling them at the usual per cent of profit we give you the benefit of what we save.—*Loveman, Joseph & Loeb, Birmingham, Ala.*

Fourteen hundred shirts from previous sales, some probably mused, but that matters little when the shirts are negligee and easily washed at home. There is a good variety of patterns; but it's well to be early and take your pick.—*Wanamaker's, Philadelphia, Pa.*

The First of the Stiff Bosom Shirts \$1.—Presently the tenure of the negligee shirts will be usurped by the stiff bosomed variety, and already the new shirts are coming in. An attractive group is here to-day—beautifully made, over our own accurate patterns, of white percale, with designs that are quiet to the point of being reticent—stripes, pin-dots and small figures in black and colors.—*The Wanamaker Store, New York.*

We have finished experimenting with all kinds and makes, and adopted these two because they are not only up to right style and quality, but will fit any shape man that comes for them. Both are made on different plans, cut on different lines. No other shirts take a collar so well at the neck or fit so comfortably through the body.—*Schipper & Block, Peoria, Ill.*

At Price Reductions of One-Third to One-Half.—Perhaps you know the manner of shirts our stock affords. Then all you need know is that those offered here are from our regular stock, some twelve hundred in number, embracing the season's most favored fabrics and designs.—*Saks & Co., New York, N. Y.*

We have a line of Negligee Shirts that is second to none in the city, and many of the patterns can be found at no other store; we have also a large variety of the popular Shirt Waists.—*Babbitt & Co., Albany, N. Y.*

We're justly proud of this collection of Negligee Shirts. The manufacturer held them back—let all his less attractive patterns go first, hoping to realize more on these.—*Wanamaker's, New York.*

Are you particular about your negligee shirts? It's right to be—and especially when there is more than one place to buy. We want you to see this assortment of dollar shirts, for they are just a little bit better values than you'll find elsewhere—better fabrics, better patterns, better made.—*M. R. Emmons & Co., Atlanta, Ga.*

A nobby shirt adds to a man's appearance. We have the largest and most complete line of stylish novelties for this season that is carried in this section of Ohio. The kind that gives you a neat and dressy appearance.—*American Clothing Co., Kenton, O.*

Summer Shirts that men like. Men, as a general thing, are good shoppers when it comes to buying clothes for themselves. They know what they want, and where to get it; and they are quick

to spot "good values." That's why we are gratified at the practical approbation that men show for our shirts—they buy 'em, liberally, enthusiastically, and come back for more when they need them.

Scant wonder, too, with such an array to choose from, for instance, as this showing of Summer Shirts—Negligee Shirts. We have gathered them from those makers, at home and abroad, whom we know to be expert, reliable, careful. We contribute splendid shirts from our own custom shirt factory—made in custom style.

The range of patterns and colorings bespeaks the excellent judgment of our shirt man—Scotch madras, linens, percales, silk, some in plain white, others in quiet or pronounced patterns, according to your taste. Bosoms are plain or plaited, cuffs are detached or attached—in fact, you have to be a mighty hard man to please, to have any trouble finding precisely the shirts you want.—*Wanamaker's, New York.*

It is good luck, of course. But it comes our way because with a big regular outlet for shirts, makers like to turn their "plums" this way as a hint why they should get regular business. This maker had the fine white fabrics for about 2,800 shirts left and made them up for us after our specifications, which are a bit better than the usual. Spick-span new and spotlessly white shirts with plain, soft bosoms. All at half price or near it.—*Frederick Loeser & Co., Brooklyn, N. Y.*

To-measure shirts for men 4 for \$11.00, value \$3.50 to \$4.00 each. To found the biggest shirt business in this town is our bent. To incline you our way, we have elected to offer a shirt as good as the best at one-third less than the standard price. And the hazard is ours—if the shirts do not fit perfectly you may inflict the full penalty. Negligee or plaited bosom, coat or open front models of the finest madras, cheviot or percale in imported or domestic weaves in some two hundred distinctive patterns. Cuffs attached or detached. A fortnight after we get your measure you will get the shirts—not an excuse.—*Saks & Co., New York, N. Y.*

Men's shirts, \$2 and \$1.50 grades, 95c. We can't help becoming enthusiastic about this very remarkable offering of fine colored shirts. Former shirt sales have offered splendid good shirts at 95c., but never in Pueblo were shirts as good and beautiful as these sold at such a low figure.—*White & Davis, Pueblo, Col.*

Imported shirts that distinguish their wearers. A good many more men than the public realizes buy their shirts in Paris. Season after season more of these men are coming to Wanamaker's. And men familiar with what Paris shows, best appreciate the Wanamaker importations. Just yesterday one of these men was passing the store and saw a windowful of imported shirts. He came inside and was amazed to see what a variety of imported shirts was shown—a better assortment than can be found in any one place abroad, because the best products from the various sources are assembled here. The result was, he picked out half a dozen and promised to buy his shirts here in the future instead of in Paris. The Wanamaker shirt business is increasing rapidly every season, as men realize the unusual character of our stocks. Of course, the assortment of imported shirts is finer this year than it has ever been before, and it is now at its best.—*John Wanamaker, New York, N. Y.*

Following the splendid offerings of the past two weeks, we shall have ready and on sale to-morrow, Friday morning, another remarkable collection of men's negligee shirts at \$1 each, representing qualities that sell everywhere else at \$1.50 to \$2. Then every shirt is spic-span-new, fresh, clean and handsomely laundered. The variety includes everything from a plain white cheviot, or a plaited front white madras, to some handsome dark-colored shirts worth two dollars, and looking as effective as many four-dollar custom-made shirts. Some of the shirts have cuffs attached, others have separate cuffs.—*John Wanamaker, New York.*

Exclusive shirts ready-for-service at two fifty. Cut and tailored by the same craftsmen to whom we entrust our to-measure shirts, we have designed a new series of ready-for-service shirts which have everything in common with those made-to-order—except the price. The fabrics—pure linen, madras and mat cheviot—are all imported and exclusive—Whytlaw, Holmes & Allen, and other foreign weavers sponsor them. Plain, plaited or stiff bosom models in coat styles with cuffs attached and open front and back, with cuffs detached. With a good many of the shirts there is an extra pair of unlaundered cuffs which your seamstress may attach when the first pair are beyond further service.—*Saks & Co., New York, N. Y.*

Negligee Shirts.—When it comes to buying shirts, most men are decidedly

particular about the patterns. That is all well and good, and bothers us not in the least, for we are prepared to please the most fastidious.—*Bergerman Bros., Pueblo, Col.*

"Shirtology."—Spring time invariably enthuses designers who create the patterns for negligee shirts. It's the only season of the year that gives a man a real good opportunity to display his taste and originality in his make-up which naturally creates an eagerness, to say nothing of the rivalry to outdo—or outdress.—*Daniel Bros. Co., Atlanta.*

Negligee shirts at \$1. This word is about a very smart group of men's madras shirts, woven in a particularly handsome crepe effect. The colors include plain, tan and two shades of blue. The shirts are beautifully made, and the peculiar weave of the material gives them a character quite unusual in shirts at this price. Of course, the fabrics will retain their color as long as the shirts hold together, and no fabric is more serviceable. They are made over our own pattern, full size, good-fitting and all have detachable cuffs. Sizes 14 to 17. They are matched by nothing less than the best \$1.50 shirts elsewhere. \$1 each.—*John Wanamaker, New York, N. Y.*

Negligee shirts! Caressingly cool, easy, handsome, durable shirts here.—*Stern & Bendheim, Altoona, Pa.*

Men's summer shirts to order. Correct sleeve lengths and perfect comfort about the neck and shoulders are points which make it worth while for the hard-to-fit man to have his shirts made to order.—*Woodward & Lothrop, Washington, D.C.*

If you're good at guessing—it's more than apt to dawn on your mind that these are pretty good things for nobby dressers—and when you've scrutinized the materials thoroughly and given your imaginary facilities sufficient time to act—you'll likely decide to try a couple any way. They're dead swell—you have our word for that and the pleasure derived from actual experience with the shirt will no doubt be very gratifying. They are made of Pongee Silk, with a generous mixture of linen to insure their wearing qualities.—*Daniel Bros., Atlanta, Ga.*

A fine collection of smart, new, fresh, finely laundered plain negligee shirts, with detached cuffs. All made of excellent woven madras; some in white grounds with colored stripes; others in stylish dark effects—but not an undesirable style, pattern or coloring in the entire offering.—*John Wanamaker, New York.*

Men's shirts to measure. If you want solid comfort drop in to-day for a few minutes and let us take your measure for some spring and summer shirts. You ought never to know that you are wearing a shirt. If it is continually brought to your attention by the neck-band being too tight or the shoulders too narrow, or some other detail, it is poorly made. We have been studying the business for a score of years, not exactly the store, but the man who has charge of our shirtmaking. We know how to do it right.—*The Wanamaker Store, Philadelphia.*

This is just the time you want a full quota of shirts and these are the stylish kind that meet the favor of the most critical dressers.—*The John Gerber Co., Memphis, Tenn.*

Shirts Marked Down.—Spring furnishings are arriving daily and demanding room. In order to remove quickly our remaining winter stock we have made radical price cuts.—*Leopold Morse & Co., Boston, Mass.*

Our showing of Men's shirts, neckwear, hosiery, gloves, underwear, night robes, etc., comprise about every new style on the market. We show values and styles that no other house will show you and you are absolutely sure of getting the very latest and best.—*Halverson Bros., Whitewater, Wis.*

The annual sale of men's negligee shirts at the special price is now in progress and every man can be fitted, for all sleeve lengths and neck measurements are included, and all this season's most desirable patterns in percales and madras have been secured for this sale.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Men's negligee shirts 25c. The patterns are good, so are the colors—striped effects, blue ground with white, black or red stripes—and the material is a well woven madras that wears and wears. Find your size and you find a prize.—*N. Snellenburg & Co., Philadelphia, Pa.*

Negligee shirts. It's the shank of the season, but we start it off with a sale that's a starter. It's our luck—yours, too.—*Kaufman Clothing Co., Lexington.*

A dollar bill may well feel proud when it comes here to buy a shirt.—*Robt. I. Cohen, Galveston, Tex.*

All the rank and file of the shirt world bow down to the Manhattan, the King of Shirts. Unrivalled showing for spring 1903.—*Lambert, New Haven, Conn.*

It pleases us to have people come in and ask for another of those dollar white shirts; shows that the last one was a

good one.—*T. B. Cuthbertson & Co., Vancouver, B. C.*

Colored Shirts.—They're sweller than ever this season. Colors fairly run riot, and as for patterns—they are just simply splendid.

Fall Styles in Men's Shirts.—New patterns coming in every day. There's already a good assortment. Come look them over.—*Mullen & Bluett Clothing Company, Los Angeles, Cal.*

Don't neglect to lay in plenty of soft shirts—for traveling and vacation wear they are certainly IT.—*The J. L. Hudson Co., Buffalo, N. Y.*

Shirts it's a comfort to wear. If there is anything more uncomfortable than an ill-fitting shirt we would like to know about it. Some shirts are more like straight-jackets than wearing apparel. But here are shirts that fit right snugly around the collar, easily over the shoulders, with plenty of room in the bodies. It's a comfort to wear them.—*The T. Eaton Co., Winnipeg, Can.*

Men's department special. \$1 for men's high grade negligee shirts. Commencing this morning we will place on sale an extra special lot of men's high grade negligee shirts, all made of fine madras cloths, in a large selection of this season's newest and most desirable styles—novelty dark effects as well as white grounds with neat figures and stripes—all made coat style and attached cuffs.—*The Golden Rule Store, St. Paul.*

To show something a little newer, a little different, a little better than others show at the same price, is our hobby in this department. It's a hobby that's popular with men, too—our shirt sales prove it. We're always alert—watching for the unusual—and the snappy patterns we show to-morrow—for the first time—are the kind that influence men to buy whether the demand be immediate or not. We'll show you the swellest black and white square effects in fine quality madras and the nattiest collarless flannel negligees with turn-back cuffs that have been shown here this season. Hundreds of other handsome and stylish patterns in coat styles with attached or detached cuffs.—*Sturtevant's, Zanesville.*

Men's working shirts made of the best material for hard, every-day wear—English twilled Oxford. Stout, serviceable shirts, with good roomy bodies. Dark blue, brown and gray shades. Double-stitched seams and double yoke, with attached collar. Sizes, 14, 18. Eaton price, 50c.—*The T. Eaton Co., Winnipeg, Can.*

We're long on shirts, so we've cut the price short.—*London Clothing Co., Los Angeles, Cal.*

Grand bounce for negligees! If you get onto our shirt bargains—the shirts are likely to get onto you.—*F. M. Atwood, Chicago, Ill.*

To-day we will give Tacoma men a bargain such as seldom appears at this, the very beginning of the spring season. Think of it, men! over 100 dozen brand new shirts that have not seen the light of day to go on sale at such a ridiculous price. Don't mistake the term negligee—negligee doesn't mean negligent dress. These shirts are good form for any business day the year round—that's why the sale goes on now. Hundreds of fresh, attractive shirts for hosts of men who want spring and summer shirts now. Some have laundered collars and cuffs; others have two separate collars, and most all can be worn with white collars and cuffs. We won't say what their worth is to you, but we do say that they are the biggest shirt bargain you ever saw at 39c. each.—*Rhodes Bros., Tacoma, Wash.*

We have just opened a big line of soft front shirts in all the newest designs and patterns consisting of fancy plaids, fancy stripes, plain blues, tans, etc. Anything in the shirt line you want we have it.—*J. H. Fleming, Frederickton, N. B.*

Another shirt sale—75c negligee shirts, 39c. One of the famous shirt-making concerns of the country had a surplus of fine white striped blue madras of the quality put into their dollar shirts. They sold it to another firm of shirt makers for a fraction of its worth. This second firm made it up into shirts for us—following the specifications for proportion and style which we laid down—and the shirts to-morrow will make one of the best offers of this or any season. The material is an excellent woven madras in medium blue with narrow, medium and wide white stripes. The shirts are made with separate cuffs to match. Sizes 14 to 17.—*Frederick Looser & Co., Brooklyn, N. Y.*

A three-day demonstration of spring styles in shirts. We have made special preparation for a three-day demonstration of spring styles in men's shirts that will prove of special interest to dressy men, as in it will be illustrated all the styles, materials, patterns and colorings, the latest effects worn in such fashion-setting centers in men's wearables as London and New York.—*The T. Eaton Co., Winnipeg, Can.*

Men's negligee shirts, made of printed

or woven madras, all light grounds, neat designs in stripes, figures and checks, chiefly black and blues correctly made with faced sleeves and every improvement. They are both attached and detached cuffs. The scarcity of cotton goods and an advance price in material, as yet, has not driven us to advance prices, as we anticipated our wants. These shirts are selling fast at \$1.00 and \$1.50.—*John Lutz, Springfield.*

Our shop devoted to furnishings for men is counted a powerful factor in the craft. To establish it we have sought opportunities and at times created them. This is an important instance. After his season was done, the manufacturer who provides the shirts of the highest character which our stock affords, and perhaps he is the best in the craft, found himself with about a thousand short lengths of fabrics woven in this country and abroad. They were of little use to him. We got together—the spoils came to us at extreme price concessions. Governed by our standard to insure full and true proportions, we have had his organization fashion the fabrics into his regular one-fifty, two-dollar and two-fifty shirts, all of which are offered at \$1.10.—*Saks & Co., New York.*

Some 2,400 fancy negligee and stiff bosom shirts, with cuffs attached and detached. Most of them are coat style and all are this season's make. Not an old shirt in the lot.—*Brokaw Bros., Brooklyn, New York.*

Cluett shirts fit perfectly—wear longest—look best for every type and style of man. The perfect shirt for every occasion. Ask for Cluett shirts. Look for the Cluett label.—*Cluett, Peabody & Co., Chicago, Ill.*

Men's negligee shirts, made of printed madras, all light grounds, with neat designs in stripes, figures and checks, chiefly black and blues—correctly made with faced sleeves and every improvement. There are both attached and detached cuffs, and a good variety in each size.—*Abraham & Straus, Brooklyn.*

White bosom shirts every man has—how many have comfort in them? Here is a shirt ready to wear, cut with custom shirt care by perhaps the greatest shirtmakers in this country. That means a smooth-setting bosom, a neckband that does not drag down, sleeves so set in that they don't bind under or over your arm. And at every price there are sleeves lengths from 30 to 34 inches, in every size shirt. Made in all the accepted styles.—*Rogers, Peet & Co., New York.*

They come to us from a maker whose name is a synonym for shirt quality. If we could use it in a public announcement there would be no need of further details. The why and how. He made the shirts up of short lengths of materials that accumulated during the progress of spring business. There was a wide variety, yet too few of each variety to attempt selling in the regular way. He "lumped" them and gave them to us at a sacrifice, expecting a quick distribution that would least affect his regular patrons. There are pleated and plain negligee shirts, custom finished, with hand-made button holes, and all are hand ironed. They are made with attached and detached cuffs. There is every size in the lot, of course, but not every size in every pattern. There are fifteen hundred of them, and not one will prove disappointing.—*A. T. Lewis & Son Dry Goods Co., Denver, Col.*

Men's fast black, fine quality sateen shirts, double stitched all round; gathered yoke to give plenty of room; correctly sized collars. The 65c kind, Friday at 49c.—*The Fifth Street Store, Los Angeles, Cal.*

Here's news of a bargain that some folks would exploit with great flourish of trumpets. We refer to a special purchase of negligee shirts that we can pass along at 50c each. They are made of blue madras with 1-4 to 1 inch white stripes and have separate cuffs. Appraisal of value we'll leave to you.—*McCurdy & Norwell Co., Rochester.*

Our policy is, never carry shirts from one season to another, so in order to make a clean sweep of our winter stock we are naming prices that will make this the biggest shirt event of the year. Besides the fact of our having the finest and largest selection of Manhattan shirts in Central Ohio, we are able to say that the greatest part of the stock consists of soft-bosom shirts suitable for wear the year around.—*The Capitol, Columbus, Ohio.*

A man's attire is the same thing to his character as the index is to the book. Men of sterling character wear the "Emery" shirt, a shirt of sterling qualities. These shirts are of the better grade for all manner of men, whether your taste be grave or gay. The "Emery" reflects credit upon the wearer, the retailer and the maker. A new lot just in of stiff and soft bosoms.—*The Bailey, Copeland Co., Columbia, S. C.*

In the final days of the most successful shirt sale we ever conducted—just

when broken assortments require bolstering—here comes to us a surplus stock of celebrated negligee shirts. There are 3,200 shirts in the stock—enough to round out in full form the most popular-priced lines the sale afforded. Included are both pleated bosom and plain negligee shirts, made of madras, with cuffs attached or detached. They are well made, perfect fitting—all hand laundered.—*R. H. Macy & Co., New York, N. Y.*

A fine, big collection of smart, new, fresh, finely laundered plain negligee shirts, with detached cuffs. All made of excellent woven madras; some in white grounds with colored stripes; others in stylish dark effects—but not an undesirable style, pattern or coloring in the entire offering. The size range is complete; the variety is most satisfying. The quantity of \$1.50 shirts is much greater than of those worth a dollar. It is an unusually fine opportunity for men who are ready to lay in a supply of summer shirts. 75c each.—*John Wanamaker, New York, N. Y.*

A chat with men.—Especially friendly with men to-day. How many of you had a negligee shirt left over from last season? You didn't throw it away did you? You put it on and thought it just about as good style as any you say in the shop windows around town. We have some left-overs—first-class soft front shirts, which we might masquerade as all new patterns, but we are not going to.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

More tan shirts at half a dollar.—Scarce as hen's teeth—popular as ping-pong! To-day plenty, at this little price. In three widths of clearly printed white stripes on a rich tan ground; nicely made, in full sizes; with separate cuffs. They have all the effectiveness of dollar or dollar-and-a-half shirts, though the price is only fifty cents each.—*Wanamaker's, New York.*

We're waving shirts at you this week. We want to attract your attention—want to show you what a splendid line of negligees and shirt waists we are putting out at 20 per cent. and more of price.—*The Hub, Bangor, Me.*

Men's negligee shirts, 50c.—Well made, neat, cool looking summer shirts of madras and percale. Some were specially made for us, to sell at this price; some are the dollar shirts of other stores; and some are our own special dollar shirts. Some have separate cuffs, others have cuffs attached. All are very exceptional shirts to buy at half a dollar.—*Wanamaker's, New York.*

We know that you have never seen a prettier lot of patterns than these. They are the brightest conceptions of the most celebrated designers. They come in solid colors, stripes, figures, plain whites, etc. They're the masterpieces of the best shirtmakers—makers with a reputation. Prices range from \$1.25 and \$1.50 to \$2.00 and \$2.50. See large special window display.—*Wentworth Clothing Co., Spokane, Wash.*

This is a grand opportunity for every man who needs new negligee shirts. They are the biggest shirt values of the season. The why and wherefore is that they came to us far below the regular figure—the loss is not ours. The patterns are neat, up-to-date effects.—*Minneapolis Dry Goods Co., Minneapolis.*

Shirts for men to be cool in.—These are the days when a man can well afford to be a bit extravagant in the matter of shirts. To feel cool, and to look comfortable. The shirt comes into unusual prominence, during the season when a man takes liberties with his vest. The diplomatic man wears shirts so refined and handsome that they preclude apologies. Good taste does not necessitate extravagance. But the better it is, the more it urges it. Here are abundant kinds of shirts for the man of good taste who is a conservative spender. Here is equal provision for men whose purse-strings are looser.—*Wanamaker's, New York.*

Nicety in negligees. It's a rather trite headline, and you've seen it in our ads before, but you who have followed it up by the test of trying and know how good the shirts are it stands for, will pardon its often recurrence.—*Daniel Bros., Atlanta, Ga.*

Shirts that fit. What solace there is in those three words to the man that has been made wretched day after day by a shirt that has pulled at his neck, pinched his arm and refused to hold a collar in position. These negligee shirts are properly made and they'll fit properly.—*Joel Gutman & Co., Baltimore.*

"She sang the song of the shirt." Singing the song of these new shirts has nothing "dolorous" about it. The neatness and daintiness of the designs and colorings will delight every well dressed man, and not a few women who are interested in the good appearance of father, brother—or somebody else.—*Moore & McLeod, Charlottetown, P. E. I.*

These shirts are many degrees removed from the quality of usual sale shirts, being regular goods, bought in the regular way, from shirtmakers who are known

to fame for the superiority of the product. The only reason why we don't uphold the price is because we've inaugurated a general house-cleaning on our shirt department.—*Wm. Vogel & Son, New York.*

This is certainly a most exceptional sale of men's fine shirts. The plaited shirts are of an excellent quality cheviot, percale, made with four plaits on each side, piped with white. They are shown in the season's newest colors—plain tan and plain blue. The shirts with plain bosoms have separate cuffs, and are made of woven madras, corded madras, cheviot finish percale and Tuxedo printed madras. They are in neat stripes and figured effects, on light grounds and medium dark, with new jacquard self-figured designs.—*Bloomingtondale's, New York.*

We are proud of our collection of summer shirts, and we are satisfied that we can please every man who desires handsome and comfortable shirts, no matter what his taste or requirements may be. We have assembled the shirts from the reliable manufacturers both here and abroad. We have only the products of the manufacturers—shirts that we know to be correctly and carefully made and handsomely finished. Our own custom shirt factory contributes many handsome varieties.—*John Wanamaker, New York, N. Y.*

Almost half price—and if we should go to every good store in the country we would find in none of them a finer, smarter or better shirt for a dollar than those we shall have here to-morrow for 59c apiece. You will know the trademark as soon as you see it in each shirt—and you will know that for years it has distinguished the best grades of dollar shirts to be had.—*F. Loeser & Co., Brooklyn, N. Y.*

'Twould be a hard matter for a man to picture in his mind anything real nice in negligees and fail to find his ideal here.—*Daniel Bros., Atlanta, Ga.*

McFadden shirts have a reputation. A reputation for wear, color and style. If you examine them, you will discover why.—*McFadden, Youngstown, O.*

Better than the offerings of last week that made such a stir, for a number of higher priced shirts have been added.—*Abraham & Straus, Brooklyn, N. Y.*

Among the shirts shown here are a great many that will be just your idea of what is right. The variety of styles is so great that there's not a man living that we cannot please.—*J. F. Gregory & Son, Rockland, Me.*

MERCHANT-TAILORING

Everbroke—"I want to pay you something on account."

Tailor (rubbing his hands)—"Ah, I'm glad to see you."

Everbroke—"Yes, I want to pay you a compliment on account of your artistic way of dunning. Sh—not a word—you deserve it. Good morning."—*Kansas City Journal*.

To measure and to fit! That is the way we make clothing. Everything is done according to the most approved method—every garment made under a perfect system.

But measurements, methods and systems would be useless, if the material from which we produce our made-to-order suits were not of the very finest quality to be obtained for the money.—*George Stewart, Melita, Man.*

Deceptive methods don't pay.

It's what makes a tailor's business keep slipping back.

Here you get what you order. Get it when you want it. Straight fact.

The work on our garments that you can't see is done just as good as the work you do see. They're examples of tailoring skill and genuine value through and through.

Try us on trousers.—*Brauer & Krohn, Los Angeles, Cal.*

The clothes we make meet all the requirements of the most fastidious dressers, as well as those who demand the greatest service for their money. We make the clothes to fit the man and do not try to make the man fit the clothes. The best tailoring talent to be found spends its efforts in our shop. Our line of fabrics contains all that fashion decrees. Our prices are as low as goodness grants and as high as the best quality and workmanship require.—*A. B. Smith Co., San Francisco, Cal.*

Years of experience in the designing and making of apparel for men qualifies us to produce absolutely the best results. New fall and winter goods in lambs' wool, Leamingtons, vicunas, imperials, Carr's meltons, etc.—*F. Schefers, Binghamton, N. Y.*

We have hundreds upon hundreds of customers that are sounding our praise, in appreciation of us, and in kindness to their friends. We are ready, willing and anxious to serve you equally as well. We have an immense stock of suitings, overcoatings and trouserings, and our tailoring organization is complete. Join

the band.—*Morris Tailoring Co., Lexington, Ky.*

It takes expert tailoring and cutting to mold suits to fit young men as they want to be fitted nowadays. There must be lots of snappy style and the fit must be perfection. All this our tailors have accomplished in our young men's suits, overcoats, pants and ladies' skirts and coats for the fall and winter of 1903 and 1904. Yours for suits to fit—or no sale.—*The Royal Tailors, Bloomington, Ill.*

The art of dressing well is really a science. It needs study and thought—much more of it than the average man can afford time for. And right here is where we make ourselves especially useful. You need only to select the cloth, we will attend to the rest.—*King, Alliance, O.*

Quality, style, fit, finish, price. These are the five points which distinguish "our" clothing—that is why our customers never have to apologize for their appearance; they invariably enjoy that satisfying feeling of being well and properly attired.—*T. Kelley, Brooklyn, N. Y.*

Trouser arguments. Not padded, either. Nothing but plain unvarnished truth. The trousers you take away from here will fit you, if they were made for you. That's just as sure as the world is round. If they didn't you wouldn't be taking them away. They'll be made from the most stylish trouserings of the day, in the best style of the day, if you so desire. We make them according to your dictation, from your choice of fabric.—*Brauer & Krohn, Los Angeles, Cal.*

Our homespuns are ideal summer suits—they are made durable, light in weight, loosely woven and cool. The colors are pleasing—natural grays, browns and heather mixtures.—*Wolfs, Boston, Mass.*

If in doubt, play homespun. It's the winner this summer. Some in plain shades burred and knobbed with touches of color every little while; some in plaids and overplaids, and many are stripes and broken stripes.—*Golden, Detroit, Mich.*

Fashions in fall fabrics crowd the counters of our tailoring department. Distinctiveness marks the stock. Many imported patterns among them.

Good dressers who aim for exclusiveness are invited to inspect our selection of fall suitings and trouserings before a single pattern is missing. Fastidious folks seldom wait until the matter of choice is narrowed down to remnants.—*Swift, New Bedford, Mass.*

The Arnheim unbreakable front and shoulder feature cost us a "barrel of money" to perfect, but it's worth it in prestige to this great tailoring business. We'll build a suit with this shape-keeping device, give you a broad selection of fabrics—charge but \$20.—*Arnheim, New York, N. Y.*

We have taken out of our merchant tailoring stock a collection of fancy cheviot suitings, sufficient for the making of sixty-three sack suits, which we propose cleaning out of stock in a hurry, because they are odd lengths and will exactly meet the wishes of a great many men who will appreciate the economy at this time.—*The Wanamaker Store, New York, N. Y.*

Rivard, "the great tailor," is dead. Mr. Rivard was known as the best tailor in Philadelphia—a few of his customers were ex-President Cleveland, President Roosevelt and Admiral Dewey, so you can see he carried nothing but the finest cloths, composed of imported worsteds, chevots, homespuns, serges, diagonals and dress worsteds, and worsted and cheviot trouserings. His executrix sold his stock to us at a price which enables us to sell them to you at half price. All of his old customers will do well to see us on this sale, as we will make these garments up in the best styles and use nothing but the finest trimmings and guarantee you a perfect fit.—*Moran Bros., Philadelphia, Pa.*

Young man look around! Be observing and you will discover that three-quarters of the well-dressed men in town are wearing clothes made by *Boone, Fall River, Mass.*

Our stock of spring suitings is now complete. You should order your spring suit early to insure its being ready when the first warm weather comes. Every good dresser in Columbia should remember that we do strictly home tailoring. We cut, trim and make every garment in our own shop. We are, therefore, prepared to give you the very best work and a sure fit, and the goods are of the highest quality to be gotten for the money. Our prices are as low as is con-

sistent with high class material and good workmanship. The clothes are fitted on you, and you don't have to take any chances on a misfit. Our guarantee covers the fit, the materials and the workmanship.—*F. G. Mertins Co., Columbia, S. C.*

The two Eisner stores are now ready with their spring suitings. Of course you wouldn't think of buying a winter suit at this late day. Here are all the cleverest spring novelties. These we will make up to your order with our customary care and skill, at prices ranging from \$20.00 upwards.—*Eisner & Co., Los Angeles, Cal.*

Poorly made clothing is dear at any price. Well made, correctly fitting, properly trimmed garments with an air of distinction peculiarly their own at our price is strict economy.—*Kissane, Mansfield, O.*

The price of serge has been increasing rapidly and is likely to be still higher. We saw this coming sometime ago and gave our orders to the European houses for sufficient goods to meet our demands for a year. We can therefore guarantee the same quality goods at the same price which has made this our special. The cloth is made by the finest manufacturers in the world—absolutely fast dye, and will wear until you are tired of it.—*Semi-ready Tailoring, Montreal, Can.*

'Twill all be over Tuesday evening, then the beneficiaries of our sacrifices will have a long time to rejoice in the goodness of their bargains, and those who have failed of the sale's advantages will forever regret the opportunities lost. Join the procession to-day and to-morrow, and get your overcoat, or your suit, or your hat, or your bath robe, or your housecoat, or clothes for the boy; you'll make money if you do, and lose money if you don't.—*J. Schradzki, Peoria, Ill.*

Many a man finds himself better dressed and dressed more to his liking as a result of this sale for substantially reduced prices have tempted him to make a trial of the Parker-Bridget sort of clothing.—*Parker, Bridget & Co., Washington, D. C.*

Right now is the time when people are buying extra pants, and you know the reason, it's because it's too late to buy a winter suit and too early for a spring suit, and a man's coat looks fair while his pants are about on a new era. We believe in true advertising and offer bargains at the right time, when the purchaser will appreciate the benefit he derives in time when needed.—*Julius Frankel & Co., Peoria, Ill.*

We've been thinking about you. We want to clothe you this season and if you will give us the contract we'll do it reasonably and we'll do it well—better, we believe, than it can be done elsewhere. Our store is fairly booming with good things. Come and see what we have; suits, top coats, trousers and tog-gery galore. All as fresh as a May morning and at prices you'll be willing to pay. You can't do better, and you might do worse.—*Spira & Pincus, Mobile, Ala.*

We haven't received any clothing for this sale that was manufactured for this event. We haven't marked up any garments to a higher figure in order to sell them at half. Bear in mind that we are not offering everything at half, but that only suits and overcoats of which we've two or three of a kind are going at the 50 per cent. rate. All children's suits and overcoats are included in the sale.—*The Washington Market Clothing Co., Trenton, N. J.*

A summer suit should have body enough to be shapely and still be cool. That's the Arnheim way of making \$20 clothes to your special measure. Our new "unbreakable" coat front and shoulder means shape-right and stay-right garments. Special sale of blue, black and gray serges, also striped flannels—choice at \$20.00. Style book and samples for the asking.—*Arnheim, New York.*

If you want a fashionable new summer suit from fabrics the most exclusive tailors are showing, here's the place. Full discussion may be had with us regarding any or all points connected with our summer tailoring. We shall try to advise you intelligently and we are always determined to satisfy you, don't matter what pains we'll have to take. We would be glad to show you our fabrics and styles whether you wish to purchase or not. You would be pleased to see them.—*Vincent French, Windsor, Ont.*

Every February and every August we hold a clearance sale. We do it to keep our tailors always employed. We prefer to drop prices on our entire stock rather than drop one of the talented staff of tailors we have so carefully gathered together. But we'd drop both before we would let the quality of Brauer-Krohn tailoring drop a particle. So know one above all things that the cut in prices doesn't mean a cut in the quality of the tailoring—nor a cut in the quality of the fabric—nor a cut in the quality of the linings.—*Brauer & Krohn, Los Angeles, Cal.*

All we have to offer is the tailoring and

most satisfactory price. We want to get in touch with you, we believe it will be to our mutual advantage, and we promise our best effort to serve you well. A good way to get acquainted is to call at our store and see what we have to offer you. When selecting a suit there is often some one besides yourself to be considered. Ben Franklin said: "Eat to suit yourself, but dress to suit others." We're running this store to interest the whole family.—*Spira & Pincus, Mobile.*

There's one thing sure! Every piece of material in my stock is new. Facilities better than ever. Stock more select. Variety greater. Spring styles for 1903 now ready.—*C. W. Deibel, Youngstown, O.*

"The Duke of Marlborough was the greatest man in Europe," said the king to Beau Brummel. "Perhaps so, sire, but his trousers were always six weeks out of style," replied the arbiter of fashion.

The point is that many a man does himself an injustice by not looking the part nature intended him to play. Clothes do not make the man, but it's a fact that the world judges you a great deal by your personal appearance. A carefully dressed man makes a better impression than a carelessly dressed one. It costs no more to dress well than to dress poorly. We make a business of dressing people properly at a minimum of cost. To the best material we add brains. The result is correct dress at small cost. Our cutters are the best in the business and our material the best staple products of domestic and foreign looms. Come in and let us talk to you about a fall suit.—*Harmon & Lyons, Crowley, La.*

A high degree of tailoring is acknowledged by all our customers in our suits. We carry the best stock of gray and blue serges, worsteds and other fabrics in Western Ontario and employ only the best workmen. Everything is guaranteed here—cloth, perfect fit and workmanship. Men who appreciate cool, comfortable, well-made garments will find our turn-out most alluring and they will not be startled at the prices—which are always reasonable for first-class work.—*Vincent French, Windsor, Ont.*

You don't give "two whoops of Halifax" why or how we can sell a suit for \$18 made to order, with all the style and neatness of good tailoring that, according to ordinary ready-made clothing value, is worth every cent of \$22. All you want to know is: "Do we?" We do!—*Michaels, York, Pa.*

Just finished a great sale in the tailoring department and here comes another. Better fabrics, of course; a whole season's accumulations of short lengths of fine fancy worsteds, cheviots and casimeres, such as were used in suits we sold at \$30.00 and \$35.00. Some of them single suit lengths—enough for but one suit; others sufficient for two or three suits. Nearly forty patterns in all ready for the early comers' choice. Suits will be made and finished in standard manner—as they would be if you were paying full regular prices. Coats single or double breasted, lined with alpaca. In annual sales of this character early choice of the assortment of patterns is most pleasing.—*Macy's, New York.*

Why be a ready-made man when we can build a suit to your measure for the same price? The fact that we make suits at popular prices does not detract from our workmanship and style of fitting. We keep in pace with the styles just the same as high priced tailors.—*Plymouth Rock, Memphis, Tenn.*

Our overcoats and suits talk as eloquently, although without life, as the most gifted salesmen could speak for them. They appeal with telling effect to economical men who want to wear fine custom made clothes at almost "ready made" prices. The beauty of the fabrics, the excellence of the workmanship and the richness of the trimmings, all bear silent testimony of the superlative excellence that wins favor with well dressed men every time.—*J. Schradzki, Peoria, Ill.*

I have something to say to you that will interest you. Do you know that I am making the swellest garments for gentlemen ever turned out by an Indianapolis tailor? Have you noticed them on the street? They have a different hang and style from the ordinary. Come and see me for your fall suit or overcoat. I want to make them for you and can please you.—*Frank Davey, Indianapolis.*

It takes expert tailoring and cutting to mold suits to fit young men as they want to be fitted nowadays. There must be lots of snappy style, and the fit must be perfection. All this our tailors have accomplished in our young men's suits this season.—*Meigs & Co., New Haven.*

When you want to build a house you employ an architect. You prefer to build your own house according to your own ideas. It's the same with clothing. Buying ready-mades is like buying a house not built to suit your particular needs. We are clothing "architects," and if you want a suit to fit you we'll

build it and guarantee satisfaction.—*Adam Steip, Jersey City, N. J.*

Our custom-made clothing for men is the result of years of experience in making clothing for men, to which is added your personal equation. So that you get the sort of clothing that has satisfied hundreds of men, as to materials, cut and style; and you have the assurance that our sum total of experience has been brought to bear on making this particular suit for you.—*Graves, Cox & Co., Lexington, Ky.*

Not considering the two months yet to wear wash suits—at half price, don't you think it would be a good investment to buy the boys' 1904 supply now? Fabrics and the making couldn't be improved upon—and styles will be about the same.

Sailor and Russian blouses, made of blue and pink chambray, white duck and white pique, blue and tan linen and striped galatea, plain and trimmed, to select from. Buy now and save like this.—*M. R. Emmons Co., Atlanta, Ga.*

You want a tailor-made suit?
Think a bit.

Suppose we take a piece of cloth—see for yourself that it's a fine woolen—suppose we design this to your special order, give it that air of style you can't help appreciating. Suppose we fit you with better effect than any tailor ever did before; suppose we do this and charge you exactly what the goods cost at wholesale plus exactly what it costs for the making.

Suppose such a suit nets you \$22.50 and your friends inventory the value at \$35.00—is that worth hurrying for?—*F. B. Silverwood, Los Angeles, Cal.*

There are a good many new ideas connected with high class clothes construction this season, and we utilize them all in our work. Whatever helps to improve the appearance of a suit or an overcoat, that means we employ, to the benefit of our patrons and our own satisfaction—the satisfaction of knowing that we excel in every detail.—*L. Bernheimer, Spokane, Wash.*

Nothing better in high-grade, artistic tailoring than the tailoring work done by Mertz's experts. Every garment is an epitome of quality and style—every garment shows the limit of thorough workmanship and artistic finish. You're absolutely certain of getting the best and most satisfactory tailoring when you place an order with Mertz, because Mertz guarantees satisfaction to every customer.—*Mertz & Mertz Co., Washington.*

A faultless fit assured if you step in here. I make suits, pants, coats for men and young men. I have some mighty fine samples of light summer suitings. They can be made up in any of the late styles and made to fit you and to please you. I do repairing and pressing, too. Step in.—*Peter Pickton, Fargo, N. D.*

Hard work does the business. That's the secret of our success in tailoring—no sweat-shop work in ours. Our cutting and fitting follow the best of modern methods, the fabrics are of fine quality, and skilled artisans make them up stylishly and well. Garments of our making hold their shape indefinitely.—*Napoleon J. Roy, Tailor, San Diego.*

The vital part of "fit-reform" tailoring is what you don't see. It's the part you don't see that make the part you do see worth seeing. The fine hair cloth and shrunken canvas—the patient molding of shoulders, collars and lapels by hand—don't show in the finished garments. But they tell in the wear and fit of "fit-reform" clothes. Tweeds, homespuns, serges and flannels.—*Fit-Reform, Toronto, Can.*

Bernheimer suits are entirely different from any other made-to-measure suits. They're better. A suit made by Bernheimer for \$20 is better than you can get made anywhere else for \$30. That's because we give you the benefit of what we save by buying in large lots direct from the mills. And because we put more style, and fit, and better workmanship in our suits than others put in theirs.—*L. Bernheimer, Spokane, Wash.*

Our custom tailoring meets the wishes of several hundred careful and well-dressed men. They come back to us season after season, because their clothes look right and feel right. If you will let us take your measure now—to-morrow—you will thank us a little later for this reminder when the warm and pleasant days come and your suit is ready. We have a remarkable collection of woolens of all kinds to select from.—*F. W. Brandt, Binghamton.*

Our custom tailoring organization meets the wishes of hundreds of men particular about the fit and character of their clothing, but who do not wish to be extravagant in the prices they pay for good work. Wanamaker tailoring is done by expert craftsmen. Every detail of measurements, cutting, fitting and finishing of the clothing is done with care and skill. Every season we give splendid satisfaction to an ever increasing number of men, who are particularly

gratified with the low prices charged. For the making of men's double-breasted frock coats and waistcoats we are now showing a very fine quality of black thibet, which we make to your measurement, lined with Skinner's pure dye silk, for \$35. Fit and satisfaction guaranteed, of course. We are also making stylish English cutaway suits to order, from a variety of attractive materials, at \$27 to \$42. We have a very fine collection of neat gray striped worsted trousers, which we make to order, at \$6.50 to \$15.—*John Wanamaker, New York.*

No better fabrics ever met a tailor's shears than the elegant and exclusive suitings we have selected for the fall and winter seasons.—*Fletcher's, Kenton.*

What makes your tailor worry? Say Smith & Ennis to a tailor and watch his face redden. You might as well throw \$10 or \$15 into the ocean as to pay a tailor's profit when no tailor can fit you or please you better than Smith & Ennis' famous New York clothing. You would not find well dressed men who could well afford to pay any kind of a big price wearing Smith & Ennis clothing if it wasn't that Smith & Ennis clothing is nobbier, smarter and more exclusive than any tailor's productions.—*Smith & Ennis, Los Angeles, Cal.*

Our custom tailoring is in a class by itself. It took us some time to get our tailoring store up to the present standard, but our past hopes have been realized and to-day we have a tailoring store without a peer. Many of Brooklyn's most particular men have already ordered their autumn and winter clothing—the best work takes time. It's not too early to think of the future. But a word to those who have never tried the Loeser tailoring. Let us make you a suit, if you are not satisfied with the workmanship or material you do not have to pay for it. Get acquainted with our tailoring store and it will be an agreeable acquaintance not soon forgotten.—*Loeser's, Brooklyn, N. Y.*

Right clever tailormen have we in our shops—as clever as ever threaded a needle. Their time and talent are spent in tailoring to-measure suits of the very highest grade. So far as they are concerned, the season is at an end. Rather than have it be the parting of the ways, we present this special offer.—*Saks & Co., New York.*

Building smart, high class suits at a reasonable price—showing the choicest fabrics—the right treatment of every patron—you're invited to make an inspection.—*J. D. Smith, Columbus, O.*

Tailors to the masses.—*The United Woolen Mills Co., Parkersburg, W. Va.*

You are not required to pay a big price for having your suit of clothes made to order. For \$15 we will make you a handsome, true fitting suit of clothes. We are prepared to do high-class tailoring, and that's the only kind we do.—*The Pittsburg Tailoring Co., Pittsburg, Pa.*

A fool and his money are soon parted. That's how the makers of cheap, ready-made clothing manage to exist. If you are sensible, you know that clothing made to order is cheapest in the end. No tailor in this town—or anywhere else—makes better clothing than we turn out. Don't be a fool. Come to us and be well-dressed.—*Adam Steip, Jersey City.*

What gives a suit its chief attraction? Style, isn't it? Will the same style that looks well on the stout man look equally well on the slender fellow? Not much. Ready-made suits are cut in the same style, and vary simply in proportion. Every Silverwood suit is studied out, and built according to the proportions, the figure and the general characteristics of each individual. And there's no "hold-up" about the price.—*F. B. Silverwood, Los Angeles, Cal.*

Spring suitings are ready! May we have the pleasure of showing you our new spring fashion plates and our swagger new spring suitings? There's no obligation to buy—we simply want you to get acquainted with the smartest and prettiest line of English, Scotch and American woolens ever shown in Washington. Many are leaving their orders now—for, after all, it's only a matter of a few weeks when you'll want that spring suit to wear.—*George E. Hebbard, Washington, D. C.*

It's a hard come-down when a man begins to find his ready-made suit isn't what he expected—isn't a tailor's fit—isn't a tailor's cloth—isn't a tailor's style. If good tailoring were costly, there'd be an excuse for taking a suit from some clothier's counter. But who can pass by these clever materials, so well tailored up that they keep a man well dressed months after the "ready-made" has been passed over to charity.—*F. B. Silverwood, Los Angeles, Cal.*

Fall fabrics are now ready for the inspection of all who from taste and inclination desire that perfection of style and quality of gentlemanly refinement in the make of their autumn clothes. To the elegance imparted by a superb line of fabrics we add the skill of the master tailor, resulting in the produc-

tion of garments of surpassing beauty in cut, fit and finish.—*Yontz & Ebright, Columbus, O.*

Come in and look over the stock. It is not necessary to leave an order. No one will ask you to do so, but the goods will exert a very strong pressure. This is a very well selected stock of very handsome goods of reasonable weights and stylish designs. Under the skillful hands of our expert tailors these goods are made up into perfect fitting, dressy and high class suits or overcoats.—*Burwick, Worcester, Mass.*

Bully! Best thing ever happened. Advertised 42 of our own make suits last week right here in this same spot, and we sold them all on Monday and Tuesday. Who says Denver people don't know a good thing when they see it? Kept our tailors busy for the past week making up another batch for stock. Same suits we make to order for \$20, \$25, \$30 and \$35. Better get acquainted and save five, ten or fifteen dollars.—*Schradsky, Denison, Col.*

If you took 500 tailor shops and emptied all their woolens into one building, you wouldn't find a greater choice than we will give you. Our stock is larger than many wholesale houses carry, but the limited number of yards in each pattern make it possible for us to produce garments just as distinctive and exclusive as the highest charging "restrictive" tailors. \$20 buys a suit with a \$40 pedigree. Samples and fashion plates upon request.—*Arnheim, New York, N. Y.*

Our trouser-tailors put their whole hearts into the one thing for which their special ability is best fitted—the making of trousers. They are engaged by us just because of their expertness in that direction, a fact which explains the superiority of Morse-made trousers in every detail.—*Leopold Morse & Co., Boston, Mass.*

If you want the properest clothes, you'll make "here" your choosing place. We show a hundred patterns and weaves where other tailors show you one. In short, you choose from the largest variety of clothes ever found under any one roof. \$20 will buy a suit tailored to your measure and styled to the minute—\$40 would be nearer its worth. Let us mail you samples and style book.—*Arnheim, New York, N. Y.*

If we hadn't especially prepared for the heavy invasion customary with us our stock would suggest the jam pantry after an official visit of the "young hopeful."—*Brokaw Bros., New York City.*

"Take my advice, old man! If you want to look dressed 'up to the handle'—not over-dressed, mind you—see that John McLeod & Co. does your tailoring." Sage advice to the man of business or society whose appearance is of any moment to him. We can but repeat: For good garments, fashionably cut and made, see *John McLeod & Co., Charlotte-town, P. E. I.*

Need trousers? Perhaps you don't need a whole suit—coat and vest very good but the trousers show wear—you could use an extra pair. Lots of men just that way. I can remedy that for you as I have done for so many others. Come and see my new trouserings. Let me show you something stylish at a moderate cost.—*Connor, Goshen, Ind.*

Wabby legs are the only kind we don't fit. We could fit them but we don't want to. If you want us to fix you up with a pair of handsome legs bring them in when they are steady.—*Grand Pants Co., Rochester, N. Y.*

Quick delivery when you need it—and no sacrifice of fit or style. After all, the fit is the thing, and that we guarantee. Dissatisfied? Then no pay; that is the Loftus way—every day.—*Loftus & Co., New York.*

Our custom tailoring organization deserves your attention to-day, if you have in mind the buying of a new Prince Albert coat and waistcoat. In the first place we guarantee a perfect fit and thorough satisfaction with your garment. We will give you such work as you would pay a very much higher price for to any other tailor who will do equal work.—*Wanamaker, New York, N. Y.*

Yes, we certainly astonished the men-folks with our unparalleled offer of a nobby, up-to-date two-piece outing suit. When we saw that these suits were in such demand we looked around for others. We were lucky! Came across a well-known maker who gave us his entire sample line at less than the cost of material. Better suits for the money have never been offered.—*Lit Bros., Philadelphia, Pa.*

In a big clothing stock like ours, doing such a large business, men's suits will get resolved into their separate parts. We'll sell the coat and vest, mayhap, and keep the trousers; or the trousers run away and leave the coats. Hence, every so often we have a roundup of all these waifs and strays, and clear them out at a low price. Such an event occurs to-day, and the luck's yours, if you find the size and style you want.—*Wanamaker, New York, N. Y.*

No matter what you may want in the way of stylish clothing for men or young men count on finding it here at half regular price.—*Strawbridge & Clothier, Philadelphia, Pa.*

We guarantee every garment we make to fit perfectly. We show a great variety of exclusive patterns. We make all our garments in our own shop. We give you one, two or three try-ons to insure a perfect fit. No man too hard for us to fit. We have expert designers and expert tailors, and the only difference between a suit or overcoat made by us and the high-priced tailors is the price.—*English Woolen Co., Indianapolis, Ind.*

Years of experience in the designing and making of apparel for men qualifies us to produce absolutely the best results.—*J. Schefer, Binghamton, N. Y.*

We make hundreds of dress suits every season, and our cutters and tailors are familiar with the different tasks of producing the kind of dress garments that satisfy. All orders are subject to our guarantee of good workmanship and exact fit. If our tailoring should fail to toe the mark of excellence we set for it, we'd rather make new garments than allow you to take the clothes and be dissatisfied with any detail of their making.—*Kalin Bros., Indianapolis, Ind.*

When we deliver your garment to you we feel satisfied that it's correct in every detail. If it were not it wouldn't be yours for we would not allow you to take it. Oftentimes a customer thinks a garment is right when it's not. Other times he thinks it's wrong when it's right. Our staff of employes have strict orders to satisfy themselves as well as the customers that their garment is perfect. By carrying out these methods we continue to do business with the same patrons season after season. Right now is the time to order your spring and summer suit or top-coat, and we should be the ones to make it. Any style or pattern goods you desire made to order as you want it for fifteen dollars.—*The American Tailors, Columbus, O.*

Suits to measure. Quality and low prices. These are the two essential principles which are making our custom department so successful. Materials all wool. Patterns most exclusive. Fit guaranteed.—*Henry Esders, New York, N. Y.*

The best everywhere soon gets to the top. Our certainty of this gives added diligence and care to every garment we make. And when the best keeps up to its possibilities it stays there.—*S. M. Wanamaker, Philadelphia, Pa.*

Hard work does the business. That's the secret of our success in tailoring—no sweat-shop work in ours. Our cutting and fitting follow the best of modern methods, the fabrics are of fine quality, and skilled artisans make them up stylishly and well. Garments of our making hold their shape indefinitely.—*Napoleon J. Roy, San Diego, Cal.*

A good suit is know by the shape it keeps. Arnheim clothes stay right outside, because they're properly "stayed" inside. They're hand made and well made. The price is \$20. The cloth—the making—the fit and the fashioning won't differ from usual \$40 clothes of other good merchant tailors. Send us word and we'll send you samples.—*Arnheim, New York.*

There's individuality about clothes made by The American Tailors. The reason is that our competent cutters exercise care in cutting each garment, remembering the particulars of the customer. There's pleasure in wearing a well tailored garment because there's comfort in it. That's why a made-to-measure garment stands out so distinctively by the side of a ready-made one which has been cut to a regular size and all men have some individual peculiarity of form. In this tailor shop you can select any of over 500 distinct patterns and have it made in a suit or top-coat, the exact way you want it for fifteen dollars.—*The American Tailors, Columbus, O.*

It's one of the sights of New York—this Arnheim Tailory. Six full double floors devoted exclusively to the making of clothes to individual orders. You can see every step of the making, from the marking out of the cloth to the final touch of the pressing iron. You can see how we transform \$40.00 worth of good tailoring—good style and good cloths—into \$20 suits. A front and shoulder that always keeps its graceful and swagger shape, is the "Arnheim Unbreakable." Samples are yours for the asking.—*Arnheim, New York.*

Trousers made to order for \$7.00 and upwards. A well-fashioned pair of trousers is one of the difficult things to obtain outside the good tailor's. "Brandt's Custom Trousers" are smartly built—have that comfortable feeling, clever air and right hang to them because they are made by specialists.—*F. W. Brandt, Binghamton, N. Y.*

One thing you get at Wanamaker's which assures you of a perfect-fitting suit, that is, the "try-on" after the suit is basted together, so that we can go

over it carefully and get it to fit you in the most faultless manner; then after the suit is entirely finished, we try it on again and have it thoroughly inspected, and if there is anything that can be made better we make further alterations. You are perfectly suited with the suit and its fit before it is sent home.—*Wanamaker, New York, N. Y.*

This is one of the few tailor shops where the artist drafts every individual pattern. It takes longer and it costs more, but it produces perfectly fitting garments. If you are not entirely pleased with the set and cut of the suit or top-coat, don't take it.—*Arnheim, New York.*

You won't hear of a better tailoring offer this season. The line of home-spuns is well worth specializing. All the effects are exclusive with Mertz. Needless to say the tailoring work will be the best that experts can do. Fit and satisfaction guaranteed.—*Mertz & Mertz Co., Washington, D. C.*

The greatest kicker on earth is supposed to be the mule, but we know some men that could give that animal points. They bought "ready-to-wear" clothes and learned afterward that our prices for apparel made to measure was not one cent higher.—*Bolles, The Tailor, Bloomington, Ill.*

A spring suit, overcoat or Prince Albert coat and vest to your measure for \$11.99. A 12-day offer. Get your order in early, for we shall sell thousands at this sale—and you will want yours in time for Easter. Hundreds of elegant woollens have been selected for this great event, and the "particular" man will find dozens of patterns to his taste among them. Eleven dollars and ninety-nine cents is a mighty small price for a stylishly cut and properly finished man's spring suit, but we can compass it. Remember, if your purchase doesn't please you when finished you can have your money back.—*Ehrich Bros., New York.*

Our two establishments are busy these days making suits for the best dressed men in Los Angeles. Our cutters understand the art of building suits that not only fit, but more than that—Eisner suits have a certain style and snap, characteristic of the best Eastern tailoring.—*Eisner & Co., Los Angeles, Cal.*

Lend me your ear. You can pay \$50 for a \$40 suit of clothes if you want to, but you can't get a better fit or better workmanship, go where you may. Be alive to your own interest and leave your measure for that new spring suit or overcoat with *Bloomet, Bloomington.*

We have gathered the newest things in patterns and materials, and will make them up in the latest style. As to fit and finish, we guarantee our work, though the prices may seem low.—*Henry Esders, New York, N. Y.*

It is quite easy to get a ready-made suit that looks well at first, but fine tailor-made on the inside, to your special form, is what counts in the long run. Perfect tailoring means honest work all the way through, whether it is in sight or not.—*Scotch Woolen Mills Co., Scranton, Pa.*

Good tailoring is not enough. If a tailor can't give you your clothes when you want them, where's the good of his tailoring? Promptness requires system. Our system gives you the kind of clothes you want promptly at the time you want them.—*Miner & Jacobs, Lexington, Ky.*

Is there anything like a crisp, cool spring morning to whip the color to one's cheek and set one's pulses tingling? Is there anything like the consciousness of wearing well-cut clothes to lend a poise to shoulders and a tilt to the chin? My spring suits are attuned to the season—soft grays, winsome blues, sprightly plaids, indeterminate checks as grave as you wish, as gay as you like. But grave or gay be the pattern, style crowns each suit as sunshine crowns a spring morning.—*Vincent, New York.*

Well dressed men.—The best dressed men in Lexington say that the fit and finish of our custom made clothes is superb. This season's fabrics are thoroughly up to our standard, and we are ready to take your order. We know that every bit of material that goes into these clothes is the best, and the prices are consistent with the grade of work and satisfactory service.—*Graves, Cox & Co., Lexington, Ky.*

The Wanamaker tailoring organization very happily combines good style, high-class workmanship and popular prices. Every day we are pleasing men who are particular in their requirements for well-fitting clothes. We are showing fabrics as handsome as the market affords. Fit and satisfaction are guaranteed; and yet prices seem to be only a small advance over the cost of ready-made clothing. And that is our policy, just the additional cost of the special service rendered. No fancy charge because the man requires individual attention. This spring we have the handsomest showing of fancy cheviots and worsteds that we have ever presented. We make double or single breasted sack suits for

business wear of fancy cheviot or worsted, at \$25.—*Wanamaker's, New York.*

Custom tailoring for the average man. Price and pretension go hand in hand, in the matter of tailoring. The exclusive tailor makes you pay for his "swellness," his location, his name, as well as for his good materials, style and tailoring. In paying our prices, you pay simply for what you put on your back—cloth, all-wool, in the latest, best patterns, correct fit, attained by careful cutting; style, put into your clothes by the best tailors we can get. And you can gauge the saving to your pocket by these prices on suits that you'll be proud to wear.—*The Wanamaker Store, New York.*

If we have never made clothes for you, now is a good time to begin. Any one can buy canvas, oil, paint and make a picture, but what kind of a picture will it be unless the right man paints it? Any one can buy cloth, thread, buttons and make a coat, but what kind of a coat will it be unless the right man makes it. We employ only the best of tailoring artists in the making of our garments—that's the reason we make the best clothes obtainable for the price. We have every reason to be exceedingly proud of our offerings in spring woolens—the line stands as a testimony to the expertness of our buyers. These we make up with all the style, dash and wearing qualities of garments that cost twice the money.—*Scotch Woolen Mills Co., Youngstown, O.*

The "Arnheim unbreakable" front and shoulder wasn't perfected in a day—we have known the urgent need of it ever since light weight cloths were used. We will make a critically correct two-piece suit to order from serges, cheviots, flannels or any other summer fabric, for \$17.—*Arnheim, New York, N. Y.*

Patience is a necessary ingredient of tailoring genius when it is exercised in the creation of tropical worsted garments. That is why so few tailors offer suits of this fabric. They realize that a little tailoring knowledge is a dangerous thing; that it requires a master craftsman to design a suit which weighs about nine ounces the yard so that it will exhibit all the ear marks of a garment made to order. Our variety of tropical worsted suits is without a gap.—*Saks & Co., New York.*

Hot weather is making things hum in the tailoring department. Cool summer suits, fitted to fit right, styled right, priced right.—*F. B. Silverwood, Los Angeles, Cal.*

There is so much satisfaction in a Scotch Woolen Company tailored suit or overcoat. You feel well dressed. You feel safe. You know that the Scotch Woolen Co.'s guarantee is behind their clothes just the same as the government guarantees its bonds. We take a pride in making clothes that satisfy not only yourself but satisfy your friends. If your friends jolly you about your clothes, come in and get acquainted with us; we have goods that will not only please your eye, but you can afford to buy them.—*Scotch Woolen Co.*

Things aren't always what they seem. Many a suit that cost enough to be gold lined looks like a cloudy morning after a month's wear.

We're not much on making promises, but we do say this about our tailoring, that if it isn't satisfactory, if it doesn't fit, if it isn't fully up to your highest expectations—don't take it. It's ours.—*F. B. Silverwood, Los Angeles, Cal.*

Well cut clothes give personality to the wearer. Don't sink your individuality in ill-cut garments which cost as much as the best, when I can make you a suit which suits you, at a price to suit you, cut in the latest style, and fitting well.—*John Henderson, Christchurch.*

Trousers to order. Men's trousers are always a vital part of their wardrobe. An extra pair is always desirable. A new pair also acts as a powerful tonic in building up the run down, tired appearance of an old suit.—*Nicoll, Tailor, Des Moines, Ia.*

Sack coats are growing a bit this winter. Much more length to 'em. Chunkier, square cornered lapels, too. You can have a suit or overcoat made up in the new way with \$40 worth of art in the tailoring, from that special line of blacks and blues, plain, fancy and overplaid worsted chevots for \$20.—*Arnheim, New York, N. Y.*

The least that I claim for them is that they fit—a suit without fit is like soup without salt, flat to the taste. They have style, too. I can't describe it because it is made up of elements that baffle the pen but are caught by the eye.—*Vincent, New York, N. Y.*

Fortunate merchant tailor who averages to fit his customers as well as we fit ours.—*George Kelly, Philadelphia.*

To-measure apparel for men. The cleverest tailoring talent to be found anywhere spends its efforts in this city. Nor is there a dearth of it. But the average man finds eighty or a hundred dollars for a suit or coat just beyond his purse limit. He is left to the me-

diocre tailor, whose creative bump is sadly deficient. His efforts find expression in garments that are inferior to those which we provide ready-for-service. Yet he has the effrontery to ask from forty to fifty dollars for them. Here and there you will find a tailor who asks but a modest price for apparel which is almost as good as the best. The organization of our merchant tailoring shop is on that basis. It is devoted to that class of apparel in which the most critical men find their ideas and tastes expressed. The craftsmen know every little trick and knack which tends towards individualizing apparel for men, whether it be in cutting, or fashioning. May we demonstrate it to you? It will cost you from thirty-five to fifty-five dollars. You will never regret the experiment.—*Saks & Company, New York.*

Trousers 99 cents a leg to order. The time limit on these trouserings will expire in a few days. The end is in sight. This sale gets shorter as the days grow longer. A little while and this snap escapes you. Good clothes do more than dress a man; they make life easier and pleasanter.—*Scotch Woolen Mills Co., Scranton, Pa.*

Under our new system of measurement tailoring becomes a luxury indeed. No need to come back after you've placed the order. When the suit is finished it is sent home and will fit without the necessity of trying on or alteration—not that we won't be pleased to try on if you can spare the time.—*Arnheim, New York, N. Y.*

"Do we turn out our own suits? Yes, sir, custom made on the premises. And when the man who buys one turns out in it, he turns out in appearance a very different man from what he was before, because the clothes fit him, sir, fit him to a dot, and make him look so 'highly respectable,' sir. Just let us take your measure, and when you wear the suit a smile of appreciation and satisfaction will turn out on your wife's face."—*Kahn Tailoring Co., Indianapolis, Ind.*

Evening apparel for men. Every fastidious man instantly observes in the grace of outline and beauty of finish of our evening garments the skill of the master designer. Evening dress calls not only for the highest skill in conception of style, but the greatest possible care in finish. In presenting our garments we do so knowing that the most critical man is bound to become enthused—as all are in perfect taste.—*The B. & M., Peoria, Ill.*

MILLINERY

*When September breezes blow
O'er the landscape's pleasant miles,
Maidens chatter in a row
Of the coming winter styles.*

—Chicago News.

‡ ‡ ‡

*Jennie—Come and sit in my pew this morning.
Anna—I can't. My hat isn't trimmed for that side of
the church.—Life.*

‡ ‡ ‡

*First Nighter—The man who writes the dramatic criti-
cisms for your paper does not know a good play from a
bad one.*

*Editor—I know it, but what can we do? He is the only
man on the staff who is tall enough to see over the bonnets.
—New York Weekly.*

‡ ‡ ‡

*The new poke bonnet that she wears
May not, in fact, adorn 'er.
But quite awhile ere she appears,
It gives us warning of the dear's
Approach around the corner.*

With a touch of the exquisite in every line. An indefinable grace and beauty so characteristic of the May millinery. In the French section we will display perfect dreams in dress hats, in black, white and blue, with ostrich and flower trimming.—*The May Co., St. Louis, Mo.*

Our immense and vast interests in the millinery world give us exceptionable advantages in the buying of the choicest merchandise. Being wholesalers as well as retailers, we not alone get first choice of the newest and best ideas, but we get them for less than many concerns pay. We also get control of more styles than anyone else, thereby having more exclusive patterns to show. With our facilities and advantages, it is an easy task for you to buy your millinery here.—*R. Ballerstein & Co., Hartford, Conn.*

Seashore and mountain hats.—Their very simplicity and daintiness make them all the harder to picture to you—fairest way is to see them in brilliant display through the main floor millinery store to-morrow. There is a spice of novelty and smartness in every single hat, the crispness which shows them the cleverest work of the most original designers.—*Abraham & Straus, Brooklyn.*

Stylish millinery for misses.—In the whole range of millinery there are no

prettier conceptions than those designed for the school girl and the miss just entering upon womanhood. The bright colors of the trimming, and the large roll brims are exceptionally pleasing in youthful headwear; and Hamburger's is the only store to see them in greatest variety.—*Hamburger's, Los Angeles, Cal.*

A magnificent assemblage of unusually beautiful trimmed hats, American and imported models, and the creations of our own workroom. The collection, as a whole shows a distinctive beauty and originality that will not fail to delight the most discriminating feminine taste. And many other items that go to make up the sum total of my lady's apparel are on exhibition, sharing with the millinery magnificence in the bold bid for the admiration you are certain to accord them all.—*C. Franke & Sons, Baltimore, Md.*

A new line of these pretty duck hats will greet you when you come to our millinery department to-morrow, hats that are so popular for this season of the year. You will find nearly every shape known to millinery world. Some are trimmed with velvet band and bow and edged with velvet of the same color; also trimmed with ornaments.—*Jones Dry Goods Co., Kansas City, Mo.*

A glimpse of the new fall millinery.—Walking Hats and smart Turbans—came Friday; more are being unpacked as this is being written, but too late to get into the columns of the Sunday paper. Yet by Monday there's sure to be a stunning show ready, and the women who delight to be first will enjoy this exhibition. We count it no small part of the pleasure of store keeping to be able to invite the city's hundreds of visitors to view this first show of beautiful hats for fall.—*Stone, Fischer & Lane, Tacoma.*

Nobby felts for fall.—The discord between the calendar and the weather bring a wonderful demand for autumn street hats. The decidedly correct styles are flat and saucer shape felts and are shown in white, castor, gray, red, new coronation, blue, green, etc. The trimmings used are white or colored drapes, pompons and parrots. From the great variety of handsome styles now shown in our millinery section, the most fastidious customers have no trouble in being perfectly pleased. The prices are as pleasing as the styles and gradually range for all purses.—*Mandelbaum's, Des Moines, Ia.*

Had the weather been clear yesterday we believe the Green Millinery Salon would have been clear, too. It isn't every day a woman can pick up such artistic summer hats for a third less than usual.—*Wanamaker's, New York.*

Just for the present and early fall wear. They are made of shirred Jap Silk and trimmed with cluster of wings—very light and serviceable. This is the greatest trimmed hat bargain of the season, and they are sure to be snapped up quickly, so we advise you to be on hand early.—*Adams Dry Goods Co., New York.*

Here to-day, gone to-morrow—that will probably be the story of these stylish Trimmed Hats. Pity we haven't room to tell about all the other good things! But come and see them to-morrow.—*Strawbridge & Clothier, Philadelphia, Pa.*

It isn't necessarily costly to own a smart, up-to-date autumn hat. Thursday's offerings give a maximum of style and value at a minimum of cost. Don't miss them if you wish an inexpensive hat.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

Our trimmed hats this year have been a most pronounced success. They are the biggest values ever offered. The facts are we have never used so much care, thought and energy in the trimmed hat business, and the result is an aggregation of hats such as has never before

been seen in a millinery house.—*Lit Bros., Philadelphia, Pa.*

New felt hats.—Pretty—yes, more than that. These new felt hats have an air of graceful becomingness that is missing in so much headwear.—*Hockchild, Kohn & Co., Baltimore, Md.*

Fall fashions in millinery.—Months of intelligent and careful planning brings the world's millinery products to our store ready for your choosing. Our preparation days are nearly ended—yours are just beginning. Women who are getting ready for their fall millinery will find the Wonder very interesting from now on as the new and authoritative styles are shown here first. The showing of street and walking hats, dress shapes, imported pattern hats, domestic models and the novelties in trimmings are so abundant, so bright, so varied, so interesting, so complete in fact that there is little else to be desired. The store is brimful of the latest in millinery and women who are planning for their new fall hats need not hesitate to make a selection at once, because there is nothing better yet to come. The beauty in buying here is two-fold: You can get whatever you want and the price is considerably less than that asked by the high-priced milliners who charge fully one-half more for the name.—*The Wonder Millinery, San Francisco, Cal.*

These first few days of fall have put you to thinking of new headwear and our opening this week, whereat we show many of the pretty European styles, as well as all the best from American fashion centers, is a realistic lesson as to just what people are wearing and what will look best on you. We don't expect every person who comes in to view this opening to buy, nor will we importune you to do so; but we are satisfied that when you see the pretty hats displayed here you will concede that their equals are not to be found elsewhere in Los Angeles. In the magnificent assortment the hats for school misses and young ladies are especially catchy and novel.—*Hamburgers, Los Angeles, Cal.*

Walking Hats. Scarcely believable, until you see the hats, how much variety, style and beauty there is in this collection of trimmed walking hats, from our own workrooms. It seems as though the list of possible combinations had been exhausted—there are so many charming effects. Shapes are flat, turban, sailor; the hats themselves are of the fluffy shirred silk, velvet or felt; the trimmings are wings, quills, ornaments, velvet ribbons, flowers. And the chief marvel of all is their very modest prices.—*Wanamaker's, Philadelphia.*

Walking hats for women and girls.—Really, they are lessons in effective simplicity. They show, in most enticing fashion, what may be done with a felt hat, in the prevailing broad, flat shape, a pompon, and a quill, a wing, and ribbon or silk. Of course, they are evolved to be appropriate for their intended use—to wear with the smart walking suits of to-day. The majority of them were trimmed in our own work-shop, and you'll agree that they are well done.—*Wanamaker's, New York.*

Millinery.—The prism of fashion has scattered rays of inspiration into every nook and corner of our millinery parlors—nobbly headgear for ladies, children and infants—superb styles for walking or dress wear—every day new arrivals keep coming, which fact keeps this millinery store an unusually interesting place these late September days. Before buying a new hat, it's to your interest to look here.—*The Palace, Spokane, Wash.*

Toques and Tam O'Shanters for little people. The toques are just the kind of headgear the children like to pull snugly down over their ears when it's cold and the snow flies. Some of them are of warm knitted wool, others in gay Roman stripes are of silk, warmly lined with jersey cloth. And the Tam O'Shanters, too, how jaunty, bright and good-looking they are. You can get the toques into the Christmas stocking—the Tam O'Shanters will have to be pinned on the outside!—*Wanamaker's, New York.*

Millinery for the South. New hats ready to wear. A lot of new hats, bewitchingly trimmed and ready to be worn by the traveler who intends going South—they are advance styles for this season.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Beautifully trimmed hats so low in price that what you can get them for is actually less than you will pay a good milliner for the making alone. The best money's worth you ever got, undoubtedly.—*Wolff & Marx, San Antonio, Tex.*

New Fall Hats.—Ready-to-wear hats, the prettiest lot we have seen. Plain felt, a bird or feather here, a plain hat daintily draped in chiffon; colors run riot. Simplicity will be the watchword in fall hats—simple, yet graceful and charming.—*The Bon Ton, Altoona, Pa.*

The New Hats for Autumn Wear.—The advance styles are here and ready for your viewing. They're stylish, nobby, swell. Untrimmed, trimmed and tailored effects. Hand made and draped hats. Suit and outing hats. The new

hats for early fall wear are being displayed, showing the new materials and the fashions that are going to be worn through September and October. Chic and smart ideas in all the up-to-date styles.—*R. Ballerstein & Co., Hartford.*

Millinery.—When everybody is imbued with the holiday gift buying spirit, it takes heroic measures to incline women's thoughts toward millinery. We prove ourselves equal to the task by reducing prices.—*Kaufmann's, Pittsburg, Pa.*

Trimmed Hat Saving.—The saving is not on the hat or any part of it, for we have lavished material, beauty and style on its construction to make it look like double or treble its value. That is where the famous Hahne bargain richness comes in.—*Hahne & Co., Jersey City, N. J.*

The lowest pre-holiday prices we've ever quoted on worthy millinery now confronts you. Can you resist? The hats are the finest of the season—the best we've had. And because we overestimated the business you have an opportunity to select from such lots as these.—*Schipper & Block, Peoria, Ill.*

Much Talked Of Millinery.—You hear of these \$4.95 trimmed hats everywhere, and they form pretty substantial subjects for feminine conversation. A special display has been arranged for Saturday—250 new and charming effects are ready, fresh from the hands of Newark's foremost milliners.—*L. S. Plaut & Co., Newark, N. J.*

We are justly proud of our millinery department. It has been very satisfactory to our patrons. So it has been doubly satisfactory to us. Just now we are going to have a large supply of beautiful street and dress hats. If you have not secured a winter hat, now is the opportunity of the season. Here are just a few items. There are a lot more hats than we can speak of. You'll not find anything the matter with these hats.—*Szold's, Peoria, Ill.*

Millinery Mention.—That's all it needs now, as it has demonstrated distinct ability to grasp the new conditions imposed upon it. Produce millinery of a high class, and sell it on an ordinary basis. Greater variety and scope at medium prices. New and dressy styles in flower toques and lace hats. Excellent trimmed toques and sailors to wear with tailor gowns and blouses. Our order department is extremely busy, so it would be advisable to come early in the week and place orders for what you want made.—*Boggs & Buhl, Allegheny, Pa.*

Decidedly Novel Ideas in Millinery.—The millinery department presents a wealth of styles and new materials in the Summer hats. The display to-morrow contains many exclusive novelties not to be found elsewhere in pretty trimmed and ready-to-wear hats that are distinctive, chic and effective. Prices throughout the department surprisingly low.—*Solomon's, Pittsburg, Pa.*

A May Millinery Show.—Three hundred hats go on display to-morrow morning that nobody but the milliners and the writer have had the pleasure of seeing. And scarcely a hat that you saw here last week will be shown unless you specially ask for it. It is newness with a vengeance, but it is the best sort of newness—that born of experience. Styles are set; then they must run the gauntlet of public opinion—you slash at them as they pass in review. We stand and study. The May styles are the safe styles, and they will be at their best to-morrow. Many of these three hundred new hats bear the price tag, "\$3.50," or "\$5."—*Schipper & Block, Peoria, Ill.*

Hats for \$1.98, \$2.50 and \$3.—These are small prices, indeed, you think, but it is enough to get a genuine Schipper & Block trimmed hat with. Most of them are made right here in our own workrooms, where the trimmers who work on these popular hats copy them from some very much higher priced model. The materials are less expensive, of course, and there is no charge for originality. With them we will show to-morrow some very new trimmed hats from New York—all at these same prices—these latter ones are also very pretty.—*Schipper & Block, Peoria, Ill.*

"Automobile" Hats.—While the new effects which we have called "Automobile Hats" are styles well adapted for wear in your automobile, they are really the most stunning dress hats introduced this season. While they resemble the sailor hat of old, the brim, the crown and the style of trimming make them entirely different from any effects ever shown. We show very large assortments of the following "Automobile Hats," and we feel certain they will meet with the approval of all good dressers.—*Rosenbaum Company, Pittsburg, Pa.*

Millinery.—Many new notions in the millinery department—many new knocks off old prices. Hundreds of hats. Fancy fixed, or to be fixed at your fancy. Paris patterns, simple styles, and all betwixt and between. Sailor hats with a salt-seeming savor. Lingerie hats graced with lace—models of the art, visions of

elegance. Every millinery whimsey in straw, with minglings of flowers and foliage.—*Chamberlain-Johnson-DuBose Co., Atlanta, Ga.*

Chip is the chipperest of the women's straw hats—bedight with ribbon, laces and flowers.—*Chamberlain-Johnson-DuBose Co., Atlanta, Ga.*

The Most Exquisite French Hats.—Prices cut in two. There is no class distinction in the inevitable rule which reigns here—the rule which says the new must make room for the newer. Yet there is decided distinction in this sale. The Parisian models as well as our own exquisite conceptions in the millinery salon have played their part—so far as we are concerned. We must speed the parting and welcome the coming. Therefore, even these creations of beauty must follow the usual order, and to-morrow prices will be cut in two.—*Abraham & Straus, Brooklyn, N. Y.*

Most of the American milliners are still sleeping their winter sleep. Only Paris, always wide awake, has been plotting and planning to make spring a most beautiful season. For a month we have been receiving constant bulletins of progress from our Paris office—and more important still, all the new shapes have come in straw, lace and horse-hair. Today we can show with authority what women will be wearing two months from now. For stiff hats the little Marquise, pinched up into three or four-corner shapes, is to be all the rage. This is the hat that was brought out by Georgette about three years ago and has now developed into almost a craze. But for elaborate occasions the hat may be as large as you please, which will probably be very large, indeed. Hand-embroidered linen hats in colors to match the new suits are distinctly new. Colored laces, dyed to tone with any gown, promise to be very fashionable. You have only to bring us a sample of the shade you wish. The new automobile hat is on view—mostly a becoming chiffon veil. Flower hats and large, drooping horse-hair hats are among the novelties.—*Wanamaker, Philadelphia.*

Everybody seems to want a new Hat now. Our designers, trimmers and makers are doing their best to get orders out on time. We had to disappoint quite a number of people last week, but intend to make prompt deliveries this week. Better leave your order early in the week and be sure of your Hat for Sunday. Not a day passes but what something new is shown in millinery.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Dainty, summery hats have blossomed out in the millinery store, ready for the hundreds who are planning trips southward. Loveliest of all are the hats of maline, all in clusters of tiny tucks, shirred, and looking like cloud, or foam; their misty, ethereal beauty further emphasized by the trimming of rich velvet blooms in faint, delicate colors. A new thought is the use of lace-like Tuscan braid with maline—giving the effect of delicate embroidery over the filmy stuff. A black-and-white beauty is of fine black lace, white maline and marabou. But almost every hat has some beauty-touch all its own. The showing is well worth seeing. Though you may not be going south, you may want a dainty new hat for evening wear.—*Strawbridge & Clothier, Philadelphia, Pa.*

Newness in Trimmed Millinery.—That's the charm of the Kaufmann millinery—newness. No two days is the stock alike. Our large corps of trimmers is kept busy as bees turning out freshly-new creations—and so you see there's nothing stereotyped in our styles and operations.—*Kaufmann's, Pittsburg, Pa.*

Whatever your millinery wants may be you can fill them here at a great money saving. The styles of our hats are the newest and our display equals any that we have ever made.—*Coffin & Young, Binghamton, N. Y.*

Might call them Garden Party Hats.—they are festive enough for such occasions, though quite simple. Made of white or black mull, on wire frames, and trimmed with the same material. Light, airy, not perishable, and essentially summery. Ideal shade hats for women and girls.—*Wanamaker, New York.*

The time to buy millinery.—Prices are down so low—a quarter, a third and a half less than usual—on many of our finest hats, that many women are seizing the opportunity to put another bandbox on the closet shelf.—*Wanamaker's, Philadelphia, Pa.*

We have maintained a very satisfying assortment of street hats for the demand that has been continuous. Now we are parting with them as quickly as we may, for very small prices. With the cost so insignificant, many women will find good use for them.—*Schipper & Block, Peoria, Ill.*

A very special feature of our millinery showing for this week will be the beautiful new creations we have made up to sell at \$10.00 and \$15.00. Whenever we lay special stress upon hats to

be offered at any particular price you have learned to expect extraordinary values.—*Chas. A. Stevens & Bros., Chicago, Ill.*

A great number of handsome hats to be closed out. No two hats alike. Trimmed in artistic and individual styles, newest shapes and materials, trimmings of ostrich feathers, wings and flowers. Novel effects, possessing an air of distinction. More than 200 hats at prices worth investigation.—*The Fair, Chicago.*

Popular Priced Stylish Millinery.—The majority of women do not feel that it is necessary to have excessively high-priced hats for ordinary street uses and every-day wear. However, they want something neat and tasty and we are satisfied that the particular lines advertised below will meet any and all requirements as to price, quality and style.—*Hamburger's, Los Angeles, Cal.*

Creations of beauty.—Philadelphia women's ideas reflected in every hat—quiet, yet rich in material. Nothing tawdy is allowed on a "Snellenburg" hat; that's the secret of the little elegancies that make you mistake one of these five-dollar hats for a ten or twelve dollar conceit.—*Snellenburg's, Philadelphia.*

Women's Hats, 25c.—We had a hat clearance sale last week that was such a success that we have decided to hold another and clear out our entire surplus stock. We are including without reserve all our hats that are now \$1.75 to \$3—any number of pretty styles to choose from. These hats, regardless of their former price, are all to be put on sale at the incredibly low price of 25c. We have decided that we would rather sell two hats at \$1 each than one hat for \$2. Accordingly our newly arrived, ready-to-wear hats are to be marked at \$1.—*Mandel Brothers, Chicago, Ill.*

The latest little tricornes are out today—soft felt wired and caught up into shape by gardenias or camellia roses. A good many other new stiff hats for tailored suits are also ready, in odd shapes with a feather or a big rose or some fascinating combination of color to take away their stiffness. We have tried to plan just the hats that a snap of cold weather will make necessary—the first fall hats.—*Wanamaker, Philadelphia.*

This show is an occasion that demands the attendance of every lover of artistic millinery, as the display includes every desirable hat designed for the fall and winter seasons—either at home or abroad. Some original models—some New York copies, and beauties from our own workrooms.—*Kings Palace, Washington, D. C.*

New and Stylish Millinery.—Not alone correct in style, but absolutely the very best materials used, and are unexcelled in workmanship.—*Hamburger's, Los Angeles, Cal.*

We don't brag, but we ought to, about such a millinery stock as we show. It's hard to find a better, in point of variety, greatness of stock or in style, and then we boast and can prove it that we have the most "competent trimmer" in the city or State. No dissatisfaction when she trims your hat. Try her and see.—*Harry Johnson & Co., Pueblo, Colo.*

Won't you see this millinery before deciding what to wear? You'll be captivated by these trimmed hats. Their equal in beauty and style has not appeared in Chicago this season. We've looked about and we know. There's a chic splendor in their construction. They combine all the fashion's best touches. They're made of the materials now in demand. You will want one—maybe two.—*Siegel, Cooper & Co., Chicago, Ill.*

New Millinery.—Our line of spring hats is acknowledged by all who see it to be the best showing of made hats for the prices to be seen in town.—*Puritan Clothing Co., Bangor, Me.*

Millinery of surpassing elegance, of delightful freshness, of aristocratic exclusiveness, of swagger, stunning style, in immense variety, and what is also important—at moderate prices.—*Brown's, Fall River, Mass.*

A Number of Specials To-Morrow in Untrimmed Millinery.—Wish to incorporate your own ideas in your new spring hat and at the same time keep down its cost? Then avail yourself of these special offers and let us get up a hat for you.—*Kaufmann's, Pittsburg, Pa.*

Ready-to-Wear Hats, Smart Creations.—If you wish to find a hat to suit your special style, to harmonize with your costume, to come within the price-limit you have set, you can hardly fail to find it in the bewildering number of styles offered you at Gimbel's.—*Gimbel Brothers, Milwaukee, Wis.*

Street and Dress Hats.—There is an individuality about our millinery. We make our own frames and shapes, from the wire up. Our designs are exclusive, and no two are alike. All the newest ideas are seen in our hats. Our stock is full in its assortments, and we believe there is nothing in the millinery line that we cannot make.—*The Crescent, Spokane, Wash.*

Bright New Millinery Beauty Brought From the East.—Our buyer made a quick

trip East and secured some rare bargains in lovely new millinery. Also some splendid bright, fresh styles that you haven't seen here before. We will have these items on display and sale to-morrow. Below are the pictures—descriptions as good as we can draw them in type.—*Jones Dry Goods Co., Kansas City, Mo.*

Great Millinery Selling.—We've just gone through a week of unprecedented millinery selling, yet our collection of fashionable millinery is so large that the assortment is still complete. To-morrow we inaugurate another week of wonderful selling by offering a series of sales that are bound to attract all economical buyers who recognize the Palace superior millinery styles.—*The Palace, Spokane, Wash.*

Distinction in Millinery.—That's the strong specialty of this millinery department. When you leave your order here it is filled with your own particular needs and tastes in view. The hat we make for you will suit you better than any one else—it will have all the style—all the finish—all the nameless touches that make a hat charming—and it will have individuality, as well. And the price is no more than for ordinary millinery.—*Moore & McLeod, Charlotte-town.*

Sale of Tailored Suit Hats.—In moderate priced hats we are showing an unrivaled collection of smart hats, individual in style and made of excellent materials. Some of these hats are close copies of French models, some are original ideas furnished by our own clever workers.—*Mandel Bros., Chicago, Ill.*

Correct Millinery.—Special News.—Millinery will be priced surprisingly low for Tuesday's selling. The backward weather of last week makes it necessary for us to hurry the sale of some of our trimmed hats. Look where you will, you'll not be able to duplicate the values we are offering. Added to that fact is the assurance of securing here styles that are wholly correct.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

A single dollar works wonders in the millinery store. A constant stream of people have been buying dollar hats, yet the lots are still big enough to warrant our issuing a second invitation.—*Stone, Fisher & Lane, Tacoma, Wash.*

It isn't the price that makes the style in a hat. Put the Loeser hat side by side with the lovely Paris hats and you will choose one as quickly as the other—yet the imported hats are of necessity the most expensive.—*Fred Loeser & Co., Brooklyn, N. Y.*

Spring millinery, the first echoes of Paris, are sufficiently distinctive and strong to indicate what you shall wear later. The hats that have come are for service for those who are going to Florida, California or Atlantic City. There's a large number of them, besides our millinery force is already active on the production of the latest millinery ideas.—*Gimbel Brothers, Milwaukee, Wis.*

New Straw Millinery.—Ready to wear hats for the Southland. The finest showing we ever had is here. Fresh and crisp, from designers and makers who manufacture only the best grade of hats. We are satisfied to let this show stand as representative of the high quality maintained in this main floor millinery store. Some of the braids are Cuba, Cuba and silk, satin braid and plaid, Piquot Jap and many others. The shapes that are most wanted—Continental, flatiron, sailor and boat shapes. Simply trimmed with ribbons, feather breasts, pompons, plain and pin dot silks combined with steel and gilt ornaments.—*Abraham & Straus, Brooklyn, N. Y.*

An Early Opening of Spring Millinery.—Yes! Even we are earlier than ever to show the new styles—already we have here 600 new and beautiful hats in styles and colorings for all occasions. First let us mention the pattern hats. Here is displayed the very highest of millinery art. Then the flower hats, all so handsome that fragrance alone could add to their fascinating charm. And then comes the evening hats—graceful and becoming styles in real exquisite pale tints. And last but not least the ever popular chiffon hat; these are shown in many styles in all black and all white. This early display is now ready for your inspection, and we would be pleased to have you call.—*Bernheimer's, Kansas City, Mo.*

New Spring Hats, \$2.—Advance styles in untrimmed hats of chiffon, plain and moired silk, in a variety of shapes. A great many women are already deeply interested in what will be worn for spring—the millinery workrooms are fairly busy.—*Hochschild, Kohn & Co., Baltimore, Md.*

Our spring hats attract attention. The last couple of days were very short, from a working point of view, hardly enough time to show all the pretty hats, was the way one bright saleslady said it. Come to-day and you will see new things added to this hat exhibition, they seem to sell as fast as we make them up; no wonder, there was never a more clever line of spring hats sold in this city.—*Jonas Long's Sons, Scranton, Pa.*

Every department of this great store is brimming over every day with new merchandise of every description. After months of careful preparations we are in daily receipt of the new fashionable wearing apparel, such as we can guarantee will be in vogue for spring and summer, 1905. But we are not unmindful of our customers' interests. Nor are we unmindful of the fact that the two great bargain days of this valley must be kept, must be taken care of, even during the busy time of the spring showings. The items quoted to-day in almost every instance represent special purchases on our part at correspondingly low prices.—*McKelvey's, Youngstown, Ohio.*

As a fitting climax to our most successful spring opening we will sell a special line of new hats at a considerable less than their actual value. These are new lines, prepared for this occasion, and represent some of the most exquisite creations that have been brought out this season. To induce prompt purchasing on your part the prices named will be good for to-morrow only. Handsome dress hats, in the newest shapes and prettiest color combinations. Special prices to-morrow.—*The Crescent Store, Spokane, Wash.*

A rare chance to buy the children new and stylish hats and bonnets at nominal cost. A splendid assortment of all the new spring styles and shapes for Easter.—*Goodman's, Milwaukee, Wis.*

Aside from the many high class imported model hats which we are showing, we have an unusually attractive collection of clever styles at prices that strike a popular chord, ranging from \$15.00 down to \$4.98. Every one of these hats has a style, individuality, characteristic of very highest priced models, and the materials employed in their construction are the very best. If you desire to secure the fullest measure of value for the amount you spend for a trimmed hat, come to Grand-Leader.—*Stia, Baer & Fuller, St. Louis, Mo.*

Almost given away! Never in millinery history have fine goods been sold at the prices we are offering them. Patterns at about half price.—*Strauss Bros. & Co., Cleveland, Ohio.*

Commotion among fine millinery. Over one hundred and fifty hats are going for a song. French hats, plume hats, all kinds of turbans, sailors, bonnets. Prices for the most part are cut clean in two—some are a third less than usual, and some are only a quarter less.—*Wanamaker's, Philadelphia, Pa.*

A little more than a century ago there was printed in a French newspaper a society note of which this is a translation: A great sensation was caused at the opera one night by the arrival of a lady dressed as follows: Her gown was "a stifled sigh" trimmed with "superfluous regrets," with a bow at the waist of "perfect innocence," ribbons of "marked attention," and shoes of "the queen's hair," embroidered in diamonds, with the "venz-y-voir" (come and see) in emeralds. Her hair was curled in "sustained sentiments," a cap of "assured conquest," trimmed with waving feathers and ribbons of "sunken eye," a "cat" or palatine of swans'-down on her shoulders of a color called "newly-arrived people" (parvenus), a "Medicis" arranged "as befitting," a "despair" in opals, and a muff of "momentary agitation." From this enchanting age of Louis XVI and from the period of a few years before the fashions of to-day, especially in millinery, take their inspiration. To-day, again, the idol of Paris, now in the person of the beautiful Cecile Sorel, of the Comedie Francaise, supplies the model of what has become supreme in millinery style. Again are seen hats which deserve the imaginative description of the old French writer—"marked attention," "assured conquest," and "despair," are their attributes. And we could quote a score of still more enthusiastic Twentieth Century expressions, heard yesterday, which tell how great the admiration of our millinery has been.—*Wanamaker, New York, N. Y.*

Now for Millinery! Needs are never ending—and it is a very old fogey store that simply does things by seasons. Milliners used to work not over half the year. Now, at Schipper & Block's, employment is continuous, and the best workers from many points are attracted here. Our designers have turned out lots of chic new toques and black velvet hats—ready to-morrow. \$3 to \$10.—*Schipper & Block, Peoria, Ill.*

It is almost giving away millinery at these clearance prices. This sale will insure a clean sweep of the stock in the millinery section. You'll read of values up to \$2.25 at 25c. Nothing in stock is priced at more than half its regular value. Most are priced at much less than a fifth. Millinery doesn't have much prestige with us just now. That's why the markings are so exceedingly low. The qualities are choice.—*Siegel, Cooper & Co., Chicago, Ill.*

Pretty spring hats at \$2.50. Keen eyes have searched out every \$5.00 and \$6.00

hat that shows the last sign of handling, and down goes the price to-morrow to \$2.50. Clever fingers have taken various little lots of untrimmed shapes and made them pretty with flowers, ribbons, wings, etc. These are marked \$2.50. This is news to bring hundreds of women, for it isn't often that such extreme values are to be had so early in the season.—*Strawbridge & Clothier, Philadelphia, Pa.*

Women's ready-to-wear hats. Ready-to-wear hats never had so much individuality as they have this season. Of course, we judge them at their best—by this collection of ours. There is a certain air of distinction, a jauntiness, a general impression of good style that will please you. Newest styles. Newest colors. Many light summery effects. \$1.75 to \$10 each. And almost-trimmed hats that require but a touch to complete them, at \$2 to \$6 each.—*John Wanamaker, New York, N. Y.*

Popular price millinery that bears the stamp of fashion's approval. Women who appreciate the truly modish will find in this present bewitching assembly of unique conceptions a refinement and exclusiveness which appeals most strongly to the educated taste. Not only is an artistic standard kept up, but the prices are also kept down—we have devoted special attention to provide a variety of acceptable models at most moderate prices. Here are reproductions of imported dress hats which have all the value of the original, both in fineness of materials and individuality of style. It is in this way the representation of our millinery department has been brought up to its present perfection, and our display fully maintains this prestige.—*N. Meyer, Columbus, Ohio.*

Beautifully becoming summer hats in greatest variety. The handsome millinery parlors on the second floor in honor of this auspicious event will be attractive with charming creations that will be of utmost interest to every woman who delights in artistic millinery.—*Siegel, Cooper Co., New York, N. Y.*

Untrimmed hats for women are offered in the newest designs; also a complete line of floral trimmings, wings and ostrich feathers. Trimmed hats for women intended for outing or similar service are, in addition, shown; and trimmed hats for misses and girls, in practical and dress styles.—*B. Altman & Co., New York.*

There's nothing lacking to round out the perfect fullness of our splendid millinery assortments.—*The Lace House Co., Salt Lake City, Utah.*

New trimmed hats in charming summer styles. Many new and exclusive designs in trimmed hats have just been added to our very large and superb collection, among them a very pretty line that should bring us more money than we charge for it, namely \$7.75.—*Hahne & Co., Newark, N. J.*

This "Style Store" has afforded numerous sensations this spring in the way of little prices on millinery, vying with the most beautiful and expensive products of the city's exclusive millinery shops. We are keeping up the most sensational selling of fine millinery. Savings that are of the greatest moment, because style and beauty and intrinsic value are the highest. To-morrow's values are among the best of the season, its bargain offering perhaps the greatest, as it embraces a clean-up of the smartest \$3.00 hats for \$1.49. It's a sort of May store-cleaning. We've grouped all broken lots, including most charming hats in tailored and suit styles, embracing all the popular shapes and colors.—*Olds, Wortman King, Portland.*

We broke all previous records in the millinery department yesterday for one day's selling. Every indication is that we will have a still bigger day Monday. Our present stock of trimmed hats must be cleared out in short order to make room for the big shipments of mid-summer styles now on the way. The great reductions cited below for this sale apply to all hats in stock except the tailor-made styles. Regardless of the large number of hats that left the department yesterday, the remaining assortment for Monday's selling permits of rare choosing. Hundreds of pretty styles are here to select from. The following prices, which will be in force to-morrow are the lowest ever quoted on fine millinery at this season of the year.—*Titche-Goettinger Co., Dallas, Tex.*

Our trimmed millinery this year has been planned on a greater and grander scale than ever. We have purchased hundreds of models from Paris and New York, which we have reproduced exactly and marked at our low prices. We have been more than fortunate in our sales this season. The people have been most enthusiastic; our sales have been greater than ever before. We say, without fear of contradiction, that this store does the greatest trimmed hat business in the world. The reason for this is not only in the low prices, but in the beauty, becomingness and richness of the hats we sell. We want you to come in and see them and compare them with those you

will find elsewhere—we want you to compare our hats at \$4.98 with those you will find in other stores at \$10.00, \$12.00 and \$15.00. We feel confident the comparison will be in our favor.—*Lit Bros., Philadelphia, Pa.*

Summer opening of pretty millinery. Take your first glimpse of the most charming summer millinery you ever saw—beauty that will draw exclamations of ecstasy and which will more than meet the expectations aroused by the exquisite showing made at our spring opening. We again show daring departures from set methods without sacrificing elegance, style or good taste. We will again surprise you with distinctive originality; we will again surprise you with modes weeks ahead of what will be generally shown—in fact we will hold our undisputed leadership by a characteristic showing. The new styles embody features varying from the staid lines of past seasons. Plateaux, or "flats," are bent and twisted into innumerable beautiful shapes; small hats, with low crowns and narrow brims; bountifully trimmed with flowers or feathers, vie with their larger sisters on the more stagy order, which are bedecked with beautiful ostrich plumes. White and the soft shades regulate the color line—tuscan, pink, light blue, old rose, lilac and other delicate tints.—*L. S. Plaut & Co., Newark, N. J.*

Our spring headwear is on the tongues of Bangor women who speak in glowing terms of their beauty and elegance.—*R. M. Lewsen & Co., Bangor, Me.*

We may as well admit a considerable tossing of bouquets—at ourselves—on account of our millinery department and its accomplished mistress.—*The Crews Beggs Dry Goods Co., Pueblo, Colo.*

We believe in fitting hats to heads and faces, not in fitting heads to hats, so we are careful always to have a remarkably large variety of styles and shapes.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Our millinery is now at its prettiest. Our pride centres in these beautiful hats produced in our own workrooms. They represent fashion, beauty and novelty as you'll hardly find anywhere else.—*Perlmutter, Jersey City.*

Attractive millinery at greatly reduced prices. Monday will be moving day for a number of broken lots of fine ladies' and misses' hats, the best values offered this season, and they are going to move, for prices are cut so low they simply can't stay.—*A. I. Namm, Brooklyn.*

Get your spring hat now. Don't wait until the last moment. Don't wait until all the bright conceptions and clever copies are gone. Buy now and buy at "The New Idea in Millinery," where one dollar will go as far as two invested elsewhere.—*The New Idea In Millinery, Columbus, Ohio.*

How could you help loving our millinery? Rich and tasty colorings, correct ideas, dependable qualities, all put together into fashion's latest moulds by only master hands. Don't be afraid to price them because they look so nice; they're about one-half the price they look.—*The Perlmutter Store, Jersey City, N. J.*

First of the midsummer millinery. Nearly a hundred and twenty-five full-blown summer hats make their debut this morning in the Golden Salon. Inexpensive hats—\$6 and \$8—but wonderfully pretty, full of snap and style, and well put together. Since they are the hats to go with fluffy summer gowns, of course they are large and light and airy. Not much trimming, but all the colors carefully blended, and every bow and flower tucked away in exactly the right place.—*The Wanamaker Store, Philadelphia, Pa.*

There can be no better hats than the best. Our hats are undoubtedly the best. You know it. Everyone knows it. There are hats among them for the dressiest, tastiest or the most stylish women of the land and there are other hats which exactly suit the women of quiet taste. Still, there are other hats for the dainty miss who is just as particular as the lady of exquisite taste. Then there are hats for children of all ages so childlike, so pretty and becoming that there is no excuse for them ever wearing anything else.—*Rosenbaum, Pittsburg, Pa.*

Ready-to-wear millinery. Modish ideas in "first hats" from French hat fashioners, so closely copied in these early spring patterns that an adept would falter in determining the difference. The collection includes the daintiest creations in chiffons, fancy braids and many other high class materials suitable for street wear—a choice of a number of the prettiest patterns all very specially priced in this advance season sale.—*The Palace, Spokane, Wash.*

Debutantes of the millinery world for 1909. Handsome array of imported Parisian hats for the comely faces and stately figures of American women. The splendor of our millinery openings has never been paralleled by any commercial house on the coast. Millinery pur-

chased at Hamburger's, whether made by our own skilled artisans or purchased abroad in the fashion center of Europe—Paris, have that distinct style and elegance which makes them inimitable. It is our duty to be conversant with what is to be worn in headwear this season and the following little chat may not be uninteresting to you. The foremost designers of the world have striven for more becomingness and general picturesque effects than ever before.—*Hamburger, Los Angeles, Cal.*

Trimmed hats, untrimmed hats, tailor-made hats and children's hats, as well as a profusion of flowers, fruits, foliage, laces and ribbons for the new season, are now first shown. The styles are those generally accepted as fashionable, but carry with them that refinement of tone and exclusiveness of character which have each season caused our millinery to be more and more sought after by careful dressers.—*Charles H. Bear, York.*

Our semi-annual millinery displays are just regarded as fashion events of the first importance, presenting an authoritative standard of style and indicating our manifest leadership in the millinery realm—*Sheppard, Norwell Co., Boston, Mass.*

Have you seen our new millinery? Come to-day and see the best display you've ever seen in Galveston, and you will find the prices away less than elsewhere.—*Tarbade, Eiband & Co., Galveston, Texas.*

A millinery exposition—the importance of which, as a local fashion-portraying occasion, has long since ceased to be questioned. This season's showing of imported headwear is one of surpassing beauty—here a delightfully fashioned conceit of the finest straw—there a charmingly wrought affair of dainty chiffon with a bit of exquisite lace daintily arranged—every one the creation of some noted Parisian master. The display from our own workroom is exceptionally tasteful; nowhere is there a gathering more complete—all the skill and genius of Newark's foremost makers has combined to render this a display of fashionable elegance.—*L. S. Plaut & Co., Newark, N. J.*

The new millinery styles are exceedingly becoming. Piquant—that's the striking feature of the new hats. Becoming—charmingly so. The theme is the Shepherdess hat immortalized by the paintings of Watteau. Shepherdess hats and their variations; and Tricorne hats, and turbans.—*Hochschild, Kohn & Co., Baltimore, Md.*

Spring millinery opening. Three reception days—days of splendor, days of welcome. A complete display of millinery fashions, consisting of the finest examples of Paris pattern hats, coupled with the wonderfully clever conceptions of our own corps of expert designers, making in all a display that for modish designs, richness of materials and low prices has never been equaled in Chicago.—*Hillman, Chicago, Ill.*

A preliminary showing of ready-to-wear hats. This is the opening chord of the spring millinery song—the first pale flush that heralds the coming of Easter morning. It concerns chiefly some new ideas in ready-to-wear outing hats which are pretty enough and plentiful enough to justify our giving them a little opening all to themselves in advance of our formal millinery view. We intend to show you this spring that New Haven can walk arm-in-arm with New York in matters of fashion. We shall show you millinery that need no Fifth Avenue or Rue de la Paix labels to make them authoritative.—*Edw. Malley Co., New Haven, Conn.*

The flowers at Macy's! A real embarrassment of blossoms. The variety is so brilliant that choosing becomes a matter of no little difficulty.—*Macy's, New York, N. Y.*

To-morrow a great sale and exposition of artistic millinery. Our millinery is the millinery of Paris—of London—and of the elite of the new world. Its praises have been sung by women for lo! these many years, but no such showing have we ever made before. The very choicest trimmed and untrimmed hats produced in the world are here.—*Hunter, Memphis, Tenn.*

Spring millinery. The display of spring fashions is at the height of splendor. The introductory showing last week was praised by hundreds of folks, and the scores of new styles now added lend twofold attractiveness. The spring trimmed hats we're showing are the swell styles—exquisite in design and original in conception.—*Isaac Beulsch & Sons, Baltimore, Md.*

A reduced price group of 'tween seasons' millinery.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Millinery Sacrifice.—We do astonishing things sometimes. This is an occasion when we upset all precedents. All the trimmed hats up to \$5 that were reduced to a dollar, 50 cents to-day.—*Boggs & Buhl, Allegheny, Pa.*

Five dollar trimmed hats, \$3.85. Clever conceptions from our own workrooms,

made of chiffon and imitation hair, chiffon and fancy braids, artistically combined with ribbons, quills, wings, flowers, gold cords and fancy materials. The shapes are taken from the latest French ideas and the finish is thorough in every way.—*Abraham & Straus, Brooklyn, N. Y.*

"Exquisiteness enthroned." The Lissner white lace hats. One of the most fascinating showings ever prepared for fastidious women. The laces are from the foremost workers in lace, while the designs and trimming represent the inimitable skill of Lissner's own trimmers. You'll admire the window and store exhibit—it's uncommonly original and effective. Priced moderately—\$1.50 to \$4.75.—*J. Lissner & Sons, Newark.*

More about early spring hats. The millinery store is full of sunshine—the early spring hats are ready in endless numbers, although they don't stay long enough to get thoroughly acquainted with the gladsome surroundings. Of all millinery shows in the history of our store, this one easily takes precedence.—*L. S. Plaut & Co., Newark, N. J.*

Hats at nominal prices.—For the sake of a speedy clearance of winter millinery we now quote prices which represent but a small part of the first value. The opportunity this gives to obtain handsome hats at nominal figures should not be overlooked.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

Millinery news.—Gold trimmings for both hats and dresses will certainly be used from now on. In hats, we have a beautiful line of new spring shapes, most of them of chiffon with gold braid and gold cord and tassel combinations. They are very beautiful. Those going south, as well as those staying at home, will be delighted with these new shapes.—*Rosenbaum Company, Pittsburg, Pa.*

Trimmed hats sacrificed.—A new hat in midwinter makes a welcome change in a woman's toilette, and at the Boston Store's Saturday prices she can't afford to do without it.—*The Boston Store, Milwaukee, Wis.*

Prices down on winter hats.—Three solid months of wearing time ahead for you, but with us an immediate clearing is imperative, for even now the spring millinery is peeping out here and there.—*L. S. Plaut & Co., Newark, N. J.*

A multitude of millinery marvels. The climax of refined taste. Individuality striking and varied. Exquisite harmonies to be found nowhere else.—*A. D. Matthews' Store, Brooklyn, N. Y.*

New millinery.—About this time every year we show the things suitable for those going to Florida or other warm climates. Some of these are our own models. This season the effects are smaller, coming in a variety of new braids and exquisite in colorings. Our Phipps and Atchison's models are just as unique as usual. To the admirers of these goods this is saying much.—*Halle Bros., Cleveland, O.*

Despite the fact that the mercury is hovering dangerously about the zero mark, this unique and wholly unprecedented sale of spring millinery continues to interest thousands. Hats suitable for present evening wear as well as for persons who are about to seek the balmy atmosphere of the south or the Mediterranean, at special prices, the direct result of recent important purchases.—*L. S. Plaut & Co., Newark, N. J.*

The first violet hats—the sensation of the east—the most striking fancy of the millinery world. A confidential tip! Your spring wardrobe will not be complete without one. So saith the fashion maker. The daintiest, the prettiest, and the most becoming hats, made of violets and foliage, that we have ever seen. Just arrived direct from the east by express. They will be on display in our millinery department to-morrow for the first time. You should not fail to see them. If you see them we feel you will want one. The nobby little turban, the quaint Charlotte Corday, and the large picture hat, are all in great demand. Some have the violet brims and foliage crowns, while others are a solid bank of violets. As a special introduction we are going to offer these beautiful violet creations to you at \$5 and up.—*Jones Dry Goods Co., Kansas City, Mo.*

Time's up for all winter hats. They have no more right to a place in this store. We haven't a great lot of them to offer, for demand for Bergner millinery keeps nearly up to the supply. But there are some stunning hats left, and (here's where the exciting part comes in), they are all reduced to half. You'll go out of the store with half the money you expected to spend left in your purse.—*P. A. Bergner & Co., Peoria, Ill.*

Early blossoms in spring millinery.—Charming blossoms in the shape of new styles in women's trimmed hats unfold day after day in the millinery show-rooms. And they're plucked by appreciative admirers, as soon as they appear.—*The Wanamaker Store, New York, N. Y.*

Royal millinery. Degree by degree

the radiant creations of our work rooms come into being, each more beautiful than its elder sisters; all full of those exquisite touches and deft twists that bend French attractions into the right shape for American faces.—*The Furst Co., Jersey City, N. J.*

Stylish millinery. That little indescribable something in the hat or trimming, which imparts loveliness, is present in every piece of millinery work we are showing. Take the French hats, for example—they are exquisite creations, perfect in form and color, and our own pattern hats, bonnets and toques, have a grace peculiarly fascinating which pleads so passionately that the admirer is in doubt as to whether she is viewing Paris or Baltimore handiwork.—*Joel Gutman & Co., Baltimore, Md.*

Dress hats from Paris, finished in America. The frames were designed by the best known creator of millinery shapes in Paris and arrived in America two weeks ago. We took the frames to our best maker and he has covered them with the finest materials—chiffons, silk straws and hair braids—and so to-morrow we have the very latest word from Paris in millinery—smart, beautiful and entirely exclusive. We can't describe—better see them to-morrow.—*Abraham & Straus, Brooklyn, N. Y.*

Our millinery opening, for the special showing of Paris and London styles and for really meritorious creations from our own workrooms for spring and early summer wear, begins to-morrow, Monday, and will be continued Tuesday and Wednesday. Our extraordinary success last season aroused us to a high pitch of enthusiasm, and in preparing for this season's display we planned a long stride ahead in the showing of taste, form and color.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Bargain snap.—Ladies' white felt hats 79c. The white felt hat is a popular favorite at present, and no up-to-date dresser would think of doing without it. The cost need not be a barrier, for we have up-to-date styles priced within easy reach of any purse.—*The T. Eaton Co., Toronto, Ont.*

Millinery for early fall.—Straw goods are now giving place to felt headwear, and the new styles are so bewitching and becoming; and prices accommodate themselves so easily to the economic purse that most any woman can gratify her taste along these lines if she will only make her purchases at Hamburger's.—*A. Hamburger & Sons, Los Angeles, Cal.*

Summer millinery.—Have you seen them—those swagger, new felt hats? They have more dash and go and style to them than anything shown for several seasons past. They are here in a score of different shapes—made with just the right turn to give their wearers a chic air that is obtained in no other way. Some have light brims and dark crowns—others seem even whiter than snow and are made doubly smart by the placing of a pert looking bird in just the right place at just the proper angle. See them.—*Harris Emery Co., Des Moines, Ia.*

Stunning new felt hats.—There's a style, a rakishness, a smartness about our felt hats that you do not find elsewhere. There was never a larger or handsomer collection here so early in the season. Every new idea is here—and every idea here is new. Black and all the new shades. Either plain or trimmed in outing or dress hats. Ask to see the new "Pancake" and "Dolly Varden" styles—two of the new shapes. They're pretty and very becoming. We're known to be the lowest-priced house for hats—come Saturday and see how generously we uphold our reputation.—*Rosenbaum Co., Pittsburg, Pa.*

Advance millinery hints.—Some of the most charming hats for the fall season are modeled on the turban shape. Smart close-fitting hats are also popular and becoming to fresh beauty. Extreme effects are in the background, the early season's productions all having a practical turn. Much velvet ribbon is being used as trimmings, and the bright gay shades of wings and feathers are sharply contrasted with the pretty soft, dull felts of the hats themselves. Never before have birds' breasts and wings been so conspicuous. They are seen in every possible shape and color and in combination with almost any material. Some lovely and striking hats are made from them without any other material except a buckle holding a knot of ribbon.—*Sanger's, Dallas, Texas.*

First showing of early fall millinery.—Leading styles in dress and ready-to-wear shapes. First in the field always, and we fear no competition in the daintiness of style, excellence of materials and lowness of prices; we are absolutely assured that there is not a new fall hat of merit as affected by eastern fashion leaders which is not in our stock. The goods have just been received and are displayed Saturday for the first time. There is an elegance about Hamburger millinery that can-

not be found elsewhere. This is not our regular fall opening, but only an advance showing of the most popular grades of street millinery, among which the white hairy or plain felts and beavers take precedence.—*Hamburger's, Los Angeles, Cal.*

Phenomenal millinery pricing.—*The Boston Store, Milwaukee, Wis.*

Early fall millinery.—Good-bye to summer hats; but you're not ready for your winter dress hat, of course. You want something for between seasons—new and fresh in its character; and not expensive. We have quite a collection of exactly such between-season hats.—*J. N. Adam & Co., Buffalo, N. Y.*

Ready-to-wear hats.—Women and young misses may share.

They are scratched felt and rough cloth hats, trim and simple effects, just right for now and just right to go with the new tailored wear. They are so much in demand that makers can't keep up. So it is rare fortune—unprecedented, we think—to have such hats just at the season's commencement for so much under their worth.—*Abraham & Straus, Brooklyn, N. Y.*

Trimmed millinery.—A humorous iconoclast could get lots of fun out of our millinery salon. The bonnets and hats are beautiful, as all milliners and women of taste already know. But the incongruity of the things assembled! Roosters' heads as hat trimmings! Who'd have thought it? But here they are in variety. If not too particular, you might select your favorite breed of rooster.—*Wanamaker's, New York.*

New walking hats.—The finest of foreign, and the best that American skill and genius can conjure. Walking hats. In strength of beauty in style and line, the hats surpass the finest at any previous exhibit. Yes, we've done "ourselves proud" in the showing. The hats are stylish. Hairy felts, with scarf and quill so skillfully adjusted and color so introduced that there's vim and dash in every one. Hats ready to slip on the head now. From the exhibit one catches more than suggestion of coming styles. The hats reflect the latest whim of fashion at home and abroad. White has grown stronger—all-white and white with a dash of black or green, in unusual striking ways. There is a noticeable appearance of red; oxfords, too, the grays, of which one never tires. There is no set line or curve. An artistic carelessness of device which, in effect, is charmingly smart.—*The Under-Price Store, Peoria, Ill.*

Every woman, wherever mourning is worn, knows Mangin Maurice as the queen of artists in black. It is she who can most perfectly take away its deadness and dullness, work out light, graceful effects, and yet keep it always dignified and quiet. In these new mourning hats she has followed the fashion now prevalent in Paris and small sized tricorne, turbans and face hats. Even women who do not wear black will want to see them as a revelation of the latest styles.—*Wanamaker, Philadelphia, Pa.*

Have you seen the crowds? Not since last June, when we cleared our great shipments of spring millinery, have we had any such enthusiasm and big business in the millinery department. The sale broke the record on Saturday, and if values count for anything it will continue breaking records to the end.—*Simpson's, Toronto, Can.*

Straw hats of every pedigree, every braid, every shape and all qualities.—*Siegel-Cooper Co., New York, N. Y.*

Millinery store's great clearance. Out they go—the chic, the dashing, the fashionable head wearables.—*Symons, Butte.*

Beach sun bonnets. While it is all very proper to show tan as the result of an outing, it is decidedly inconvenient to be so badly sunburned as to cause skin to peel. One of the best protections for the face is a large yet cool sunbonnet.—*Hamburger's, Los Angeles, Cal.*

All the fine hats in delicate colors for women to wear with lawn, organdie or foulard dresses. All the stiff hats to go with shirt waists and tailor-made suits. All the children's hats with wide, soft brims trimmed with ribbons and flowers. In a word, any woman or child who wants a really fine hat can get it now for about half price.—*Wanamaker's, Philadelphia, Pa.*

New felt hats, they're new as can be—these felt hats for women's summer wear and are by far the most stylish creations shown this year. There is a greatly varied assortment of them now on display in the millinery room—some all white and very plain while others have crown and brim of contrasting colors with a smart bird or quill for trimming. One of the most striking is dark in color with the exception of a chalk white band. But away with words. It is useless to attempt descriptions. One must see them to understand and appreciate their unusual style. In the millinery rooms, second floor.—*Harris Emery Co., Des Moines, Ia.*

We have in the showroom the prettiest, newest, swellest, and the largest assort-

ment of beautiful hats ever exhibited in this city.—*Hudson's Bay Stores, Vancouver, B. C.*

The latest and newest fancies from fashion land. This morning there will be shown a collection of the daintiest novelties in millinery that the season has produced.—*F. W. Sessions, Utica, N. Y.*

Her royal highness, "The Summer Girl," will find plenty to see at our summer millinery opening which ends to-morrow. We advise coming, there are so many new ideas shown in summer headwear.—*Rosenbaum Company, Pittsburg, Pa.*

Either simple or elaborate. My hats are chic and jaunty. The woman who would be well dressed must look to it that her hats are correct.—*S. Stahl, Albany, N. Y.*

A woman had a particular husband—who didn't say what he thought—he just tilted his nose—until she began to bring home her hats from Davies. Then his quiet smile said more than words could express—you see she had found a milliner who "caught her idea," who had the faculty of putting the idea into effects which were not a jumble of impossibilities—but a dream of harmony in style and originality—most becoming—*Davies, Omaha, Neb.*

If we could meet you face to face, every woman in Altoona, and tell you just why you should buy your hat here; explain every detail of the construction and material and post you on the latest ideas and newest creations that's to be had in up-to-the-minute millinery, we feel sure that you would be convinced that we are able to suit the most fastidious. In attempting to explain the marvels of beauty that go to make up our hats, cold type is inadequate to convey to your mind the beauty, the richness, the charm.—*The Bon Ton, Altoona.*

More new millinery. Limited in price, but not in style and beauty.—*Bear's Department Store, York, Pa.*

Tastily trimmed hats that conform to every whim of fashion. The cleverest ideas of the Parisian milliners and faithful reproductions made in our own workrooms—and at very low prices that are quite surprising.—*Boston Store, Chicago.*

New millinery comes right along.—All the records we ever made in the millinery rooms have been left far in the rear this season—seems as though everybody in Brooklyn has decided that Loeser's show the prettiest and best hats—and for the least prices.—*Fred-erick Loeser & Co., Brooklyn, N. Y.*

Artistic millinery, like fine paintings, derives its chief value from beauty in conception and deftness in execution. The measure of a millinery store's popularity is its reputation for making or selecting hats which have smartness of style—a certain indefinable dash about them. That is what makes the name of Lang a talisman.—*Edward Lang & Co., Memphis, Tenn.*

Don't bother with the milliner. Don't let the milliner bother you. It's waste of time and money to go to the milliner for hats these days. We have hundreds of the most stylish trimmed hats, ready to put on. Bring your hat troubles to us and go away without them. Try on our hats until you get one that suits and you'll be suited to the time the style changes.—*New York Specialty Co., Portland, Me.*

Bargains in trimmed hats. We can apply the term "bargains" to them because they have a style and beauty that speak of the work of talented designers, while the prices are as low as you would ordinarily have to pay for a very commonplace, plain and not very attractive hat. It's really wonderful to see how many touches of real Paris style our milliners have succeeded in imparting to these inexpensive lines.—*Mandel Brothers, Chicago, Ill.*

We are getting ready for our spring millinery, but there are a number of trimmed hats in stock that we wish to close out. There will be at least six to eight weeks that they can be worn, and at the price we've marked them, they are a decided bargain. Regardless of what they cost us originally, we have marked all of the trimmed hats.—*Lippincott & Co., Wilmington, Del.*

Summer millinery at less than half price.—The prettiest conceits of the season in both dress styles and shirtwaist hats. It seems as though the list of possible combinations had been exhausted—there are so many charming effects—and only one-half the regular price to pay.—*Kaufmann's, Pittsburg, Pa.*

Lovely summer hats for half prices—women's and children's.—The trimmed hats for women and girls that we are going to sell to-morrow and Friday for half prices are lovely in their varied trimmings, and the untrimmed hats that we will sell you for half prices on same days are to be made lovely by your deft fingers. We're taking many hats from their cases and marking them down to the half line, and we doubt if ever a more sumptuous assortment was set before women from which to choose some-

thing exceedingly pretty—and little to pay for that prettiness.—*Joseph Horne Co., Pittsburg, Pa.*

Summer loveliness.—Hats ethereally beautiful for the sweet girl graduate. White lace, white tulle, white chiffons, white flowers, white plumes. A gala display of new styles Monday in magnificent creations of flower and feather trimmed designs, worth up to \$25.00.—*Goldsmith's, Memphis, Tenn.*

Ready-to-wear hats.—Because the midsummer millinery is making such insistent demand for more room—and really deserves it—we are constrained to hurry out the handsome simply trimmed hats that remain, even if they must suffer the indignity of a reduction in price. So to-morrow—\$4.25 to \$9.75 hats will be \$2.25 to \$5.50.—*Frederick Loeser & Co., Brooklyn, N. Y.*

First, is a collection of about twenty spic-span-new white chip sailor hats that have just come from our workrooms. They are smartly trimmed with flowers, foliage and ribbon; and there are no two alike.—*Wanamaker, New York.*

That's rather a snappy clearance item for to-morrow. Prettily trimmed hats in all shapes are walking out of our millinery department daily and with good reason—nothing could hold them back when such vigorous reductions are mentioned.—*Joseph Horne Co., Pittsburg.*

We're organizing our millinery department, and are going to make a clean sweep of the entire stock. To-morrow we start on the trimmed hats. Sales of the other lines will follow in quick succession. Not a hat reserved. This includes the balance of the French models and all our own high class creations. Many exquisite color combinations of the very richest ribbons and trimmings. Here you'll find a chick shepherdess in beautiful combination of braid and felt; also the smart butterfly hat or a saucy sailor. Then there is the big brimmed French shape and lots of other charming and becoming styles, suitable for matron and maid. And such a wilderness of beauty in the tricorues and colonials. But come see. Words can not do them justice. Just glance at the mammoth window display.—*The Wonder Dept. Store, Spokane, Wash.*

Double millinery values to-morrow. Prices have been newly reduced, and it will not be long until the stock is entirely cleared of all short lots. We don't propose to start the fall season with a large lot of summer millinery on hand, that's why prices average less than half.—*Barr's, St. Louis, Mo.*

The new French sailor made of milan braid that the lucky designer conceived so late in the season shows that the dull season was due more to the lack of tasteful originality than anything else.—*Boggs & Buhl, Allegheny, Pittsburg.*

Millinery always suggests the idea of daintiness and perishableness. Dust and dirt make lots of havoc in these goods, so we are reducing the stock at a great rate.—*Strawbridge & Clothier, Philadelphia, Pa.*

The millinery room is offering money-saving inducements to those who have summer hats to provide. A general cleaning-up brings such enticing offerings as these.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

One wears a colonial or tricorne thrown back a bit; to another the medium turban is more becoming—these turbans, by the way, are a little elongated, but not pointed. Possibly a straight-brim sailor is the thing, or a sailor with a slight roll to the brim; some faces are fittingly framed in a modified Charlotte Corday hat—those with flat top and drooping rows of ruffles. The new china blue—on a delft shade—is shown; and black, violet, pink, brown, red and green. Hats for all occasions and to wear with any kind of dress \$5.—*Gimbel Bros., Philadelphia.*

The most distinguished company of beautiful new millinery that has yet been shown—the exquisite hats that will be appropriated for reception wear. The very newest of the ideas from Paris are in evidence in the showing—exclusive winter hats, any one of which might have come from the greatest milliners of France.—*F. Loeser & Co., Brooklyn.*

For three weeks our best designers and milliners have been working on the superb and artistic collection of trimmed hats which we place on exhibition to-day. We have had our look-out office in Paris busy during recent weeks watching the new things as they appeared over there and keeping us informed of every new idea discovered. This information has been applied by our milliners. In addition to the superb productions of their own designing, they have put into concrete form all of the best ideas that came from abroad.—*Wanamaker, New York, N. Y.*

There is no limit to the ideas our milliners can evolve, and their past achievements in the trimming of beautiful hats is a guarantee of the excellence of any work they may perform this season.—*W. V. Snyder & Co., Newark.*

Millinery is as beautiful as fingers

filled with magic can make it—our millinery we mean, of course.—*Joel Gutman & Co., Baltimore, Md.*

And for you who would rather design your own hat according to your own color scheme, we will trim a hat for you exactly as you want it and at the price you want to pay, no more.—*The Gamble Desmond Co., New Haven, Conn.*

Our spring millinery opening. This announcement will place every woman in the city of Des Moines on the qui vive, for the millinery styles this year are prettier and more becoming than ever, and we feel assured that the curtain will rise at this foremost millinery store on a field of beauty never excelled in the history of fashionable millinery events in this city.—*Younker Bros., Des Moines, Iowa.*

Where will you find the store that is so advanced in its millinery styles as this? The waning summer has not brought our millinery department to a stop. We are ready with advance showings that will give you the correct ideas of fall styles.—*L. S. Plaut & Co., Newark, N. J.*

The new season's supreme event—a grand exposition of millinery styles for 1909 from the most authentic sources. Every famous workshop both at home and abroad contributes to this surpassing display, and there are many creations of absolute novelty which can be seen nowhere but in our millinery section. In artistic completeness this showing has never been equaled, and upon no previous occasion here or elsewhere have the practical and economic received such careful attention.—*Rothchild & Co., Chicago, Ill.*

A man ordains the millinery fashion of the world—Emile Liez, of Paris. And he isn't a milliner. He makes the hat frames—and no modiste is self-sufficient enough to get along without conference with M. Liez. He says he bases the vogue for spring on a renaissance of Louis XV. styles. There will be some variety but Louis hats will rule—and they resemble continental shapes. Hats turned up at the sides will be good, and close-fitting sailor hats with ribbon rosettes under brim that pretty nearly hide the hair at side-back. The Polo hat is good now—a cap without visor, with quill, wing or pompon on left side. Roses, ribbons and foliage are the trimmings. We give this late (or early) word from Paris to guide you in selecting millinery for the Florida trip. Such hats will keep in style.—*Gimbel Bros., Philadelphia, Pa.*

Art, genius and skill will ever seek to embellish and beautify woman, and as long as pride in personal appearance is felt, so long will dainty, chic, entrancing headwear be forthcoming. The present season's styles are striking examples of artistic skill; and no mere collection of adjectives can adequately describe them.—*The New Store, Minneapolis.*

We are showing in the millinery department an unusual collection of trimmed millinery at uncommonly low prices. The assortment comprises the season's best styles, including hats that sold formerly at \$4.50 to \$7.50. Beautiful creations in smart turbans, colonial shapes and large rolling effects. The hats we offer in this sale consist of the best values offered this season. For low prices on up-to-date millinery visit the second floor, where you will find a choice selection of stylish headwear at—*Weinstock, Lubin & Co., Sacramento.*

Our trimmers are busy creating some very pretty hats for in between season wear and present use. The styles are new, the trimmings are new. The fact is that there is lots of wear in these hats and at the price we have placed on them they certainly are just what you want.—*R. Ballerstein & Co., Newark.*

In addition to our elaborate display of high-class millinery we have arranged for to-morrow a very special offering of charmingly jaunty, smart, strictly hand-tailored French sailors, with kid leather and gilt button trimmings. The hats are made over wire frames and smooth felt. The color range embraces navy, brown, red, black and green.—*Olds, Worthman & King, Portland, Ore.*

Brilliant is the attribute, for never have you seen such beautiful styles nor such rich colorings. Graceful is the attribute of form in the millinery by reason of the curves and rolling flares or the picture hats, the small turbans and the sailor hats. Paris has done her best. The models from our own artist milliners deserve attention.—*Pettis Dry Goods Co., Indianapolis, Ind.*

There is always an exquisite stylishness and elegance about Eaton millinery that makes it irresistible from a feminine standpoint, and it has an individuality about it that amounts to exclusiveness.—*T. Eaton Co., Toronto, Can.*

Ready-to-wear hats at a dollar! This is an extraordinary offering. Three hundred pretty, stylish, trimmed walking hats for women, ordered weeks ago, have just come in—and we don't want 'em. They are made to sell at \$2 and \$2.25, and are easily worth these prices.

But, to get them out of the way quickly, we mark them below cost—\$1 each. And they will no doubt find ready takers. For every woman wants one of these smart, practical hats for summer wear. In white and fancy mixed straws, and a variety of shapes. Simple but effective trimmings of ribbon, quills and the like. The trimmed hat opportunity of the months!—*Wanamaker, New York.*

The large picture hats are pre-eminent for evening as well as daytime wear. Yet so varied are the shapes that each individual taste is amply met. Crowns are high and brims are wide, to go with full skirts and larger sleeves. The hat seen most in Paris at present has a medium high, stiff crown, elongated from back to front and slightly sunken at the top.—*Wanamaker, New York, N. Y.*

In considering where to buy your trimmed hats we would have you remember that our skilled milliners are constantly copying the newest imported styles and are reproducing them in the most delicate colors and materials, thus duplicating expensive hats at much lower prices.—*Rothschild & Co., Chicago, Ill.*

If you have seen these hats you know that they embody all that is most clever, most fascinating and becoming in the season's styles as sent from France or modified by our own inimitable artists. You know that there is that indescribable touch of genius in every kink in the straw that marks the distinctive hat. Yet there is but one rule for all our wear—welcome the coming, speed the parting. These aristocratic creations have played their part and must make way for others. Therefore, down go the prices again with the approach of mid-summer. It is an opportunity that occurs but once a year—and only here. Originally these hats sold for \$18.00 and \$35.00, and now, while they last, at \$5.00 and \$10.00.—*Abraham & Straus, Brooklyn, N. Y.*

Individuality and exclusiveness are the characteristics of our millinery displays at all times—characteristics that entitle them to be called creations. Only the selected best, culled from the multitude of new ideas each season brings forth, are shown here.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Simplicity, style and beauty are the three predominating features that are conspicuous in every millinery creation represented in our splendid display. An important feature is the moderate prices which prevail throughout the department.—*Lippincott & Co., Wilmington, Del.*

Picturesque indeed is the new millinery with its tall crowns, broad brims, its nodding plumes and sweeping aigrettes, its extravagance of color. Never before has Dame Fashion illuminated her creations with such brilliant dashes of color, such original blending of shades, such unconventional combinations.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

All the best materials known to the best hat makers have been used in the construction of these hats, and the economical end has been looked after so well that the selling price of them has been kept down to a minimum.—*Abraham & Straus, Brooklyn.*

Lightest, coolest millinery is what everybody wants now. And we will take just a minute of your time to tell you of some freshly arrived sailor and shirt-waist hats of Loeser standard that are very little priced as well.—*Frederick Loeser & Co., Brooklyn.*

The interesting feature of this sale is that each hat bears the stamp of late fashioning. Hence the styles will remain distinctly refreshing and original throughout this season.—*The Scott Dry Goods Co., Cleveland, O.*

Early Fall Millinery.—Ready-to-wear hats that will bridge you over to the time when you want the fall hat is the cry now. Something inexpensive, yet in taste, is the sought-for thing.—*Dayton Dry Goods Company, Muncie, Ind.*

While there is plenty of time yet to get some good wear out of a hat, the close of the selling season is near at hand. In fact, we are making prices in this department as though the selling period were already closed.—*Smith & Higgins, Atlanta, Ga.*

Mid-season Millinery.—Black chiffon always comes to the rescue when straw hats are beginning to look dusty and dull. You can put it on now and wear it until felts and velvets begin to put out their heads. A new lot of black chiffon hats for \$5 and \$6 is here this morning—the stuff laid in soft folds over wire frames and trimmed with ribbon, a wing, a quill or flowers. The trimming, like the hats, is all black.—*Wanamaker's, Philadelphia, Pa.*

We purchased from Wabash Avenue's most prominent millinery house about 1,000 women's ready-to-wear hats at an immense saving. They're made of all the new and fancy straw braids in every stylish large and small shape. Neatly trimmed with velvet, ribbon, buckles and wings. They're the hats other stores are showing for 75c to \$1.50. Extra spe-

cial for Saturday, your choice of the entire lot, 25c.—*The Boston Store, Chicago, Ill.*

From a New York maker—probably the best known in America for the style and beauty of his untrimmed hats—we have purchased the entire remaining spring stock, including horse hair, fine French chip, and Tagal or hemp—three of the fashionable materials which Paris is pushing to the front. These we have trimmed in our own workrooms, with the finest materials. Prices are half what they would usually cost. About 125 are ready to see this morning. We shall fill up the gaps as these go out. Women who need new hats at the last minute for this week, or for a holiday jaunt, will be quickly and well provided for.—*Wanamaker, Philadelphia, Pa.*

Each year we endeavor to make a special of this trimmed hat. Our aim is to produce a hat that is up-to-the-minute in style, material, trimming and workmanship—something better than can be bought elsewhere. It is with no little pride that we ask your attention this year to our trimmed hats.—*King's Palace, Washington, D. C.*

A magnificent showing of the latest and most beautiful effects in fall millinery, a display that for richness and variety is unequaled in this city. Scores of styles are here for your choosing—the products of Paris, New York and our own expert staff of workers. Our force of trimmers has been enlarged this season, so that in every way our service will be better than the past.—*Stanly Mills & Co., Hamilton, Can.*

American milliners have attained a high standard of millinery art, but it is from gay Paris, where the fashions originate that we must go for the highest touches of the millinery art. Any lady who buys a French pattern here buys an exclusive style, and the assortment to select from more than double any preceding season. The G. & M. ability to excel was never so forcefully demonstrated as will be afforded by this display.—*Goldstein & Migel, Waco.*

Millinery opening continued with an ever-changing panorama of newness.—*Boston Store, Milwaukee, Wis.*

Crowded to the doors. We set the low-price ball rolling and its welcome rumbling will echo now, and the season through. If you want to buy right, if you want to be treated right, if you want to save money, make our store your trading house for millinery.—*Nusbaum & Livingston, Albany, N. Y.*

Our early blossoms in new spring millinery. Charming blossoms in the shape of new styles in women's hats unfold day after day in the millinery show-rooms. And they're plucked, by appreciative admirers, as soon as they appear. There's a group of fascinating hats in white and black here to-day that may be gone to-morrow. Another case holds a brilliant cluster of red ones—who knows for how long? But brains are fertile, and fingers are nimble in our work-rooms; and the woman who comes to-morrow to seek her spring hat will find some to choose from that are radically different from but equally enchanting as those on view yesterday.—*Harned & Von Maur, Peoria, Ill.*

Children's hats. A wealth of bewitching creations for the little folks—a variety that makes choosing a delight—an assortment without parallel in the whole Southwest. Dress hats, untrimmed hats, street hats, school hats, floppy hats, beach hats, clever in shape and treatment, no matter how cheap in price.—*Marvel, Los Angeles, Cal.*

Pretty, cool and inexpensive summer and Fourth of July hats for the little folks; they are in three styles and various colors of mull and straw combined.—*Wasserman, Kaufman & Co., Salt Lake City, Utah.*

The new ready-to-wear hats for women, and children, too.—For golfing, mountains and seaside, the most unique and becoming shapes that have been shown this season and, besides being pretty, are practical—some of them linen, some of duck, others of felt—kinds for women, big and little girls, as well as children.—*Frederick Loeser, Brooklyn.*

Daintiness idealized.—The millinery parlors on the second floor are all a-blossom with the fairest, most radiant of summer hats. Charming combinations of every conceivable description.—*Siegel Cooper Co., New York.*

Simplicity, style and beauty are the three predominating features that are conspicuous in every millinery creation represented in the splendid display. Every style is picturesque but sensible—nothing gaudy or faddish about them. Furthermore, it is a splendid demonstration of the store's policy to offer millinery which is in every way superior, at very moderate prices.—*The Furst Company, Jersey City, N. J.*

Reception days in the millinery salons.—It is the absence of anything harsh and discordant, the lack of anything flashy or garish, that impresses one first on meeting these beautiful new hats. As

a woman put it yesterday: "I feel almost awed—as if I were drinking in the wonderful colors in a great masterpiece, or the soft, exquisite shades in an old, old tapestry." Yet not everything is in the coloring. There is much in the lines, and a great charm in the simplicity of trimming.—*Wanamaker's, Philadelphia, Pa.*

New millinery that is fascinating.—One thing can be said of both the millinery from Paris and the millinery from our own work-rooms, and that is, no woman can find a garish piece. Our best endeavors are always used to give dignity to millinery, and we are frank enough to admit that dignity is not always associated with creations from Paris. Every woman who delights in fashion looks to Paris modistes for millinery inspirations, and French people, like many others, are at times daring. Unless the daring sort of millinery goes too far it is not tabooed in our millinery rooms. There is a difference between daring and garish.—*Joseph Horne Co., Pittsburg, Pa.*

Never before such millinery prices. The millinery section won't be bothered with any left overs. Reductions are the most substantial in our history, taking a decisive loss on every trimmed hat in stock—a loss that's ridding tables of their artistic creations and paving the way for future action.—*Siegel Cooper & Co., Chicago, Ill.*

The children's new hats are in every way as picturesque and beautiful as those for women. Some of the effects are quite daring, in the twisting of the frames, but there is nothing that can be called eccentric, when you see how becoming the hats are when worn.—*Mrs. Edith Tolle, El Dorado, Kan.*

Showing of new fall millinery.—Our showing of new millinery for present or early fall wear brings froth the admiration of every woman that has visited the display. The styles are so varied and the assortment so complete—there is no disappointment in selecting just the style you want.—*The May Co., Cleveland, O.*

First crop of fall hats.—The early fall hats have a style that's all their own; most of them are intended to be draped with the long, loose, chiffon veils, and even the simplest affair takes on an added grace under the veils, so that the economy is very real—an inexpensive hat with a good piece of chiffon is quite as effective as the most expensive affair you could buy.—*Stone, Fisher & Lane, Tacoma, Wash.*

The new autumn millinery modes.—New arrivals have just been received of smart styles in the finely tailored first hats of autumn. They illustrate fashion's trend in millinery suitable for street and general wear at moderate prices.—*Schlesinger & Mayer, Chicago.*

Black hats.—The vogue just now.—The demand now is for black millinery. At this season, when so many people are away for their vacation, the black hat is most sensible for traveling and outdoor wear. For those who have come home and want something new to wear for the early fall, the black hats find favor. We have anticipated fashion in this respect and have prepared beautiful chenille and maline combinations interwoven in dainty manner, chiffon pleated hats, with velvet shirrings and accordion pleated hats with shirrings of chiffon. In addition to these are the plain felt hats in practical shapes, which only need a bird, wing, or flower to complete them for wear.—*Solomon's, Pittsburg.*

In no other quarter of the store is there any greater activity than among the milliners. Returning buyers have brought inspiration in the shape of smart street hats for early fall wear; and, what's better, renewed that intimacy with the Parisian fashions for which the store's millinery business has always been conspicuous. The question of "What's going to be worn?" is a long one to answer, yet these hints will be of service.—*Stone, Fisher & Lane, Tacoma, Wash.*

Felts, shaggy mohairs. But how pretty the Zibelines are! (Most as popular for hats this season as dresses. You know absolutely "the" thing will be to match the dress with the hat.) How many there are! Most every color, most every shape. We cannot imagine the bee that has been more busy than our millinery leaders preparing for this fall's season and busy with results, too. Going from market to market, studying, having hats made just as they wanted for California women with regard to style first. And then planning quantities for six stores. Getting a price lower than most stores could think of. Then they have rushed them to us by express, and we have had our home workers at it putting on the finishing touches. My! the last week has been a busy one, and tomorrow we open our walking hats and "ready-to-wears" to the women of Sacramento.—*Hale's, Sacramento, Cal.*

The millinery designers have excelled themselves this year, producing some of the most beautiful creations that have

ever been exhibited. Our showing of the new styles is so complete that you will certainly find a hat to your liking.—*Barr's, St. Louis, Mo.*

This season's best ideas are embodied in these splendid hats all ready to put on. Modeled after the choice patterns from Paris, but priced in accordance with The Fourteenth Street Store plan of low prices.—*The Fourteenth Street Store, New York, N. Y.*

Here's a lot of hats made by hand on wire frames, that were made to sell at a great deal more than our price. They are of velvet, tucked, puffed and shirred; or of braid and velvet. Shapes are up-to-the-day turbans and tricorne, and the effect is obtained by the manipulation of the materials by the skilled fingers of the milliners who fashioned them. Very little trimming is required—an ostrich plume or coque breast or similar touch is all that's needed to finish them.—*Gimbel Bros., Philadelphia, Pa.*

A fascinating display of advance millinery modes for Southern tourists, with which we have combined an early showing of exquisite evening effects and new styles in suit hats for traveling and street wear, will be made this morning for the first time in our French millinery section. This effort far surpasses any of our previous displays in point of numbers and artistic merit, while the prices leave no doubt as to the economy of early selection.—*Marshall Field & Co., Chicago, Ill.*

Charm in our millinery. Since the millinery exhibition days began our trimmed hat section has been filled with eager buyers. We are splendidly equipped to meet your millinery wants, showing an endless variety of choicest millinery at just the prices you want to pay.—*Rothschild, Chicago, Ill.*

Clearance of winter millinery.—Every dollar's worth must find other owners straightway—nothing reserved. Spring lines are peering out here and there from beneath old winter's wing, reminding us that the reign of cold weather millinery is about over, as far as we are concerned. Two long months of wearing time ahead for you, which certainly intensifies the importance of this great final clearing.—*L. S. Plaut & Co., Newark, N. J.*

In no other section of the store is it more essential to have goods new, fresh and correct to the minutest detail, and perfectly in accord with the season. All this season's modes must, therefore, be disposed of without fail.—*Mandel Bros., Chicago, Ill.*

A millinery beauty show. A surpassing exhibit of the new spring millinery. The Paris hats and our own matchless creations. Another millinery epoch is at hand—another period of the world's art creations is exemplified in its many phases in the headwear creations that are to dominate fashion's world for the coming season. Little did Watteau, the master painter, one hundred years ago dream he put on his canvases the inspiration for the milliner's art of another generation. Of course, a Paris master knew the possibilities and appreciated the beauty of the sweeps and folds and draped effects of the Watteau hats. And so we have the graceful Watteau or Shepherdess hat as the *motif* and model of the millinery creations of to-day.—*Hecht's, Washington, D. C.*

Women's tailored hats. America leads the world in tailored hats, just as she does in tailored suits. Paris, with all her cunning, cannot turn out hats so simple, so little trimmed and so severe.—*The Wanamaker Store, Philadelphia, Pa.*

Misses' and children's hats. Our showing of hats for girls and misses is very complete—a fascinating expose of the newest and prettiest of the spring styles. Our milliners have caught the knack of making graceful hats that set off children's faces to perfection.—*Mandel Bros., Chicago, Ill.*

The beautiful display of new styles at our millinery opening last week was an earnest of what our millinery stock will be this season. There is no high standard of style excellence that is beyond the reach of the artistic minds that think out these clever ideas for your pleasure. We are constantly changing and bringing forth new styles as the season advances. Women wonder how we can crowd so much style and beauty into these hats. They're characterized by a charming effectiveness.—*Harned & Von Maur, Peoria, Ill.*

In the millinery store you will find the most fascinating show of the year. Paris and America have combined in an artistic effort, never equaled before. The quivering genius of the greatest Paris makers of hats seems to pulse through the entire collection. One has snatched from the rainbow a fuchsia pink, and set it in a mass of gray. Another has wreathed with black forget-me-nots a simple white lace hat. A third has taken an odd shape, and plastered to it a single flower. But whether the hat is made of one or many colors, there is one universal charm—symmetry, and de-

cision of shape.—*Schiffer & Block, Peoria, Ill.*

To-day's harvest of summer millinery from our own workrooms displays the new and charming hats made of Broderie Anglaise, which in simple English means handsomest designs of openwork all-over embroidery. Nothing could be more cool, fresh and dainty than these charming white hats with their crisp decorations of leaves and flowers. Women who admire things thoroughly new and beautiful will want to see them, of course. Paris is just now going wild over the same thing. Prompt word from our Paris office inspired the present collection.—*The Wanamaker Store, New York.*

As you view the flower-trimmed hats you'll be fascinated with the striking simplicity and dignified charm of the beautiful "Waterlily" hat. Built on the popular mushroom style, rolled up from face and drooping at back. A bank of small water lilies over crown, maiden hair fern spreading out to side and overlapping loops of brown velvet ribbon falling just over back in the old shepherdess fashion. French folds of tulle on bandeau, while loops of brown velvet fall gracefully on the hair. This is only one of the beautiful showings of dress hats in Milan straw, fine chips, leghorns in white, black, natural and champagne.—*The T. Eaton Co., Toronto.*

The new ready-to-wear felt hats. They are nearly all in French felt and camel's-hair—soft, round, upturning sailors, chiefly; though toques, turbans and flares are numerous, too. Many are in the latest crush-back sailor style, becoming to most women. Great panne velvet sailors, severely trimmed, are very striking.

The development of fashion is a constantly progressive evolution beautyward. It seems trite to say now as we have perhaps always said before, that the present season's styles are more charming, more artistic, more beautiful than ever before.—*Mrs. Edith Tolle, El Dorado.*

July millinery.—Charming display of trimmed hats for the ladies, fetching hats for the summer girl, cool hats for the children. The very essence of summer is breathed forth in these delightful productions of good makers and our workshop. The prevailing ideas, shapes and materials find expression in them in the most finished and artistic manner.—*J. N. Adam & Co., Buffalo, N. Y.*

Midsummer months must-move millinery sale.—*The Euwer Store, Youngstown, O.*

Every hat that it's proper to wear this season is included in the sale; not a meager gathering of hats that nobody wants, but bright, fresh, stylish headwear that will appeal most to women of fashion. And the assortment is so large that at this writing it doesn't seem as though anybody could possibly be disappointed.—*Stone, Fisher & Lane, Tacoma, Wash.*

New felt hats for summer.—You must have one, or not be up-to-the-minute in your attire. Further, you'll want one—these summer felt hats are charming. There's much to be said about them—we'd rather you'd see the hats. It might be well, though, to read the description.—*Hochschild, Kohn & Co., Baltimore.*

The best outing hat for women is made of felt. Felt will stand the whims of weather better than straw—it doesn't lose its shape in the damp; then it's warmer, and if you are going away to the mountains or the seashore that is the very thing you want.—*Wanamaker's, Philadelphia, Pa.*

We keep in touch with the fashion centers and put a touch of style into your hats that will please you.—*Morehead Millinery Co., Great Falls, Mont.*

A speedy clearance of these beautiful hats will be made at once—hats with the blush of newness upon them reduced to half price and less.—*Blum Brothers, Philadelphia, Pa.*

Midsummer millinery.—The other day we told in the papers how well black chiffon hats stopped up the gap between summer and fall.

Many women who had not thought of them before came to see, and if we had not received new lots every day or so, we should not have had enough. There are still plenty—\$5 and \$6.

But we find that women are using chiffon for best and making rough straws or felts do the hard work of every day. That brings sailors and "cowboy" hats to the front.—*Wanamaker's, Philadelphia, Pa.*

Every hat here shown is "fall, 1908." The very cheapest number is good style. We have no out of date patterns. There is not a trashy hat in our line—every flower, ribbon and feather is on to stay. Compare the values we offer with those shown you by others, and you will see that we deserve your business in this line. Here you can save from one-third to one-half your millinery bill.—*The Felton-Long Co., Spokane, Wash.*

With the well dressed French woman the veil is not a mere strip of chiffon or net drawn across the face or the hat

just because fashion so decrees, but it is an important element of her costume—of actual use, with a special part to play. The veil is "beauty's" best friend, and its purpose is pre-eminently that of keeping the hair in order and keeping the coiffure perfect in its relation to the hat.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Five new hats for college girls.—An innovation from the millinery salon—five crisp, new autumn styles, designed particularly for the young women who care to begin their college term with the very earliest bit of Paris fashion for their hats. The millinery chief has just arrived from abroad, her brain full of the inspiration of the new styles. These five styles are the result of her study and the product of the deft fingers of the experts who make the most beautiful and expensive hats we sell. Yet because this is an innovation, because we have planned these hats especially for the young women of Brooklyn—the college women—the hats will be here to-morrow for \$4.95 apiece, an unprecedented price.—*Abraham & Straus, Brooklyn, N. Y.*

Here's a sale the like of which Tacoma has never yet seen. Milliners went away last week to New York looking for fall fashions. Before they went we got explicit instructions to close out all the trimmed hats at some price. So, being given carte blanche, we will offer the whole collection, with possibly a dozen exceptions—at \$2.50 each, hats worth up to \$20.00.—*Stone, Fisher & Lane, Tacoma, Wash.*

French milliners create, but they cannot control; and their original creations that set the fashion pace are hurried here to be duplicated exactly from a fourth to a half the Paris price.—*Macy's, New York.*

We have taken practically all of our trimmed hats and cut their prices in half in order to effect a complete clearance. The entire assortment will be ready at the new prices to-morrow morning. If you want to get a dress hat, a second best or a hat to wear on trips out of town, come to-morrow, and make your selection while the assortment is at its best.—*The Palace, Spokane, Wash.*

Eaton milliners are true millinery artists. To study, to design and evolve charming millinery styles and modes and to combine with artistic effect lovely millinery materials and handsome color schemes into exquisite millinery creations to suit the tastes and millinery requirements of Toronto women is their profession.—*T. Eaton Co., Toronto, Can.*

Always offering a larger stock, a greater variety and better values than can be had elsewhere, our offer of trimming hats free of charge carries with it a special significance—the getting of a stylishly trimmed and most desirable hat at a minimum cost—you paying only for the actual cost of the hat and trimmings and we give you, absolutely without any additional charge, the services of an expert corps of trimmers whose work stands second to none in this city.—*Lit Brothers, Philadelphia, Pa.*

Exclusive models from Paris, London and New York, as well as the less expensive but very desirable domestic adaptations, are offered in pleasing assortments.—*H. G. Selfridge & Co., Chicago.*

To-morrow's special display will be of much interest to women who want to know exactly what effects in millinery Paris approves to-day, and the quality of the offerings, no less than the low prices, will doubtless prove a revelation to many customers.—*Strawbridge & Clothier, Philadelphia, Pa.*

Spring millinery.—The charms of our millinery parlor—on the second floor—are the hats—new hats that mirror the latest spring ideas. Turbans and walking shapes preponderate. The trimmings are just over from Paris—dainties and lovelier than ever. This collection of early models can't fail to interest every woman. They are real gems of art—and the prices are pitched on the popular policy. We invite you to look at them thoroughly. If you choose one, you'll save money. If you merely look—you'll learn several things about the grace and economy of spring fashions that it may be well to know.—*Macy & Co., New York City.*

Our milliners have been hard at work getting out crisp, new styles, so that everybody who comes for a fresh hat will find something a bit different from the ordinary. We are showing a variety of mid-summer hats in chip, fancy braids, chiffon and lace. Black, white and cream. The newest shapes with broad crowns, plain or fancy brim, as well as the baby hats with full ruffled brim.—*Fred. Loeser & Co., Brooklyn.*

Altogether, in color and grace of style, the most admirable ready-to-wear hats that ever came with the autumn.—*The Wanamaker Store, New York.*

Big clearance sale of millinery.—Bargains in all lines.—*Ellet & Hicks, Alliance, O.*

Captivating millinery styles. There's so much to be said regarding this superb showing of spring and summer millinery

that we hardly know just where to begin or end. There's such a wealth of style as to seem almost limitless in variety—styles that have fashion's highest endorsement—millinery that will appeal irresistibly to all. The world-famous French artists and the scarcely less renowned New York designers are represented in this collection by their most fetching, stunning creations. These have been reproduced or modified in our own work rooms in materials of beautiful quality and come to you now at the popular prices possible for all to pay. Brilliant in beauty and rivaling in fashion the imported headwear are the designs originating with our own expert trimmers—hats of extreme becomingness and rich elegance.—*Stone & Thomas, Wheeling, W. Va.*

Millinery greatly reduced. Sharp reductions rule all along the line including our whole stock of handsome dress hats, a smart assortment of tailor suit hats. The newest effects in untrimmed hats and a world of beautiful trimmings. We are adding new hats daily to our collection. These are representative of the newest style ideas and are models of low pricing.—*Thos. C. Watkins, Hamilton.*

A most novel decorative scheme. You who come to the millinery opening Tuesday or later this week, will step off the elevators into a section of sunny Italy—the land of sunshine, songs and grapes. Our decorators have turned the entire department into a most exquisite and novel grape arbor. You will remember how beautiful this part of the store was last year with its airy trimmings, exquisite hats and singing birds. It is to be much more effectively decorated this season. Women, and men, too, for that matter, will come and see and admire and marvel. It has been arranged especially for you and other Harris-Emery patrons. Do not wait until the first blush of newness and that charm which novelness always lends have been dimmed by time. Come Tuesday and see everything at its best. We will expect you. The opening is to continue throughout the week. Again, "Welcome!"—*The Harris-Emery Co., Des Moines, Iowa.*

Lack of sunshine brings down millinery prices. There have been so few pleasant days that many have not felt the desire to wear dressy hats. As a result, though business has been good, we haven't sold near as many hats as we would like to, and to make things go, especially hats, both trimmed and untrimmed, we are going to sell a lot at prices that bear no resemblance to their worth.—*Hahne & Co., Newark, N. J.*

A very special collection of swell millinery for mid-summer and early fall wear in black horse hair braid, those large sailor shapes trimmed in chiffon, plumes and wings, burnt leghorns and milans trimmed with flowers and ribbons; they are the prettiest hats we have had this summer; regular \$15 and \$17.50 values.—*Jacoby Bros., Los Angeles, Cal.*

New creations in summer millinery. The beautiful new shades that greet you the moment you enter our millinery section will amply repay you for visiting our store, for counter, stand and shelf is literally filled with new, handsome creations. Most captivating styles, lovely to behold. Our stock of summer designs is now replete with the very latest conceits, and each day sees something new added to our magnificent stock, but the choicest of the styles are naturally always picked up first. The fact is, we would advise everybody who contemplates purchasing a new summer hat to see our exhibit at once. We do not ask you to buy, we simply wish you to see our beautiful assortment to get the smartest ideas of the season.—*Hudson's Bay Co., Winnipeg, Can.*

Mink-trimmed hats \$6.50. In no branch of millinery do our milliners demonstrate their unquestioned supremacy more than in these charming mink-trimmed hats. Some of them might almost be considered summer creations, but for that rich brown, furry piece of mink, giving the unmistakable winter touch. Each bewitching model exclusive in its style distinctiveness.—*T. Eaton Co., Winnipeg, Can.*

We show the most complete assortment of ladies', misses' and children's trimmed hats in Salem. We have six milliners trimming every day and still we are sold up to the handle. Busy is no name for this department, but it is no wonder when you consider the small prices we ask for beautiful trimmed hats now on sale.—*McEvoy Bros., Salem.*

Further reductions in millinery. As Christmas draws near, the prices in millinery go lower. This is the rule in most stores. We have taken the bull by the horns and have done more from the start. The prices have always been low. The prices now are at the very lowest possible point. And the hats are ever of that high-class, exclusive style which has made Tapp's millinery department known far and wide. This department has out-classed all previous efforts by showing some of the swellest hats we have ever shown. Magnificent evening hats. New ready-to-wear hats and stunning street

hats. The very hat you need for any occasion. We know we can please you now with the hat that best becomes you. Original most moderate prices greatly reduced. Buy your Christmas hat Monday early.—*The James L. Tapp Co., Columbia, S. C.*

The newer hats. One thing that makes Tapp's millinery department distinctive, different from others, is the fact that we show new hats as the styles become known. Newer styles are displayed today in comparison with yesterday, this week with last week. Something new, attractive and pleasing every day. Some of the handsomest evening hats ever seen south will be displayed Monday for the first time. Magnificent productions, perfectly modeled from the latest hats of Fifth avenue and Paris.—*The James L. Tapp Co., Columbia, S. C.*

Our milliners, on Saturday morning, are adding to the charming showing of millinery elegance displayed in our show cases, by a bewitching array of demi-season millinery portraying most welcome style innovations that are both distinctive and original.—*T. Eaton & Co., Winnipeg.*

A timely purchase of over 500 street and dress hats bought of one of the foremost eastern manufacturers at about one-half their actual value, passed on to you at like prices. Snappy, up-to-date styles in blocks and trimmings. Prices that are usual at the end of the season. Divided into three lots as follows.—*The Leader Millinery Emporium, Los Angeles, Cal.*

Hats for the horse show and the great sale of hats and trimmings. Those who have anticipated attending the annual horse show at Madison Square Garden will find here a collection of elaborate dress hats that will lend to their costumes character and individuality. Many new designs have recently been evolved by our experts, and the collection of real stunning effects is now very generous indeed. Choice being so wide, practically every taste can be satisfied from hats in stock, and when those we exhibit do not please we can quickly make something to your order along the same lines or in other designs to suit your fancy.—*Hahne & Co., Newark, N. J.*

Millinery art is receiving its highest interpretation in the many charming models that grace our show cases these days—tributes to the rare skill of our milliners. A further addition of many charming hats is being added to-morrow and the elegance of the new style features are pre-eminently noticeable.—*The T. Eaton Co., Winnipeg, Can.*

Correct styles in smart millinery. Refined elegance is the strong feature of this season's millinery, and our present display certainly surpasses all our previous efforts in this department. Never has there been a more lavish use of everything that is dainty and pretty in the creation of beautiful hats for all occasions. Don't make the mistake of not visiting our store.—*Risch & McCoy, Mansfield, Ohio.*

The show of tailored hats here awakens an enthusiasm that is catching? Have you attended our spring millinery opening? Avoiding even the suggestion of exaggeration in presenting the claims for our millinery display, there isn't a hat out of the hundreds but bears about it the atmosphere of spring.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Opening of Easter millinery to-morrow. Presentation of the most important style event of the spring. This is our cordial invitation to you to come, to study the new hats and to enjoy their beauty. Loeser millinery openings hold a peculiar place in the esteem of Brooklyn women. They are authoritative. They are comprehensive. They present such an exhibit of Paris millinery as could not be seen even in a day spent in the Paris shops—for close relationships with the style-wizards of Paris during many years give to us the privileges of the inner circle denied to the casual Paris visitor. These Paris hats are the most beautiful and the most wearable that the great French milliners have produced for spring. Side by side with them you will find the modifications and translations of the Paris ideas done by our own designers—and which are Paris hats and which Loeser hats only the hat tip inside will tell. It is a season of beauty—new beauty. Women are to look younger, for the hats have brims that droop becomingly over the face and the high bandeau is practically a thing of the past. Toques and turbans are to be seen, of course, but most women will choose the more youthful loveliness of the rim hats. Picture hats make another new note of the season—hats with broad brim, sweeping gracefully upward and with the added richness of ostrich plumes. Ostrich plumes and ostrich aigrettes are much used and for the very smartest hats new effects in fancy feathers. Flowers of course—the wonderful Parisian flowers that hold the mirror up to nature. In colors Paris is talking blues—blues that range from the lightest to the darkest tones of peacock. Also smoke gray and a beautiful apricot and of course the black and white that are always good.

These are points you will note as you see the show to-morrow—these and the one great fact that each hat, small or large, is a complete, artistic whole with beauty and becomingness as the reason for its being.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Exquisitely trimmed mink tea hats—very special. One of the most important value offerings we have made in mink-trimmed millinery this season. Each charming model reflecting the latest style-touches as well as many original conceits, exclusively the creations of our own millinery artists. At this price thirty-five of these beauties shouldn't last an hour.—*T. Eaton Co., Winnipeg.*

Such charming millinery and so economically priced. The deft fingers of our best milliners have worked their greatest skill on them. Exquisite models. Distinctive. Exclusive. The rare beauty of their style treatment will bear comparison with the best that metropolitan cities have to offer at double and treble to-morrow's special prices.—*T. Eaton Co., Winnipeg, Can.*

A word of comfort. We have a letter from a distant customer who "can't understand how staid, settled women can wear the automobile hats" we've talked about. It will comfort her and others to know that, while almost every hat is trimmed "to face the wind without ruffling," there has not been in any recent season so wide a variety in millinery, and every face can be most becomingly framed. What if you don't motor, dear knows you've had a time when driving or walking on blustery days. Think of the blessing of a hat that will stay on and whose feathers and fol-de-rols won't ruffle up. The fashion writers from all the newspapers were charmed with the new fashions and with Gimbel's commanding showing of them. The opening, in all its elegance of floral decoration, continues. But it has resolved itself into a competition. Gimbel hats vie with the French—and the majority vote would surely be in favor of our own productions. So much fairer in price, too.—*Gimbel Bros., Philadelphia, Pa.*

The glitter of the empire; the gold and green of Napoleon's own apparel; the dash of the directoire; the grace and beauty of the Louis—but what cares woman for the analysis of historic styles, once she passes the portal and feels the art-spell of those autumn hats in our millinery salon? She sees that they are more beautiful than ever before—that's enough.—*Strawbridge & Clothier, Philadelphia, Pa.*

More new hats to show you to-day. No small measure of the notable success in our millinery store is directly attributed to our policy of frequent on-coming of new goods. That Pueblo women fully appreciate our continuous effort to offer the new ideas as fast as they appear is evidenced by a most gratifying increase in our business. The top-notch designers of America are weekly contributors to our style show. Prominently are such renowned style originators as "Gage" and "Walkeen," whose creations possess the most exclusive and distinct of style features.—*The Crews-Beggs Co., Pueblo, Col.*

"Satisfying in every respect," is the unanimous criticism of our clients regarding our paramount collection of imported and American millinery. Velvet, silk and French felt models vie so successfully with their trimmings of Waterfall or long French plumes, the oval crowns and perfectly graduated brims forming an ensemble of refined taste which marks them as perfection in head-gear; the ingenious style touches lent by gold and silver flowers, or maybe an addition of trickaline and gold braid, all go to vouchsafe that master skill in a choice of millinery for which the name of Latham is synonymous. You are cordially invited to look over our line.—*Latham, Kalamazoo, Mich.*

Eaton style in summer millinery. "Style," says a noted fashion journal, "is an elastic word and covers many ideas more or less remote from the last word from Paris, and takes various form of expression according to localities and personalities." Exactly. That's the Eaton view of millinery style. Miss Winnipeg is interested in how Madam Paris' new summer bonnet is being made. But no matter how ravishingly pretty it may be, Miss Winnipeg has enough individuality of her own to prefer styles that are exclusive, original, and suitable to her own requirements and peculiar type of beauty—and it's the mission of the Eaton millinery artists to see that she gets them.—*The T. Eaton Co., Winnipeg.*

Anticipating the great demand for exclusive horse show millinery, we imported an unusually vast collection of charming creations. Our sales have been really phenomenal, but owing to the immensity of the importations, some of the best and prettiest models remain.—*Mandel Bros., Chicago, Ill.*

Every lover of beauty and artistic style should visit this department, for we truly have a magnificent collection. Our hats are beautiful in themselves—

artistic in tone, rich in harmonious colorings, but put them on the head and they leap into even greater beauty. Our milliners have dreamed beautiful dreams and wrought the beauty in velvets and beavers, in birds, roses, grapes and a bewilderment of feathers. Each hat is an artistic whole and its beauty is indescribable. All the rich colorings, so suitable for the fall are being shown, but black will predominate—black alone and black in a combination of colors; grapes are largely used, and it seems as though they were never so beautifully used. But, as for description—come and see.—*Warren Allen Co., Columbia, S. C.*

Southland millinery: first glimpse. The curtain of summertime lifted far enough to show these pretty hats for those who are planning a trip to the summer land of Florida. It is the most important and authoritative showing of early spring millinery styles that even this store ever made so early. These new Southland hats are expressions of the best Paris ideas for the coming season. There are hats of straw, of fancy straw braids and of the raffia straw which will be specially popular. Trimmings are of roses, wings and paradise feathers. Grace and lightness of effect are the striking characteristics of the new styles. Every Brooklyn woman will want to see the collection now ready in the millinery rooms. Sharp reductions on winter millinery. Special "plums" for those who come will be a number of winter hats which have been greatly reduced in price—so emphatically reduced that wise women will feel it an economy to secure such hats at the little cost—for freshening up now and to start out with next fall before the new hat is selected. A thought that wise women keep in mind during the after-holiday reductions.—*Frederick Loeser & Co., Brooklyn, N. Y.*

In mourning the hat is the keynote. Have it smart, correct, distinctive, and the whole costume is right at once. A whole case full of fresh, pretty spring styles expressed in mourning materials is ready for the trying between-season days.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A tremendous end of the season sale of neat and stylish street hats in the popular small turban effects of felts and velvets. Hundreds of them here; every one an accepted favorite of fashion for this winter. They are neatly trimmed with quills, flowers and fancy novelties and values up to \$4.00; your choice tomorrow, 49c.—*Whitehouse Dry Goods Co., Spokane, Wash.*

MILLINERY

MONEY BACK

Money is cheerfully refunded or goods exchanged. We are always ready to do anything within reason, and oftentimes more.—*Whitehouse Dry Goods Co., Spokane, Wash.*

You have no doubt heard of the money back store: that's ours. Your money back without an argument when purchases are not satisfactory.—*Noyer Clothing Co., Portland, Ore.*

Your money back.—Every one must feel safe here. If for any reason whatever you are dissatisfied with a purchase, bring it back and get your money. Every sales-person is authorized to observe the letter and spirit of this rule in the most liberal manner—no disagreeable explanation is required. But of course you would not ask us to take back a hat or piece of silk after its particular season is over—after the article has gone out of style; or if the article is damaged.—*The Under-Price Store, Peoria, Ill.*

Don't worry—money back if not satisfied.—*Schipper & Block, Peoria, Ill.*

Money back if anything goes wrong.—*The Goldstein Clothing Co., Binghamton.*

Clothing that makes our guarantee of "money back" unnecessary.—*Bloomingtondale Bros., New York.*

We would take anything back and refund the money if it proved unsatisfactory, but we never have to.—*Longyear's, Lansing, Mich.*

It's easy to understand why we want you to bring back anything that doesn't give absolute satisfaction.—*Rogers, Peet & Company, New York.*

A dollar here buys one hundred cents worth of quality (and in many cases more). If you are not convinced of it after your purchase, the money back privilege is always yours at Crews-Beggs, or an exchange if you prefer it. We can afford to lose the sale easier than have you stay away. We want you to feel that every dollar spent here is safely invested.—*Crews-Beggs, Pueblo, Col.*

Money back if you say so.—*The W. J. Woods Co., Worcester, Mass.*

No risk is taken in ordering in the latter manner. For, unless you are wholly pleased, we will buy the goods back without question.—*Brodnax, Memphis, Tenn.*

There is a world of good cheer, hearty good will and unquestioned confidence that rings out when we say satisfaction or your money back.—*Jones Dry Goods Co., Kansas City, Mo.*

Satisfaction or your money back is our motto.—*W. V. Snyder & Co., Newark, N. J.*

Satisfaction in every instance or your money back.—*Whitehouse Dry Goods Co., Spokane, Wash.*

We give you the option of returning any article purchased from us, either for exchange, or for the refund of your purchase money.—*Alfred Edmondson, Morecambe, Eng.*

Money is the best thing going, but it is better coming.—*Puck.*

Your money's worth or your money back.—*The Model, Peoria, Ill.*

Satisfaction or no sale, and money refunded as cheerfully as it is taken. Every purchase must be satisfactory to the customer as to quality and price. If the goods are not as represented, or for any good reason are not satisfactory, we are at your command to exchange or refund the purchase price.—*The Boston Store, Winchester, Ind.*

From the very first the MacGregor caught the town. The very day we brought out this overcoat, early in the winter, every clothing store began to receive calls for it. But the only genuine MacGregors were at Wanamaker's. This fact soon got round. Our sales on this particular overcoat were tremendous. Now the rush is over and one of our manufacturers is clearing up, getting ready for spring. The hundred odd MacGregors left we have taken over to sell to-day at \$16.50, although they are the \$22.50 and \$25 grades. Every one is fifty-two inches long with enough goods in it to wrap well around you and keep you warm; and the fabric is the rough Scotch stuff that has an "air" to it and rarely shows soil. Money back if not suited.—*Wanamaker's, Philadelphia, Pa.*

We guarantee satisfaction on all merchandise orders from out-of-town patrons. Test the facilities of this department and let us demonstrate to you its efficiency. Prompt shipments.—*Minneapolis Dry Goods Co., Minneapolis.*

MUSLIN UNDERWEAR

Combining the advantages of our own manufacturing facilities with a cash system of distribution brings the cost of faultless garments down to a truly "matchlessly low" basis. Even the most particular home sewer can produce no better muslin wear, and certainly none of equal merit for so little money.—*Macy's, New York, N. Y.*

What words can we use to explain the snowy beauty of fine nainsooks and muslins made up, as you would make them yourself, with serviceable embroideries and laces that will last till the muslin, too, is worn out.—*Blum Bros., Philadelphia, Pa.*

Unusual undermuslin news. We print a list of prices and descriptions and they read pretty much as other lists. It is the quality of the undermuslins that can't be put into print that sets this sale above other sales; that distinguishes Loeser underwear from other underwear. Brooklyn women know pretty well what Loeser quality is. There will be no disappointment. It is one of the best spring sales we ever announced.—*Fred. Loeser & Co., Brooklyn, N. Y.*

Our own factory, strictly modern in every detail, produces the bulk of the stocks in this underwear store—snowy, generously fashioned, splendidly made garments, certain to please the most exacting woman. Apart from the fact that these Macy-made garments establish our standard of quality, they serve as standards of economy for the thousands of women who depend upon this store. This is a timely occasion for comparisons. Make them in your own interests.—*R. H. Macy & Co., New York.*

Women's muslin underwear. All of these goods are just from the factories, not gas eaten. Their freshness is evident. Examine critically. You will find no soiled creases, no dinginess. There is a crispness and delicacy about the trimmings that all women with dainty tastes admire. The shapes, sizes and workmanship are excellent in every respect. The one unchallenged fact we wish you to fully comprehend is that our prices are invariably less than elsewhere. A look at the goods will convince you.—*Paris Cloak & Suit Co., Marion, Ind.*

The muslin underwear sales were held

in June until numerous slight heat strokes, happening to customers and workers in the thronged sections, made it seem sensible to push the opening into the pleasant days of May. Will you buy now—saving a fourth to a third—shopping in comfort, or wait till June, pay full prices and swelter? Thousands of women know the answer—and the sale is developing intense interest. The business gets larger day by day.—*Gimbel Bros., Philadelphia, Pa.*

Most helpful, because most practical—practical in the kinds of underclothes, practical in prices. Most women want most of their underclothes for hard every-day wear, every-week laundering. They want to pay about what it would cost to make them at home. This kind of practical underclothes you will find in this sale in unequaled variety, as carefully and neatly made as if you did the work yourself. How have we done it?—*Strawbridge & Clothier, Philadelphia, Pa.*

Every garment of flawless muslin, cambric or nainsook; stitching as exacting as the most particular woman demands, as shapely as the highest skill in the land can pattern, trimmed with pretty edgings, insertion, laces and ribbons.—*L. S. Plaut & Co., Newark, N. J.*

The present assortments of domestic underwear are extremely varied and attractive, presenting an extended range for the selection of complete outfits of garments for spring and summer. Fine gowns and chemises, including combination chemises, and styles especially designed for wear with evening costumes, are shown in delicate fabrics, elaborately trimmed with new and effective combinations of lace and embroidery. Garments of extra sizes are included in the selections. Bridal sets and trousseaux are designed and made to order in the establishment.—*B. Altman & Co., New York.*

In its organization we were determined to conduct our sale so that every day in the month would find it as great in scope as it was initially. To this end we present an entirely new series of garments in altogether distinctive post-season models, richly elaborated with fine laces and embroideries, at one-third less than the standard prices.—*Saks & Co., New York, N. Y.*

Hundreds of others may select a supply to-day, for our stock is larger than ever before, and if you didn't buy your summer underwear Monday you may do so to-day with the assurance that values are equally attractive.—*Simpson Crawford Co., New York.*

The garments are snowy white and superbly finished. The designing and general make up of these muslins is all that the most critical taste could possibly demand.—*J. M. High Co., Atlanta, Ga.*

The time has come to pass when nine women out of ten pay as much attention to their underclothing as they do to their outerwear. In selecting our stock for this—our greatest white goods sale—we kept this thought before us. We made the smallest mite possible procure for us garments that are made of a quality more than commensurate with the prices we ask you for them. We bought from manufacturers who have attained the height of perfection in the cut and finish of their goods—in fact, we did all we possibly could to gather here just the kinds and styles of dainty white undermuslins women want, and, as a closing argument, we want to emphasize the bigness of the savings to be made by the woman who buys her undermuslins at this store.—*Bernheimer's, Kansas City.*

This is not a sale of cheap underwear, but good underwear cheap. We have worried with scores of manufacturers to get the muslins, cambrics and nainsooks goods; the sizes made full; the sewing neat and nicely finished, and the trimmings correct and tasteful. But after all, the worry was only in the planning, for all manufacturers know that everything that comes to Barney's must be right, or the goods can find no room in our stocks.—*Barney's, Schenectady, N. Y.*

These gowns are doubly interesting because of their exceeding fineness and beauty and the remarkably little price. You can search the town over for their equals and search in vain. To miss them will be most unfortunate.—*The May Co., St. Louis, Mo.*

During our long business experience we have become pretty thoroughly acquainted with the whole world of manufacturing industry. Of the many concerns engaged in making muslin underwear, there are eight that we have reason to believe are far and away ahead of all others in designing and making dainty garments of white. These eight, each vieing with one another to secure the bulk of our business, seem to have outdone all past achievements in making the present assortments of beautiful

muslin underwear. Our customers are concededly competent judges, and we have the word of many of them that the new styles now on sale are by long odds the most delightful ever seen.—*Burke, Fitz-Simons, Hone & Co., Rochester.*

The sale of muslin underwear is just a week old, but a very lusty youngster, one that grew stronger each day. Sold more garments last week than during the first week of any previous sale. In every instance the combination of high quality and low price is irresistibly attractive. Everyone of the garments in this great sale is made with the utmost care by expert needlewomen and in places free from conditions not wholly hygienic. The sale this week will be even more attractive than last, owing to the fact that thousands of new garments which arrived as late as yesterday will be added. Every garment is cut with the utmost precision, full and generous. The trimming has been accomplished with a degree of nicety which cannot fail to meet the unqualified approval of all women of taste.—*Bloomingtondale's, New York, N. Y.*

Our aim at this great sale of muslin underwear was made to surpass all previous attempts ever made at any sale of muslin underwear. The tale we have to tell you about the dainty "queen" undermuslins, the way they are made and the wonderful values we are offering at this sale is too long to tell—space forbids. But a visit to our store will convince you.—*The Stanley Co., Baraboo, Wis.*

These muslin garments are sold us by the receiver of a manufacturer at 40 and 50 per cent. under wholesale prices, and we are giving you the full benefit of the saving that we were so fortunate in making.—*The 14th St. Store, New York.*

Odds and ends. Broken lots of slightly mussed night gowns of cambric; some have low neck and short sleeves; trimmed with embroidery or lace. Others have Empire neck of lace or embroidery, finished with ribbon.—*Gimbel Bros., Philadelphia, Pa.*

Just the finest kinds we get. Gowns, corset covers, petticoats and drawers. Made of finest muslins, cambrics, and nainsooks. Made by one of America's foremost white underwear manufacturers. Several hundred pieces in the lot, but very few of a kind. Trimmed tastefully with torchon and Valenciennes laces, embroideries and tucks. The more exacting you are, the more you will appreciate the underwear you will get here to-morrow at stock-clear-up prices.—*S. P. Dunham & Co., Trenton, N. J.*

Had a chance to make an extraordinary purchase of a big manufacturer's stock of beautiful muslins, cambric and nainsook underwear for women. Usually we won't touch such merchandise at this time of the year. But we knew that we could sell it at half its real value, that you would be glad of an opportunity to save half on these beautiful garments, and that it's such tempting, attractive, truly feminine underwear that you would appreciate it.—*The 14th St. Store, New York, N. Y.*

To-morrow will be a great stock-clearing day in the muslin underwear. This week's special sale has been a big success. As we write, the department is fairly crowded. Best values and best assortment—is it any wonder the business grows?—*Blum Bros., Philadelphia.*

This underwear sale is particularly rich in the sheer, dainty, well shaped garments that are most wanted for summer wear. And, like all the garments which we gathered for this noteworthy event.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Perfectly safe to buy, too—no woman need be afraid of careless work, or skimmed patterns. Materials aren't as fine as in the higher-priced sorts—naturally; and laces aren't as expensive. But all's good of its sort—and especially good at its price, else it couldn't come in. And all garments are fresh and new.—*Wanamaker, New York.*

Call your pains a pleasure and your time as of no value, still the undermuslins you would make would cost you more than you pay here. And could you be more satisfied with the precision of the making, the pretty conceits, the graceful outlines and the quality of the materials and trimmings?—*L. S. Plaut & Co., Newark, N. J.*

Mountains of snowy white underclothes have melted away under the enthusiasm of the thousands of eager shoppers that have thronged the Bloomingdale undermuslins store since the very first minute of this great 1908 white sale. Mountains of new garments to take the places of those that left last week are being heaped high to be ready for all who come this week.—*Bloomingdale's, New York.*

When you inspect our showing of undermuslins we warn you to notice the superior workmanship, the high character of the fabric—how soft, sheer and firm they are—how white and dainty—and, above all, the impressive exclusiveness. We say to you frankly that such underwear did not come to us by chance or through ordinary channels—not by any

means—it's the result of planning, demanding and insisting. We wanted something better than the ordinary run of undermuslins, and to prove we have it we want your judgment.—*Simpson Crawford Co., New York, N. Y.*

Although the inclemency of the weather and the miserable condition of the sidewalks kept many people away from the first day of the lingerie opening, still we had quite a crowd here, and many were the exclamations of delight from the ladies who came to inspect the new spring undermuslins. We did not fully appreciate how choice this collection of lingerie is until it was placed on exhibition, but can only say that you may come expecting to find here by far the most complete line of spring underwear in Phoenix and all new up-to-date styles. Several thousand garments from France are here which must be seen to be fully appreciated. Come to the opening to-day. If you appreciate well-made, handsomely-trimmed garments, made of materials that you will not be ashamed to wear, we can please you with this new underwear, which we can assure you is remarkably low-priced, as low-priced in fact as you can purchase the same qualities in any large city.—*M. Goldwater & Bros., Phoenix, Ariz.*

Scarcely seems possible that this sale is so near over, but mercy, there are still lots and lots that must be pushed out, and as the time grows shorter, the prices are cut still lower. Now in the muslin underwear, on sale Friday morning, go ladies' corset covers, some with two and three rows of val, insertion, neck and armholes trimmed, sizes 34 to 44. These are bargains at 49c, but Friday take them for 23c apiece. Besides, women's good muslin drawers with 5-inch hemstitched ruffle go for 19c a pair.—*Elder & Johnston, Dayton, Ohio.*

During the unprecedented business of the big white sale, much of our undermuslin stock became crumpled from display and handling. Not enough to amount to anything, but just enough to have them laid aside for decisive price cutting. The garments are brand new and perfect in every way; in fact, haven't been in the store over a fortnight, simply crumpled from handling. So we're going to close them out at remarkably low prices.—*Wise, Smith & Co., Hartford.*

What exacting women think of our muslin underwear bargains is best told by the vast crowds we've had during the pre-inventory sale, and the same extraordinary values await you here to-morrow.—*Simpson, Crawford Co., New York.*

In your consideration of these unmatched values, please remember that quality has not been sacrificed in any degree to fit the marvelously low prices named. Every garment in our stock is thoroughly worthy and will bear the test of wear.—*Ehrich Bros., New York.*

Women now need much muslin underwear—the warm weather makes urgent demands on their supply. This sale is bringing the women's undermuslins of artistic design, staunch make and reliable materials at prices way below normal.—*L. S. Plaut & Co., Newark, N. J.*

The woman who requires extra sizes in underwear knows the satisfaction of buying at Gimbel's—this muslin underwear store is under the charge of women. They know not alone materials and manner of making, but also how the garments should be fashioned to meet the varying requirements of figure and season. Moreover they know your preferences—have studied them for years; adopting suggestions, modifying patterns, bettering always.—*Gimbel Bros., Philadelphia, Pa.*

New summer stocks of the celebrated "home made" brand of undermuslins—for which we are sole Los Angeles agents—have just arrived, and are given display space in show windows as well as on our sales counters. We are particularly proud of these "home made" undermuslins, because they launder beautifully, are both particularly serviceable and noticeably dainty, unlike certain lines made solely for show and not for service. Every garment is made on lock-stitch machines and by the very highest class of skilled labor—not sweatshop goods. Materials used in their construction are muslin, cambric and nainsook; lace and embroidery, hemstitching, ruffles, tucks and similar trimmings.—*Coulter Dry Goods Co., Los Angeles.*

Elaborate preparations extending over many months—the placing of orders for tremendous quantities—the making of same under hygienic conditions which insure absolute purity; the stipulations that every garment must be generously proportioned, the close examination of sewing and shaping, the choice of daintiest trimmings; last, but not least, the unparalleled concessions which orders of such magnitude command, all combined to make these garments superior, and this the greatest money-saving sale of the season.—*Gerber, Memphis, Tenn.*

Home made muslin underwear. Dainty, sheer and attractively trimmed. The absence of cheap decorations supplied by a neatness of fit and the perfection

of material and workmanship. We know of no line of muslin garments that compare with the home made brand. A full line of gowns, skirts, drawers, corset from. These fine garments all reduced covers, chemise and bridal sets to select in price for this June sale.—*Hills, McLean & Haskins, Binghamton, N. Y.*

The same broad principle upon which we have conducted so many previous muslin underwear movements will be strictly adhered to in the great sale which we inaugurate Monday. Quality ever has been and will continue to be our first consideration, and we desire to emphasize the fact that the merchandise involved in this big May event was not made for special selling, but liberally fashioned and carefully finished in a sweet, clean factory where sunlight shines and things are orderly. Cheaply made and skimped garments are an abomination, and, notwithstanding the following sensational values, have no place in this sale.—*L. Bamberger & Co., Newark, N. J.*

In domestic undermuslins are shown peerless assortments of garments—cut generously—of the finest and firmest materials—made under strictly sanitary conditions—warranted to wear well and launder well. Extra sizes have been most liberally provided. In French lingerie we have been unprecedentedly successful in procuring the finest assemblage of creations that the deft fingers of French needlewomen ever produced—garments unsurpassed for delicacy and precision of needlework, and as examples of exquisite embroidery with filmy laces.—*Mandel Brothers, Chicago, Ill.*

The brilliant opening of this sale is the best evidence of its worth. Thousands upon thousands of the whitest, finest, daintiest, fluffiest undermuslins that America's best makers can produce form a display so beautiful that it is almost bewildering. Nearly half of an entire floor is given up to this scene of snowy sumptuousness that fails not to win expressions of pleasure and surprise from every visitor. And the values are no less pleasing than the merchandise.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

White sale wind-falls in muslin underwear. Here are plums for the thrifty. Fine white garments, that were simply unmatched anywhere else at their sale prices, are now collected together, for a final clean-up of the little lots; and many of the prices get another drop as decisive as though they had been quite ordinary before.—*Wanamaker, New York.*

Unrivaled values. The week's unparalleled business has demonstrated again that it pays to spend a little more time in selecting; to use a little extra care that sizes shall be right, that the materials and trimmings shall be fine and that every bit of sewing shall be done as you would do it at home. It is these attentions to details and the character of the undermuslins that put the Loeser white sale in a class alone. New supplies of everything will make the sale ready afresh to-morrow.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Consider more than the price when buying these garments. There's cleanliness, sewing and trimmings that must be thought of. You can take our word for it that our muslin underwear was made in clean, sunny, sanitary factories. Then if you closely examine it, you'll find the stitches even, the seams straight, and the entire garment made in a careful, painstaking manner equal to the home-made sort. You couldn't buy the materials for making some of these garments at the price we ask.—*Jones Dry Goods Co., Kansas City, Mo.*

Annual midsummer sale of muslin underwear. This sale will in all ways eclipse anything that has ever been attempted before, and will be conducted on a scale that will embrace in magnitude and importance the whole public, and yet touch every wish and taste and need of you individually. Every garment, from the highest priced to the very simplest, has been superintended and traced with the utmost care in its making; not a skimp in the shaping, not a shortcoming in fabric or finish; the best and neatest trimmings, substantial, dainty, tasteful, durable, just like home made, only better, because our experts are in touch with the newest betterments in advance of the season, study daintiness, and are able to give you a very great variety.—*Frederick Loeser & Co., Brooklyn, N. Y.*

In our own factory we manufacture large quantities of muslin undergarments, choosing the best materials procurable and having the garments made up as well as experienced folks know how—full fashioned and perfectly finished. We operate this factory because it guarantees faultless garments and materially lessens the cost of producing them. That this manufacturing facility, combined with our cash system, enables us to sell at matchlessly low prices, we refer you to this list.—*Macy's, New York.*

Very busy yesterday morning selling undermuslins: The reason is simple and

sufficient. The advertising was a straightforward statement of facts, the goods were here, the qualities exactly as stated, and so little were the prices that the selling was very spirited.—*Ruggles & Ellison, Utica, N. Y.*

Undermuslins underprice. A sale of dependable muslin things, the product of a clean, well-ventilated factory, away from smoke and the city's impurities. A factory where the glad sunlight creeps through the wide windows and merrily kisses the cheeks of the happy workers. These undermuslins are generously fashioned, too—they're built on the fit-well plan. No skimped garments in our muslin wear store; everything is just right. Here's a sale at mightily skimped prices, though.—*L. A. Plaut & Co., Newark.*

Our January sale of lingerie. This is our initial effort and a mighty one. We have exhausted all our cleverness, all our business acumen, all our resources, in this sale. We offer it as a criterion; judge us by it. Its fundamental principles is extreme high quality and good taste evident in the garments and their elaboration. They were made to our order under personal supervision. Nothing is skimpy or indifferently made. Every garment is clean and fresh, full and generously proportioned; every stitch is true, every button firm; the laces and embroideries with which they are trimmed are exquisite. The garments are identical in quality with those you will find here the year round; the only difference is in the prices; they average one-fourth less than usual.—*Saks & Company, New York.*

Not ordinary sale goods but beautiful, fresh, new garments at the lowest sale prices. For over four months our buyers have been preparing for this sale, selecting embroideries and laces, estimating on muslins and cambrics, taking advantage of every fluctuation in cotton piece goods, and, with the co-operation of the best manufacturers, have been remarkably successful, thus enabling us to promise an extraordinary event in underwear. Every garment will be new—all of the best workmanship and will consist of not only individual gowns, skirts, chemises, drawers and corset covers, but also 400 splendid and attractive three, four and five piece sets, trimmed with laces and embroideries at less than the selling price of the materials used. One of the strongest features of the sale will be that of fine hand-made French lingerie in sets and individual pieces at a great saving.—*The D. Samuels Lace House Co., San Francisco, Cal.*

New and dainty undermuslins very reasonably priced. Clever, artistic constructions of soft, sheer white stuffs, just here from their New England birth-place and shown in almost bewildering variety. Delightful, shapely garments builded on most graceful lines; decorated with charming crisp embroideries and filmy, foamy laces. Perfect undermuslins, the very quintessence of snowy white, loveliness; absolutely certain to bring joy to their future possessors, sure to delight even those that only see them. Modest priced undermuslins, every garment within the reach of all. Every garment best value obtainable.—*Symonds, Anaconda, Montana.*

The result of many months of active planning, during which many unusual opportunities have occurred to give us values of a surprising nature. Our muslin underwear has always been noted for its remarkable finish. Careful making with full and unskimped cutting marks every garment. This year qualities are even better and prices are as low or lower, even though cottons are higher.

Our special offerings are unmatched. They include the plain and neat styles—in quality equal to any ever offered in New York at double our prices. Examine the texture, the cut, the making and the finish of our low and medium priced undermuslins. Compare them with those offered elsewhere; you will quickly see the difference.—*Ehrich Bros., New York.*

Sales of white end this month; then you'll pay more for identical things. Fair warning. If you've bought all the cotton underwear, linens, muslins, embroideries and other white goods—or shirts and collars—that will be needed for months to come, you're safe. If you haven't, there's this one week in which you can save largely—afterwards you will pay regular fair prices. It's reasonable. We have asked a great deal less all the month than the merchandise included in the sales was worth. We wanted to bring people to the store, and to prove that with us saying and doing are synonyms. The people came—and found the proof. Just this one more week, remember, of the very low prices.—*Hochschild, Kohn & Co., Baltimore, Md.*

One hundred Thousand Dollars' Worth of New, Fresh Muslin Underwear.—The price of spot cotton last December was nine cents a pound; to-day it is selling at nearly fourteen cents. Notwithstanding that fact we offer the products of the best staple at lower prices now than twelve months ago. No use going into

details. The challenge of prophecy, the power of prescience, the masterly dominance of vast buying and the matchless command secured through tremendous distributing capacity combined to create the values that mark our annual muslin underwear sale.—*Macy's, New York.*

A sale of muslin underwear commences here to-morrow, and we start it off with a list of bargain offerings of extraordinary character.—*Au Bon Marche, New Bedford, Mass.*

A rousing big sale of tasty muslin underwear. About a year ago we announced the "very best muslin underwear sale Newark has known"—and we carried out our program to the letter, giving the people an immense collection of fine, tasty undermuslins at lower prices than had ever been quoted for equal grades of garments. It was such a bouncing big sale, such a pleasing event to our patrons, that we feel called upon to repeat the performance this year. To this end we have gathered a great stock of dependable undermuslins which we will sell underprice. No job lots! No seconds! No out-of-date stuff! Every piece fresh and strictly perfect. So many people complain of the undermuslins offered in most sales that we wish to assure you that the goods offered in this sale rise above the commonplace. They have not been made for "sale" purposes. They are the regular product of the best manufacturers, carefully made, in generous sizes, and trimmed with good laces and embroideries. The only thing special about them is the price. We are sure our patrons will appreciate these splendid, faultless garments at *W. V. Snyder & Co.'s, Newark, N. J.*

Well made, superior quality Undermuslins were closed out last week from a prominent maker at surprisingly small prices—and are being distributed among our customers under the same favorable conditions. These are garments that rarely creep into sales—and are, therefore, doubly desirable in the eyes of all particular women.—*Goldenberg's, Washington, D. C.*

The newest knit underwear combination suits seem to threaten to supplant altogether the old style of underwear. Each season the demand grows greater and for this fall and winter we have prepared an unusually large selection. Each suit is positively guaranteed to give you satisfaction and to be fine value at its price. Here are a dozen of the leading styles we are showing for women's wear.—*The Palace Dept. Store, Spokane, Wash.*

The record-breaking success which our May sale of muslin underwear is achieving proves that the women of Philadelphia fully appreciate the better than usual quality garments that we have provided for this occasion. Notwithstanding the fact that our prices are admittedly the lowest in the city, we could never have commanded such an enormous business as we have done since the sale started, had not the garments been of the most satisfactory sort. Even the cheapest measures up to the careful woman's standard of good making, shapeliness, fullness of size and wearability.—*Snellenburg's, Philadelphia, Pa.*

In that charm of possessing extensively such luxurious underclothes, not often fully gratified because of the expense, one occasion, at least, has made possible the opportunity which so many women would enjoy, by reducing prices well within general reach. One gets the daintiest hand-made, hand-embroidered underwear—at mere ordinary cost. The prices strike dismay to thoughts of extravagance, once compared with the garments in value and character. Their surpassing beauty and daintiness are peculiarly expressive of French origin, representing, as they do the latest style thoughts of the world's best designers and needle-workers. The materials are each of the finest quality; the embroidery-work, new, effective and more or less elaborate in design. Every stitch of the embroidery, and the sewing, as well, was done in France, by hand. For such garments, most extensive and pleasing in variety of styles, especially selected for now, the present great reductions from the usual low prices are quoted. There are well-arranged displays, and magnificent assortments to choose them from.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

Bullock's *undermuslins* are daintiest. They have an "indescribable something" one notices at first glance, that puts them in a higher class—something that proves on examination to be—better materials, better workmanship, more tasty trimmings. Note the stitching, its perfect regularity.—*Bullock's, Los Angeles.*

Combination suits for women. Getting underwear at this store is most satisfactory. After you have looked over styles and qualities here, you know pretty well that you have seen about everything which is desirable. As to values, ask anyone who has been in the habit of getting underwear here for any length of time. Our supplies are made by the mills according to special speci-

fications. Every detail of fashioning and finish is minutely noted.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Men's shirts and underwear. Have you seen our dollar shirts for men? They are marvels of excellence. Well made, of superior quality, fast-colored cambrics, perfect fitting and neat, dressy, exclusive patterns, attached or detached cuffs, all sizes. They are the very best values we've ever offered at \$1 each and are making hosts of friends each day. Get yours to-morrow.—*Thos. C. Watkins, Hamilton, Can.*

The best in underwear and hosiery. Our underwear and hosiery section is demonstrating every day the superiority of The Right House values. Orders were placed months ago with the leading manufacturers, who confine their products in many cases to us for Hamilton. This insures you lowness of price. Better lay in your supply now.—*Thos. C. Watkins, Hamilton, Can.*

"Pescot" *unshrinkable underwear*. Third season for these popular undergarments. Made in Scotland of pure Australian lamb's wool, by the famous old established house of Peter Scott & Co. and made unshrinkable by a secret process. It is as near ideal as any underwear manufactured up to this time.—*Abraham & Straus, Brooklyn, N. Y.*

It is gratifying to a woman of taste to be able to select the muslin underwear she needs from such an extensive collection as this, and to be sure that every garment is attractive in style, liberal in proportion, well put together and fairly priced. Whether low or high priced, the story's the same throughout the stock, as these suggestions indicate.—*Wanamaker, New York.*

The underwear store. We carry one of the most complete lines of fine underwear for men, women and children to be found in this section of Illinois. Computing our underwear sales on the basis of the population of our city, we find we supply just about half of Peoria with its underwear. We guarantee every garment we sell to be exactly as represented. If you do not buy underwear at Szold's you do not make your underwear money go as far as you might.—*Jos. Szold & Son, Peoria, Ill.*

For commencement. Exquisite effects in *muslin* matched sets of *underwear* received to-day. Dainty embroideries and laces. These are marked both by sets and separate pieces—so you may select as few or many as you desire, thereby regulating the price to suit yourself.—*Fuller-Cobb Co., Rockland, Me.*

We are going to let you in on a trade secret! Every muslin *underwear* manufacturer in the country has been reluctantly compelled to raise his prices this season. Cottons are dearer, laces are dearer, embroideries are dearer, labor is dearer. And as no firm is in business for its health, there was no other alternative for the makers of muslin underwear than to raise prices all around. We placed our orders before the bigger advances went into effect, consequently we bought at the same old prices. You can now buy here to the same advantage. That's the secret! Here are some bargains picked at random from our huge stocks to show you how the entire assortments run. Buy to-morrow.—*Blum Bros., Philadelphia, Pa.*

Finest of French hand-embroidered underclothes. Our enormous buying power, namely the Philadelphia and Milwaukee stores, is benefited most unusually by our Parisian headquarters. We don't pay the second man's profits—we are direct importers. You've never seen such beautiful creations in hand-embroidered underwear before. Every piece was personally selected by an agent employed by us who has a reputation for fine taste, so now you see why it is that ours is the most elaborate, refined and low-priced collection in the whole northwest.—*Gimbel Bros., Milwaukee, Wis.*

Opportunity is still presented here to buy pretty and well made *undermuslins*—undermuslins that are up to the Loeser high standard of excellence—and to buy them at wonderfully low prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

This shipment of beautiful new *undermuslins* arrived yesterday. Should have been here for the January sale opening the second of this month. You've heard about freight conditions—too much business, not enough cars. Well, anyway, here we are with one of the prettiest, daintiest lots of the season to offer you. These garments are made in the Middle West in bright, clean, sewing rooms, made of the best material and trimming, modeled from the French designs and manufactured by the best underwear makers to be found.—*The Crews-Beggs Co., Pueblo, Col.*

Come to-morrow if you have not already made your purchases for the entire spring season. You'll have no other opportunity so good to secure the nicest *undermuslins* to be found anywhere at so much less than their real value. All advertised prices will continue in force until closing time on Wednesday. Most

of the price list is repeated below for your benefit.—*The Crescent, Spokane.*

Surprising values in the January whitewear sale. Of course, it's generally known that this store shows the broadest assortments of muslin underwear in western Canada. New and dainty styles. Artistic, elaborate, lovely needlework. But few have been prepared for the surprising values that are being placed on the counters this January, in many lines better than we have ever given before. Illustrating the liberal character of these values, we quote the following trio of price-savings for Tuesday.—*The T. Eaton Co., Winnipeg, Can.*

The white *underwear* sale at Simpson's. "Positively," said a lady to one of the salesgirls the other day, "I don't see how it's done. I've been pricing materials for my daughter's trousseau, and I cannot get anything near as good at the prices I can buy beautiful garments like these already completed." The lady's surprise was perfectly natural. Here's another point equally striking: You can buy finished whitewear in this sale at less money than you paid a seamstress to make them if you got the materials absolutely free! And daintiness goes with every Simpson garment.—*Simpson, Toronto, Can.*

A sale of *muslin underwear*. Fine new garments at a saving of 25 to 33 per cent. This is not a sale of odds and ends, but carefully selected goods, on which we will waive profits to bring before a greater number of people the goodness and vastness of our underwear stock. Notwithstanding the low prices, every piece is carefully and neatly made under sanitary conditions and cut on full generous patterns. Choose as you will from the following, you can make no mistake. A saving is represented in every one of them.—*David Straus & Co., Newark, N. J.*

Sale of *muslin underclothes* continues throughout the month. New things and lower prices are the chief features of this sale. Even though the prices of cotton goods were raised 10 per cent., our prices are still lower than the prices of other stores.—*Gimbel's, Milwaukee, Wis.*

Low prices in this *muslin underwear* store mean an extra value put into the goods, whether in making, material, or else good buying. It isn't good sense to skimp the goods to make the low price. It's not the Gimbel way—it wouldn't harmonize with the store's protective rule of "Money back if you want it." Low prices at Gimbel's are sale prices.—*Gimbel Bros., Philadelphia, Pa.*

They served the maker's purpose as samples, but are none the worse for it—they're worth every bit as much to you as their duplicates in our regular stock, for which we must charge a third to a half more. Strictly high grade garments, mind you—not the made-up-for-sale-purposes kind. All from the maker whose goods have made this underwear store famous throughout the southwest.—*J. W. Robinson Co., Los Angeles, Cal.*

A 98c. sale of *muslin underwear* commenced to-day and as our stock is enormous in this priced goods, the sale will undoubtedly last for several days. You will be surprised at the wonderful values shown here. It is useless to wear your eyes and hands out making underwear when you can get such garments for this price. You cannot buy the materials that are in these garments for the price asked. In the line you will find beautiful gowns, skirts, drawers, corset covers and chemise in values from \$1.25 to \$2.50 each. Several large counters filled with them—98c. a garment.—*Lantz's, Mansfield, Ohio.*

One-third to one-half usual cost. 1,000 pieces of women's cotton and lisle underwear will go on sale to-morrow at a price that should make the selling spirited indeed, for equal values are rarely, if ever, heard of. In this lot are vests, pants and corset covers in many styles; some plain; some fancy trimmed.—*Hahne's, Newark, N. J.*

Spring muslins. We are sure of our ability to please in styles, in quality and prices of muslins. Our new stock for spring is a gathering of novelty and charm and beauty that, once viewed, will ever satisfy the most exacting taste. We chose only from the best lines, many we control exclusively, and in the ordinary, as the fine grades, there is a newness in patterns and color combinations not to be resisted.—*Myer's, Troy, N. Y.*

Values such as we are offering in this *January sale* of undermuslins have never been equaled in Atlanta. All through these superb heaps of exquisite underwear you will find a rigid standard of goodness that explains the rapid selling. This is not made-to-sell-cheap underwear. It is the best productions of the best American makers. The low prices are made possible through enormous and timely contracts and by reducing our own usual profit.—*J. M. High Co., Atlanta.*

Corset covers—beautiful needlework. From one woman to another these lovely creations in art needlework would be greatly appreciated and most appropriate Christmas gifts. The exquisite elab-

oration of beautiful faces and fine needlework is sure to excite greater interest than ever among women.—*T. Eaton Co., Winnipeg, Can.*

Muslin Underwear of the Yard sorts isn't met with in every store selling underwear. There are cheaper grades with more profit in the selling, but little pleasure in the wearing. We cater to those whose preference is for garments of good material, generous in cut, dainty in the trim, and just high enough in price to allow the makers to keep from skimping.—*Yard's, Trenton, N. J.*

June brides are profiting by this May sale of undermuslins. You have never seen nicer *muslin underwear*—never seen any in more generous sizes, more carefully stitched, more tastefully trimmed, nor with handsomer laces and embroideries than these we offer in our May sale. The variety is immense and includes generous stocks of the French hand-made undergarments which are finding so much favor with the more particular people. We are sure you will be delighted with this exposition of beautiful style and you will be pleased to pay the low price we are quoting in this May sale.—*Hahne & Co., Newark, N. J.*

"Cloche." The new Paris made lingerie. Every week a new shipment of exquisite lingerie arrives from Paris the inimitable. Just now for instance we are showing the new "Cloche" drawers, beautifully embroidered and some elaborated with lace insertions—some with lace underruffle. They range in price as follows.—*Abraham & Straus, Brooklyn, N. Y.*

Lightweight underwear. We are offering some extra good values in lightweight underwear at 50c. the garment. Shirts are made both with short and long sleeves, drawers are made both in stout and regular sizes. Union suits are the most comfortable garment for summer wear. We are showing some specials, values at \$1.00 and \$1.50 the suit.—*A. R. Isham, Waterbury, Conn.*

Compare our *undermuslins* with the best anywhere and see how conclusively better ours are. It is not our intention to reflect upon other merchants' stocks of underwear, because at the advance in cotton the marvel is that there is so much good underwear at such remarkably low prices. But in the fullness of material, the careful cut and fit, the pretty, dainty embroidery, etc., herein is where ours excels, and we want you to see it. Ten minutes of comparison is worth a page of type description.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Hand-made French lingerie in boxes for Christmas giving. The French room is fairly humming with Christmas suggestions. Every steamer brings dainty bits of luxury, and Loeser prices are surprisingly less than you'd imagine for such beauty garments.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Weather's just right for spring *underwear*. We have several different kinds of medium weight spring underwear, in all wool, part wool, or all cotton, just the kind to fill in the gap between winter and summer weather. Some of them with half sleeves, too, at popular prices—50c. \$2.00 a garment.—*A. W. Lee, Trenton, N. J.*

The best in *underwear* and hosiery. Our underwear and hosiery sections are demonstrating every day the superiority of "The Busy Store's" values. Orders were placed months ago with the leading manufacturers, whose products are known to be of high quality. We are confident that our prices will appeal to you as very reasonable.—*Crow & Whitmarsh, Cleveland, Ohio.*

Stirring values in muslin underwear. This underwear must not be confounded with the cheap truck generally shown at sales. All our garments are manufactured in clean, sanitary workrooms, of good quality material, cut generously full and are carefully made and finished.—*Journey & Burnham, Brooklyn, N. Y.*

We want our *muslin garments* to go in every home in Binghamton before sale closes. Such an assortment and such values come to you but once a year. Come while assortment is at its best and take all the time necessary for selections.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Avalanche of white annual midwinter sale of muslin undergarments at the lowest prices ever named, in spite of the price of cotton being higher than ever known before.

This sale has become such an unusually important and looked forward to periodic event that it needs no argument from us at this time to prove the wisdom of or the reason for its existence. The idea of the sale is just as old as its introduction by us years ago, but the sale itself, its immediate results, benefits, merchandising, innovations and management are just as new as if the idea had its conception to-day. There were never so many reasons to commend it; never so many characteristics to individualize it—never so many advantages to extend the most practical economies.

Notwithstanding the enormous increase in the price of cotton we offer prices and quality concessions that have never been equaled any previous year in our history.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The Annual Muslin Underwear Sale Begins To-morrow.—The above announcement is all that is required to fill our store with customers. The great purchasing public eagerly watch for this annual event at Abraham & Straus', and the cumulative response from year to year, growing with each successive announcement, evidences the widespread inter-response the sale evokes, which has resulted in giving us by far the largest business in this branch in Brooklyn, and, we believe, the largest in volume in the United States. The basic and underlying reason of this phenomenal success is easily explained.

However low the price, the high standard of quality is never sacrificed.

We need not expatiate in detail about the fabrics. Those who have favored us in the past are familiar with the superiority of our merchandise and will substantiate our claim of supremacy. But from newcomers to Brooklyn we solicit an examination, which, we are satisfied, will result in augmenting the clientele who now pronounce this department "par excellence" the best in the Greater City.—*Abraham & Straus, Brooklyn, N. Y.*

Winter Sale of White Goods!—Just the simple announcement in the headline is enough for women who know the store, and the white goods sales of past winters.

But the city grows and each year the store widens its circle; makes new friends. So a foreword is not out of place.

This sale is of regular goods at irregular prices. Those prices are due to two things—buying in great quantities; buying at a time when makers will concede low prices for sound business reasons.

Great heaps of snowy undermuslin, pile after pile of white shirts, yards and yards of cotton, choice bolts of linen, bundle after bundle of pillow cases and sheets. But come in person and see—and be profited.—*Howland Dry Goods Company, Bridgeport, Conn.*

Great Sale of Muslin Underwear.—Thousands of dozens bought of manufacturers pressed for money! Sold us for cash at way under cost. So the manufacturers' loss is your gain, as we shall sell way under cost!—*Wm. S. Butler & Co., Boston, Mass.*

Only Great All-White Undermuslin Sale in New Jersey.—We display half an acre of Paris models and makes. United States models and makes and right-here-in-Newark makes—for the best American muslinwear is manufactured in the home city of our store. Immaculate whiteness that is natural and not produced by lime wash that rots the materials. We offer an immense choice in garments that ought to be sold for more money than we charge for them, but as Newark's actual leaders in everything pertaining to style and fashion, we must sacrifice profits in introducing coming season's most desirable furnishings.—*Hahne & Co., Newark, N. J.*

The 1904 Sale of White—Typical of the Wanamaker Store.—Underclothes for women, girls and children—even Paris lingerie at no more than the cost of domestic garments. Short and long dresses for baby. Trade-mark corsets that rarely break in price. Handkerchiefs, housekeeping linens, white goods and white bedspreads. Men's shirts, night shirts, collars and pajamas. All at the low prices of last year, and our usual high standard maintained—this in the face of a 60 per cent. rise in cotton and a great advance in linen. Surely this is typical of the store whose only aim is to sell reliable merchandise, and nothing else, at the lowest possible cost to the customers. Our whole power, reputation and honor is back of the sale.—*Wanamaker's, Philadelphia, Pa.*

Annual Sale of Muslin Underwear.—Always an occasion of pronounced money saving, this huge sale is broader in its economies and greater in magnitude this year than ever before. As every one knows, these sweeping events are not shallow attempts at trade inducement, but masterful efforts based upon huge and judicious cash purchases of cotton goods at prices which our enormous outlet alone permits of. We point with pardonable pride to the superb stocks involved in this sale and call particular attention to the facts.—*L. S. Plaut & Co., Newark, N. J.*

A Colossal White Sale Begins Here To-morrow.—Artistic Garments in White.—Thousands of pieces. Tasteful, refined, beautiful. Linens, Embroideries, Handkerchiefs, Men's Shirts, White Fabrics, Bed Spreads, Sheets, Pillow Cases, etc. The economies of this great annual Sale are remarkable, as every discriminating woman knows at a glance—but the sale would be merely commonplace if cheapness were its only merit. Our sale of White has grown to be such an important factor in Buffalo's shop-

ping because it is promoted on the policy that Buffalo women of discriminating taste are not willing to sacrifice one iota of daintiness, of newness, of neatness, that intangible quality of niceness—in order to save a few pennies or a few dimes in the cost of their lingerie. Economy we must provide, and do provide most decisively—not at the sacrifice of the very things that give value, but right with the garments that possess in the highest degree the virtues and values that women most appreciate. For months we have been preparing this great merchandise movement, and to-morrow you will see these departments filled with freshness and enthusiasm.—*J. N. Adam & Co., Buffalo, N. Y.*

Descriptions read much alike. Test the White Sale Garments by their quality—and their prices.—*Abraham & Straus, Brooklyn, N. Y.*

Our Annual White Sale Begins Next Monday, comprising, among other things, women's muslin undergarments for very much less than usual. All sorts of good linens at under prices.—*Joseph Horne Co., Brooklyn, N. Y.*

The Muslin Underwear Sale.—That annual event so eagerly awaited by thousands of discriminating women opens here to-morrow with the best assortments and most temptingly low prices of years.

Come and see the beauty show in white—those immaculate shirt waist suits—creations that are noteworthy for their style, elegance and simple beauty—handsome, sheer fashionable fluffy frocks of fine lace and lawn—not one in the lot that you can look at without admiring.—*Simpson-Crawford Co., New York.*

Women's undermuslins. New, crisp and dainty underwear—effective styles—highest qualities—and all marked at such low prices as must keep the tide of trade flowing our way, and add to our reputation as the greatest value givers in America.—*Ehrich Bros., New York.*

Daintiness, refinement, ample lengths, generous widths, neat sewing, everything that proclaims the home-made garment without the drudgery of home work, these are some of the charms that are first recognized in the great piles of garments that have turned this into a store of white.—*J. W. Milken, Traverse City.*

These waists are not moving out fast enough to suit us, and they're charming things, too, but we won't waste time sentimentalizing, just put a price on them that will make them go. It's one of the cases where we "pay the piper."—*The Anderson Co., Buffalo, N. Y.*

Corset covers in great variety and great values, too. In the present sale of muslin underwear there are more than two hundred styles of corset covers alone. When you consider that each represents the utmost value that it is possible to give at the price—better by far than has ever been given before—you'll understand why this sale is making a new record, and not only in corset covers, but all along the line the variety is enormous, the qualities high and the prices lower than they've ever been for equally good garments. Just an inkling of the corset covers.—*Partridge & Richardson, Philadelphia, Pa.*

Annual May sale of undermuslins and kindred garments. A timely offering of dainty goods at one-third under value. Mere prettiness isn't all a woman wants in undergarments. She wants shapeliness, quality and good workmanship, too. When all these points of merit are combined in garments at wonderfully little prices, the ideal point is attained. The garments comprising this May sale—timed to meet going-away needs—are really the very best ever assembled to participate in an under-price sale. We have spent weeks in accumulating the assortments, gathering from here and there, until the aggregate assumed the enormous proportions required to adequately meet the demands of our patrons. All are new, fresh, crisp goods and every one is not only correct in cut, generous, perfectly shaped and finely finished, but each was made in light, well ventilated, hygienic workrooms, by expert needlewomen.—*Journey & Burnham, Brooklyn, N. Y.*

Dainty muslin underwear. Hundreds of choice pieces of underwear at the lowest prices such garments ever knew. Daintiness, refinement, ample proportions, good materials, neat sewing—all the merits of home-made garments—these are the charms first recognized in this gathering of under muslins. You see the garments and marvel at the little prices.—*Kaufman, Trenton, N. J.*

The store's best and biggest undermuslin offering begins Monday. Past successes have opened up to us broader fields of endeavor. We have gathered more kinds and more of a kind than ever—stocks that would have swamped us when we began the race for your favor are multiplied eight and ten fold in the collection you'll see here now—thousands and thousands of fresh new undergarments of muslin, cambric and nainsook—as plain as you please, as dainty as you desire, or as elaborately ruffled ribbon

and lace embellished as good taste allows—and low priced as some of the garments are, they do not drop below the store's standard of goodness and everything is from factories in which rigid rules of sanitation are enforced.—*Boston Store, Milwaukee, Wis.*

Need any whitewear for little girls? Didn't know you could get white cambric underwear for children? Why we have lots of it, every size, just as dainty and desirable as you could wish, and prices so reasonable that you don't need to bother making it at home.—*Robert Wright & Co., Brockville, Ont.*

Long white petticoats. *Peterson's Magazine* of 1863 told the gentlewoman who followed fashions this: "The new petticoats are to be very wide around at foot, but shaped at top to make them more agreeable to wear." *Peterson's* might have said it for 1903. On nearly all the long skirts in the White Sale there are deep flounces, to make plenty of fullness around the feet—sometimes formed of wide hemstitched tucks, sometimes edged with embroidery or trimmed with lace. All extra fullness around the waist has been done away with by goring the petticoats until they fit almost like dress skirts.—*Schipper & Block, Peoria, Ill.*

Every link in this white sale chain is well rounded and perfect. Fullness, strength, completeness, are seen everywhere. The nightgowns, the petticoats, make splendid displays. There is the same exhaustive completeness in the beautiful stocks of corset covers, drawers and chemises. All the garments are made in full sizes; sewing is neatly and substantially done; trimmings are neat and refined—some quite simple, others as elaborate as could be desired. Every piece has been made in a clean, wholesome, healthful factory. But nowhere will you find garments of such excellence and beauty, that can be compared with these, as to price.—*Wanamaker, New York.*

One of our windows shows some of the beautiful Sample Undermuslins which go on sale this morning. This is perhaps the finest collection of Undermuslins we have ever secured. There are over 1,000 garments and in the whole lot no two alike.—*Hale's, Los Angeles.*

Women are apt to appreciate good taste in the making of Muslin Underwear; particularly when they can buy garments of fine materials, trimmed with dainty embroideries and laces in pretty designs, put together carefully and neatly, at moderate prices.—*Wanamaker, New York.*

Excellent Offers in Desirable Muslin-wear.—Everybody knows the definition of the word desirable. But do all dealers strictly adhere to its meaning? Skimped garments, poor muslins, bad style—this trinity obtains in the muslin underwear stocks of many stores. Of course, they are the exact antonym of desirable. In every particular "The Big Store's" undermuslins are eminently good. They are the very essence of worthfulness, and are so invitingly priced, especially during the June sales, as to impel possession by all knowing and shrewd women.—*Kaufman's, Pittsburg, Pa.*

A truly magnificent collection of snowy loveliness.—*Wolf, Jersey City, N. J.*

Every garment offered at this sale is first in quality and style, for women's, misses' and children's wear. The bride's lingerie is delightfully pretty, and in full trousseau is the most charming ever presented by a Newark store. We likewise direct attention to this important sale because it indicates the advance showing of the new, sweet, clean and beautiful muslin underwear for 1908. Every garment is a model of excellence and as superbly made as it is possible for art minds and deft hands to produce. Every woman in the city, county and state has the best chance of a year to secure splendid bargains in every line of muslin underwear.—*Hahne & Co., Newark, N. J.*

La Grecque tailor made underwear. Probably the finest and most beautiful underwear of any shown in this city is La Grecque. These high-class garments are made in both single and combination styles, and of the finest, sheerest French cambric and nainsook, exquisitely trimmed with ruffles, insertions and in-laid medallions of rich laces. Every seam in La Grecque underwear is sewed flat, making it easily launderable and unstretchable. There's graduated sizes of each garment, so that each wearer can get just the garment to fit her individual figure. In a word La Grecque is practical, durable and economical and appeals to every woman of taste.—*H. M. Voorhees & Bro., Trenton, N. J.*

Perfect fit and finish are demanded in undermuslins, and first of all do women desire dainty materials and fluffy laces for the making, such as French nainsook, Persian lawn and yards of bow-knot and dot laces. With this in mind we're taking the initiative in presenting the prettiest ideas possible that Paris and Germany can offer in a new cut and shaping, known as the Circular Cut.—*Simpson Crawford Co., New York.*

Our January sale of muslin wear is completely ready and begins with this morning. Again comes this great annual event, upon which we have bestowed our very best efforts. Many elements contribute to the importance of the occasion, and nothing is lacking to make it the most successful of any of our muslin underwear sales. Assortments are the largest we've ever provided, and embrace none but sanitary-made garments, representing the latest and best accomplishments of most reliable makers. Good materials, ample sizes, correct shapes, pretty and exclusive trimmings and perfect needlecraft are features of all the garments offered, and notwithstanding the advance on the cost of cotton fabrics, laces and embroideries you will find the same excellent qualities throughout and prices as low as on any previous occasion of this kind.—*H. M. Voorhees & Bro., Trenton.*

The sale keeps the White Wear store bustling with business, even though it is past the middle of July. For women know that they will find what they want; that the garments will be well made as well as dainty; that the prices average a third less than usual. So it is no wonder we sell so much.—*Frederick Loeser & Co., Brooklyn, N. Y.*

To-day we have a large accumulation of splendid garments—most of which are fresh and clean—which are marked away down from even the low prices of the Sale. Hundreds of women are just waiting for this opportunity, and there should be lively selling on the Rotunda Balcony to-day. Certainly there have been no such offerings as these made since our January clean-up, at least.—*Wanamaker, New York.*

A feast for the Gods! Your opportunity is now—be on hand Tuesday. Months ago we planned this great white carnival and we've bought white goods—yes, loads of 'em—enough to clothe every woman in Kansas City, and if you are sharp you will look here before making selections. The qualities are the best, the prices rock bottom, the assortment the largest and grandest ever put before the people heretofore.—*The Bee Hive, Kansas City, Mo.*

Montreal's lowest priced whitewear store. Though cottons cost more, we can give you this year values that surpass those of our last annual sale. It shows the result of long and careful planning, combined with determination to line up to our reputation of superiority of value-giving.—*Scroggie's, Montreal, Can.*

Our undermuslins are fascinating in their sheer daintiness and beauty.—*Fowler, Dick & Walker, Binghamton.*

The Loeser *undermuslin* sale unrivaled in volume and values. Never has a sale been more successful than this one. There are more garments and finer garments than were ever gathered for such a sale. And because of the increase of the cost of production all along the line it has been more than ever difficult to gather them. But we have cut down profits, and our chief suppliers have made great sacrifices, and orders placed months ago have been filled. Don't miss the opportunities. Here are some of the good things.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Muslin underwear. Made in clean, sanitary, uncrowded workrooms, flooded with daylight and pure air. Made by happy, healthy, well paid women of long experience and inimitable skill, who give as much attention to cleanliness as those for whom these garments are intended. Grass bleached on the green hills nature provided for this industry, where dust is never known—where pure air and powerful sunrays put life and wear-resisting quality into every thread. Can you imagine such qualities at the prices quoted here?—*Henry Siegel Co., Boston.*

Loeser *undermuslins* maintain the high standard of quality, even though the prices are so very low. In good materials, in fullness of shape, in width of shoulders and sleeves, in details of stitching and finish, they best show their superiority. It is thoroughness that tells—and it tells most noticeably in Loeser undermuslin this season.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Always were that, we hear, exactly, and that makes them doubly so now. We have taken a great deal of care and pride in the kind of undergarments that are distributed by this department. Some stores are satisfied to offer garments at low prices only, garments that have been skimmed in cutting, etc. Not so here, they must be up to our high standard whether they are to be sold at a regular price or less than regular as they are now.—*The Bowland, Morehouse & Martens Co., Columbus, Ohio.*

At this time we have a very large mail order department. Any orders through the mail have the most careful attention.—*The Palace Dry Goods House, Reno.*

Saving opportunities in women's and children's muslin underwear. When we announced that we would sell bright new

garments ready-to-wear for what one would pay for material alone at prevailing prices, we expected a generous response, but nothing like the record sales of last week. We can hardly believe that we have sold so much at this early date. But they're gone. Early buying is the best advice we can give in the following.—*W. M. Whitney & Co., Albany.*

Nearly 10,000 garments in the *January white sale.* This is the second chapter of the sale of white. Straight on from now until the end of the month, chapter after chapter will be added, every day almost there will be something well worthy your attention. But this muslin underwear is one of the key-notes of the sale. It is the storm center of the white sale for January. It is bound to prove the success of successes of the many sales we have conducted of muslin underwear in January. This *underwear* was made many months ago when materials from which it is made could be bought for a good deal less than they can to-day. You don't need to take this statement for it, you posted folk, you know how much more you are paying for white goods than you did six months ago. Hence these garments should be, from a price standpoint, remarkable values, and the important feature is that of making. No underwear receives more careful attention, every detail of it, than the kinds we ask you here to see in this sale, which comes from one of the best equipped underwear factories in America. Taken from a standpoint of value, these have an average worth a quarter to a third more than you will pay.—*S. P. Dunham & Co., Trenton, N. J.*

This year we have one of the greatest bargain assortments ever offered in our basement white section during a *January sale.* Looking through our great stocks we find in matching up, hundreds of yards of muslin left over for this sale. This great stock is now ready for your choosing, comprising muslin underwear of the best kinds at low prices—patterns and workmanship excellent—strongest underwear values that ever existed in this store.—*Koch Bros., Allentown, Pa.*

For our *white sale* we secured several hundred dozen of the daintiest white waist patterns and right now you can make a big saving on new spring style waists. A beautiful lawn waist (just like cut above), front is handsome all-over embroidery, short sleeves, button back.—*Espenhain, Milwaukee, Wis.*

NECKWEAR FOR WOMEN

15c. the price. 600 new stock collars that should be 25c. and 35c. We wouldn't be surprised if every one went before night. All the samples of a maker's Spring Styles. No two alike. Think of that, and not one of them shown before to-morrow morning. All piled out on the counters where you can get at them easily and quickly. There won't be any waiting.—*Hale's, Sacramento, Cal.*

Sale of women's sample lace stoles and collars. It's extraordinary in the fullest sense of the word, too, and at that the story is only half told. This sale is so unusual, the variety is so large and the values so great that before Monday is half over it will be the talk of New York. Come early and you have our personal guarantee that you will be privileged to choose from the handsomest gathering of rich and exclusive laces ever shown in New York, at prices that will prove a bargain revelation.—*Simpson Crawford Co., New York.*

Pretty, dainty neckwear at interesting prices.—*The May Company, Cleveland.*

Silk Stocks, 10c. Each.—We don't see that it is necessary to give you a rigmale about the quality of the silk and the different colors and all that sort of thing. Simply 25c. stocks for 10c. each.—*Joseph Horne Company, Pittsburg.*

The Daintiest of Neckwear for Women, Arriving.—What's new? Come to Loeser's and see. You won't find a barrelful of any one thing—one doesn't buy neckwear like potatoes. But the variety in tremendous—crisp, fresh, new daintiness, and just enough of each one to give you practically exclusiveness in ownership.—*Frederick Loeser & Co., Brooklyn, N. Y.*

These are exceptionally pretty bits of Summer Neckwear for women, at a price so low that it is quite economical to wear each collar as long as it's fresh, and then to throw it away.—*Wanamaker, New York.*

Dainty Neckwear.—You'd scarcely believe what a splendid collection of dainty neck fixings we have gathered together for this special sale to-morrow.—*The John Gerber Co., Memphis, Tenn.*

Every one assures us that we are doing the neckwear business of Chicago. Several late deliveries have been

added and will now go at reduced prices.—*Chas. A. Stevens & Bros., Chicago.*

Exquisite sample lace neckwear. Half price and less. Made in that city of feminine dreams, St. Gall, Switzerland. Three different Swiss houses are responsible for them. Lovely is a word that expresses what the average woman will feel about them, but lovely is a word that is used all too often on less exquisite work. Three weeks from now you will be looking in vain for just such an opportunity. Why not come and see these to-morrow?—*The Robert Simpson Co., Ltd., Toronto, Ont.*

In fancy neckwear we are exhibiting some of the most charming things you have ever seen in stocks, stoles and lace collars; but greatest interest just now centers around the elegant boas and sets of black chiffon, gauze and ribbons.—*Keely's, Atlanta, Ga.*

Evening Neck Pieces.—Women come oftener and linger longer over the beautiful neckwear as the social season advances. One is sure to see exclusive things in this store. Unless you come to-day you will miss seeing many beautiful pieces, though our assortment at all seasons of the year is the most complete to be found in the city.—*Scruggs, Vandervoort & Barney, St. Louis, Mo.*

Laundry Stock Collars.—Little new ideas for the winter shirtwaist are the pretty laundry stock collars in white, which are trimmed with pink, black or blue, while another line worthy of mention is the pretty wear-silk stock made with folds of velvet. These come in white formations trimmed in green, cadet blue, pink, black, light blue, stitched neatly in contrasting shades of silk thread.—*Keith-O'Brien Co., Salt Lake City, Utah.*

New Neck Things for Fall.—Women never had so many different kinds of neck things to choose from as are presented in this collection now. You should see what we've got for you—latest and prettiest styles that were ever shown.—*Gimbel Brothers, Milwaukee, Wis.*

New Neckwear and Lace Collars.—First showing to-morrow of advance fall styles in lace collars, in the new stole and cape effects; also the latest Bulgarian stocks.—*George B. Peck Dry Goods Co., Kansas City, Mo.*

Neckwear Novelties.—What a wonderful difference a dainty bit of neck dress does make in one's appearance. You can't be well dressed without it. If beauty be gauged by price, you'll be surprised at the variety we show at 25c. and 50c.—*Bergner's, Peoria, Ill.*

Be sure not to miss anything among the new neckwear—ruffs, lace capes, stocks or collars. Look for the new little stole collar Paris is wearing on gowns and collarless blouse coats—made on canvas and embroidered and applied with the daintiest, softest colors.—*Wanamaker's, Philadelphia, Pa.*

A bright, new, glistening creation in women's summer ties arrived at the Neckwear counter the other day. Will hold a reception to-day. It's a long, narrow four-in-hand made of crepe de chine. Don't try to imagine its pretty daintiness; come see it.—*Jones Dry Goods Co., Kansas City, Mo.*

New neckwear for women. More and more dainty and ornate than ever—if such is possible—are the new creations for the feminine throat.—Styles are almost exhaustless, but these particularly merit mention.—*Sibley, Lindsay, Curr & Co., Rochester, N. Y.*

Exquisite New Neckwear.—It is almost impossible to mention the new numbers, so quickly do they follow one upon the other, and just as quickly are they sold. The styles become prettier and prettier as the season advances, and you will marvel, when you see our neckwear, how such lovely conceits can be sold at such low prices.—*Rosenbaum Company, Pittsburg, Pa.*

A Sale of Women's Neckwear.—This department has become headquarters for women's neckwear, not alone because of the great variety of strictly correct styles always in regular stock, but because we have always some excellent lots to offer far under regular prices.—*Strawbridge & Clothier, Philadelphia, Pa.*

The summer girl will soon be here, but our summer neckwear and gloves are here now.—*A. R. Kerr & Co., Hamilton.*

The women's neckwear department teems with the latest creations in neck dressing. Many pretty things may be seen to-morrow.—*Kemp & Herbert, Spokane, Wash.*

Dainty neckwear. Fascinating little bits of daintiness—how can we describe them? In exquisite variety, too—and customers haven't been a bit backward in telling us that our selection is not only by far the largest—but our prices are decidedly the lowest hereabouts. Be

sure to investigate what follows.—*Rosenbaum Company, Pittsburg, Pa.*

A Sale of Women's Neckwear. These are some of the season's newest fancies, though many of them are to go at half price and less. Women like what is dainty; so they will like this neckwear.—*Strawbridge & Clothier, Philadelphia.*

New Spring Neckwear. An immense express shipment of ladies' neckwear was received by us yesterday. The great variety of styles includes everything which is most handsome and up-to-date.—*The Palace, Spokane, Wash.*

Inexpensive Bishop Stocks. The demand for fussy, fluffy neck fixings, this spring, is very small—women are asking for the simple, almost severe neckwear which is not barred out of the washtub and so may always be kept fresh and clean.—*Wanamaker, Philadelphia.*

Fashion strives each year to excel its performances of the past. How many difficulties it must overcome may be surmised when you see the lovely neckwear we have brought here for you to admire and buy. A gentle turn or fold here and there contributes to the beauty of the throat, and yet, you can hardly tell why.—*Joel Gutman & Co., Baltimore, Md.*

On ladies' neckwear counters to-day there's the sample line of one of New York's first makers * * * Everyone is a gem—daintiest creations of chiffon, silk, velvet, lace, embroidery and other materials—most of them hand-made. They are fresh and clean—only sign of their having been samples is the maker's ticket and the price. This neckwear is to go to you at exactly the usual cost to us.—*Sibley, Lindsay & Curr Co., Rochester.*

A grand array of handsome new neck-toggery in a charming variety of new styles for spring wear is here for your choosing. Swell new stocks in an exquisite showing of washable materials.—*Bergner's, Peoria, Ill.*

Women's new spring neckwear. Such a profusion of designs, and they're all so extremely smart and pretty that you'll find choosing difficult; for you'll want one of each style.—*Mandel Bros., Chicago, Ill.*

It's a pleasure to tell of these bargains in ladies' neckwear. It is an assortment of choice dainty styles, seasonable and suitable for spring and summer wear, made of exquisite materials, and by one of those fortunate trade deals that frequently are put in our way, we purchased them at just about half their worth.—*Brown, Thompson & Co., Hartford, Conn.*

Women's Neckwear for a Quarter.—Assortments of these stylish summer neck-pieces for women are replenished again to-day for a busy week-end selling. There's wide choice as to materials and designs; and all are practical and washable as well as pretty. It's getting near the end of the manufacturers' season when ends of materials must be used up; so that many of these styles, if sold a bit earlier, would bring 50 cents on account of the cost of their materials and making.—*Wanamaker, New York.*

Neck ruchings usually are made up in hundreds of yards of a pattern; then boxed in six or twelve-yard lengths. The remaining short ends run in lengths from one to five yards.

We have about 2,000 yards to-day of these "short ends," which are, however, more than long enough for the purpose intended—in just the patterns that we are selling in quantities every day. They are mostly white, with a sprinkling of black-and-white and colors.—*Wanamaker, New York.*

An enlargement of our women's neckwear department gives us much better facilities for the display and sale of our splendid lines of lace and embroidery Dutch collars, yokes, collar and cuff sets and sleeves, ruffs and stoles.—*Macy's, New York.*

Women's Summer Neckwear—Prices Unapproachable.—And as usual we are doing the business of the city in this line, for nowhere can such dainty effects be had for these prices. It is very easy to say that, perhaps, but the amount sold every day even this hot weather tells its own story of satisfaction to us and to you.—*Abraham & Straus, Brooklyn.*

If the finishing touch of the costume at the throat is distinctive, dainty and in perfect taste, it frequently makes the difference between a very ordinary and a very smart appearance. Loeser Neckwear is *distinctive* as well as little priced. But even for very ordinary Neckwear these prices can hardly be equaled.—*Fred Loeser & Co., Brooklyn, N. Y.*

Never such *neckwear* at the price. This lot of 1,000 new Easter four-in-hands will be the quickest selling furnishing of the year. They have an undeniable 50c look. In fact they are made on the French-fold pattern, of beautiful new silks. All are 2 1-2 inches wide. Heliotrope, reseda, Alice, pearl, blue, brown, green, scarlet, white and black plain checked striped or figured. They'll wear till you tire of them.—*Schipper & Block, Peoria, Ill.*

Beginning this morning—one of the greatest sales of Women's Summer Neckwear ever held in Chicago. The bargain opportunities will be twofold. Thousands of high-class novelties—all in the most effective summer styles—came to us from one of the best designers at an enormous reduction from their real worth. All the odd lots, broken sizes and slightly soiled lines have been taken from our own great assortment of exclusive, beautiful styles. The clearance must be immediate and thorough, and consequently we have made the lowest prices which we ever placed on equally desirable lines.—*Marshall Field & Co., Chicago, Ill.*

The fashions for the spring and summer tend to washable fabrics for use with lingerie waists. Laundered collars, mull ties, ascots and small ties and bows are all popular. Many styles at 25c. to \$1.50. Full showing of imported *collar and cuff* sets, chemisettes and yokes.—*Kennard & Co., Wilmington, Del.*

If "genius is an infinite capacity for taking pains," you'll find it very decidedly evident in our women's neckwear department.—*P. A. Bergner & Co., Peoria, Ill.*

Neckwear elegance. Such great assortments for Christmas have never been shown here before. Colorings and liberal shapes are extremely tempting. Among the new shapes added this week to our large and extensive line is the new French folded four-in-hand, the London ascot and perfect dress tie with tabs, in blacks and whites. Sold exclusively here, 50 cents to \$2.50.—*Koch Bros., Allentown.*

Novelties in wash *neckwear*. Novelty and practical usefulness go hand in hand with this pretty neckwear—and that's the kind that's needed in summer time. They'll wash like a rag and are as pretty as can be. A hint as to variety: They are being worn this season with a true lover's bow of silk. Very pretty effect.—*The T. Eaton Co., Winnipeg, Can.*

Every sale of women's neckwear on the program for the month of January has proven a great success. We have met the trade with the goods and with the prices. A lot of mock sales and would-be special prices have been turned down by the posted buyers that visit special sales. With the confidence you have shown in our advertisements and the liberal patronage you have given us, we feel that our sales have met with your approval and we hope for a continuation of same.—*The Donsereaux Dry Goods Co., Lansing, Mich.*

NOTIONS

Oceans of notions.—*Campbell's, Pittsburg, Pa.*

Some of the Mickles that Go to Make a Muckle.—Notions, in other words—the little things for the workbag or sewing basket. Trifles you're needing every day, costing little in themselves, but running into money in the aggregate.

Here's your chance to make small individual savings on notions of irreproachable quality—but they're the little savings that, when multiplied, count.—*Schipper & Block, Peoria, Ill.*

The January sale of notions over and over as big as a year ago, best of the bigness is—it means smaller prices.—*Hochschild, Kohn & Co., Baltimore, Md.*

There's many a novelty in the small wares department! perhaps more than you think. There's many a saving too, as witness these prices.—*The Crescent, Spokane, Wash.*

No doubt you have noticed our *notion* department—the long, low, beautiful show cases, all mahogany—filled with every conceivable novelty, from the most valuable the markets of the world present to the least expensive, dependable article manufactured. Leather goods, chatelaines, opera bags, shopping bags, tortoise shells, hair ornaments, combs, high art novelties in belt pints, buckles, white stone novelties, real gun metal buckles, hat pins; pearl, gold and fancy shirt waists sets, neck chains—and fans—fans in assortments—stylish fans—fans that will fairly thrill you; elaborate lines, domestic, Parisian and other imported fans of ingenious patterns. Hundreds of exclusive patterns in novelties and necessities.—*Keith O'Brien Co., Salt Lake City, Utah.*

Buttons! Buttons! Buttons of all values, from the plebian, at 2 1-2c. per dozen, from the banks of the Mississippi to the aristocrat from France, Germany or Australia—all sizes from the pin-head to the size of the half dollar piece.—*The Mills Co., Topeka, Kansas.*

Only a pearl *button*, but a hundred thousand of them, and the finest, cleanest, heaviest fresh water pearl we have ever seen; put up, two dozen on a card.—*Goldsmith's Bazar, Scranton, Pa.*

Little things, to be sure—notions and every-day needs—but with savings attached so large that no careful woman

can afford to miss them.—*Bloomington's, New York.*

The Macey hook and eye in glass tubes. The best ever. No thread under the bill. Two sewings in front where the strain is greatest. Cannot accidentally unhook, has the humped spring. Does not allow the garment to gap. Absolutely rust proof. Just what you have been looking for. Buyable only at this store.—*C. Cohn, San Bernardino, Cal.*

The January *notion* sale. Depend on everything being of the highest grade—all other kinds are barred from the Loeser stocks. Depend on finding immense varieties of everything in the sale. Prices are much under regular. Never was there a better time for dressmakers and home sewers to stock up.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A great sale of *notions* and dressmakers' supplies. The low prices speak for themselves. Even in this store such prices have seldom been equalled. And quite as important is the additional fact that now in this sale, just as at other times, every notion is of the high grade characteristic of this store.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Pyrography outfits cut nearly half. During the journey to this store of our latest shipment of burnt wood work materials a bottle of stain was broken. Thirteen boxes containing outfits suffered—but only the boxes. Some to the extent of merely a small spot, others to a big stain, the contents escaping without injury. Still, that's sufficient to stop their sale at regular prices. Couldn't ask for a better chance than this to buy an outfit.—*The T. Eaton Co., Winnipeg.*

The black cat and his kingdom. The king of the black cats is here, or his picture is, anyway, on a great big Hallowe'en Jack-in-the-corner pie, and there are a merry crew of his followers on every side—big cats and little cats, in every posture a black cat ever took and some a black cat never took. There are witches, witches' caps and brooms, great bobbing pumpkins with brilliant gleaming eyes, queer vegetarians (or rather vegetable men) and funny fellows from all over the world. Prices range from a few cents to several dollars for these Hallowe'en favors in the basement.—*Abraham & Straus, Brooklyn, N. Y.*

Daintily tasteful things for women of exacting judgment in matters of correct attire. Side combs and back combs, plain shell or amber, and many with mountings of best German brilliants. The correct in shape and finish is here for you now, and the prices are about one-third less than the same goods sell in larger cities.—*Moore & McLeod, Charlotte-town, P. E. I., Can.*

Specials in fancy goods for Christmas gifts. We have provided a large assortment of beautiful holly designs of paper napkins, crepe paper, wrapping paper, seals and address tags; these with our Christmas balls, bells, wreaths and decorations of all kinds should make this section a great center of interest to holiday shoppers.—*Marshall Field & Co., Chicago, Ill.*

Manicure goods. These are pets of ours and we have a large stock of them. You'll find them vastly better than the average.—*Brown & Turner, Portland.*

Little notions—little prices. It is not idle talk to say that our notion department is unusually full of practical little articles—everyday wants—at prices much below value.—*The Crews Beggs Dry Goods Co., Pueblo, Colo.*

Macy's May notion sale. Walk through the notion department—if you take vigorous strides you may circle it in 126 steps—equivalent to 378 feet if on a straight stretch. Every inch of available space is crowded with the thousand and one things included under the broad general term "notions." It is not necessary for us to say a word about qualities. Our record of nearly half a century of retailing speaks for us in that respect. And the same is equally true of prices.—*R. H. Macy & Co., New York.*

This thread-and-needle sale—needles and pins, needles and pins—with your spring sewing your trouble begins. It's really absurd how much one can be bothered, when the sewing campaign's on, with such apparently insignificant trifles as notions. A great many people think it's not worth while to discriminate between the good and bad, until the mischief's been done. Meanwhile, a lot of poor trash has gotten into circulation. All the notions displayed here—and what a display!—come to us with a certificate of good character. We wouldn't admit any other kind. And yet, prices are 'way down. Here are a few salient examples—compare them with what you usually pay, even for second-rate stuff.—*The Wanamaker Store, New York.*

To-morrow we inaugurate a great no-

tion sale. Springtime sewing suggests notions—we suggest that you take advantage of this sale if you want to effect a big saving.—*Kaufman's, Pittsburg, Pa.*

Notions and dressmakers' findings. Springtime sewing suggests notions—we suggest that you take advantage of this sale if you want to effect a big saving.—*The May Company, Cleveland, Ohio.*

Notions at wholesale prices. Just at the time when dressmakers must order extensively, we offer the greatest notion values of the season.—*Mandel Bros., Chicago, Ill.*

Great crowds bought notions yesterday in spite of the bad weather. If anybody had asked yesterday "Who's buying notions?" we would have promptly answered, "Everybody!" Notwithstanding the chill winds and wintry showers, people swarmed into the main aisle and the regular notions store as if it were the sunniest and finest of spring days. But what wonder?—*Siegel-Cooper Co., New York.*

Notions and dressmakers supplies. The small things that every thrifty housewife needs, the dressmaking essentials, all are here, at prices strangely low. The articles that compose this sale are regular goods like those you buy every day in the year at our notion counters. The difference is in prices only. There are no inferior grades, no skimming in lengths, no reduction in package quantities.—*H. Batterman, Brooklyn, N. Y.*

In good time comes this stirring sale of reliable notions and dressmakers' supplies. Every dressmaker, every woman who has home sewing to do, requires a liberal supply of exactly these little needfuls before the Spring sewing starts. All are things that everybody must buy anyhow, and shrewd and thrifty women will be glad enough to buy what they need in this Spring sale. Every item represents a good, worthy article, depend on that. It would be the worst possible economy to save a little money and spoil a nice dress. Wanamaker's will never tempt you to that. Everything in this sale is good, and worthy of the best work of the most careful dressmaker. Remember this when you note the very small prices.—*John Wanamaker, New York.*

Notions—We cannot get along without 'em, so let's buy them as cheaply as possible, if they are good—and these are very good. Come as early as you can Tuesday if you want a wide choice of everything.—*Dayton's Daylight Store, Minneapolis, Minn.*

Notions start an underprice sale. "Many a mickle makes a muckle." A spool of cotton or a package of pins will show as well as furs or diamonds this Loeser principle—to have the best grades always and always at the lowest prices. And now comes the annual spring occasion, the February sale of notions and dressmakers' supplies. It is interesting to every one—to women who do home sewing, to dressmakers who buy large quantities. It presents an immense variety of sewing room needs at prices which are remarkable for their littleness.—*Frederick Loeser & Co., Brooklyn.*

When Ma Manages the Notions.—Here's a heap of notions. The very best sort of notions, too! They cost so very little, but how they do save the dollars when ma manages.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Do you remember the black sewing silk we sold at this sale last year for 25c. for a box of twelve spools? You will remember it if you were fortunate enough to secure any, for it was all right. Well, this year we have more of the same sort, and the price is the same. This is best quality silk and is worth 50c. a box. As we do not carry it regularly this will be your only chance to get it.—*Sage-Allen & Co., Hartford.*

Notions in the scale. Weigh them, and you'll find yourself wanting—more. If every spool of thread lacked a few yards; if every paper of pins were a little short; if everything were so cheap that it had to be poor; this Notion Sale would not be such an event to dressmakers and women who sew at home.—*The Wanamaker Store, Philadelphia.*

Notions for Little.—Fill up the Notion basket now with the good little things that are here for very much less than regular prices instead of waiting until you are away off in the country and a spool of Darning Cotton isn't within reach.—*Frederick Loeser & Co., Brooklyn, N. Y.*

If you've a notion of notions, why here is a list you'll like.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Objects in motion catch the eye quicker than those that remain stationary; that's why the outgoing of desirable goods from this store is positively dazzling.—*The New Store, Minneapolis, Minn.*

Take a notion and buy your notions now. There's going to be a sale of these much-needed things and substantial savings are to be made on every item. And such notions! Not the cheap, trashy kinds so often found in sales of this character, but good, honest notions—the

bring-you-back-agin kind, for which the Kaufman store has always been noted.—*Kaufman's, Trenton, N. J.*

Vacation sale of notions. A saving on everything. Save a penny on a 5c. spool of silk, a hundred dollars on a \$1,500 automobile—you've done a great deal better, proportionately, on the silk. If everybody would remember the old Scotch "monie a mickle mak's a muckle," the store wouldn't hold all who would come for these excellent notions, priced under the usual for this sale. But many a thrifty woman will buy a year's supply ahead—and save enough for several trolley rides on hot evenings.—*Hochschild, Kohn & Co., Baltimore, Md.*

A little of everything at less prices than usual because you know these are the days of mid-summer clearance and we put things on the notion counter to move them rapidly.—*The 14th St. Store, New York.*

Nominal prices for notions.—A large line of sewing accessories—the little things that mount up in the aggregate, but which every woman has to have—at prices that are merely nominal.—*McKelvey's, Youngstown, O.*

Notions.—This department contains more articles—more of the little things required in every household, more of the better class—the reliable grades of notions and dress findings than one usually sees in a single store. We are first particular to have the article good, then we put upon it the lowest possible price.—*Denver Dry Goods Co., Denver, Colo.*

A most important sale of notions.—Important, even though these are little things costing but a few cents apiece at full prices. Important because it offers the very best of these little things for a small fraction of their worth. Doubly important because the sale comes just when everybody's sewing room is at its busiest and everybody's head is full of dressmaking plans. Abraham & Straus' Notion Sales have come to be famous for value giving. Isn't it enough when we say that these are the biggest notion bargains we ever had?—*Abraham & Straus, Brooklyn, N. Y.*

Yesterday's notion selling here crossed the high water mark for the first day. As we write now, the second day bids fair to be equally good or better. Every day should grow better with such values as these. Are you providing as you should provide for the months to come in everything needed for the toilet, sewing room, and for many other needs about the house and for traveling?—*S. P. Dunham & Co., Trenton, N. J.*

Matchless notion sale.—Little things for little money—the things that appear but trifles when in profusion, but as valuable as jewels when needed and not at hand. A sale of mammoth proportions—presenting en masse the thousands of little things in every day use in sewing room, the nursery, the boudoir. Their utility makes them a necessity; their cheapness places them outside the pale of luxuries. Every shrewd, economical woman will replenish her work basket, pin trays and other receptacles for women's appurtenances so indescribable to a man. We have been weeks in planning this sale and getting together its concomitant parts in quantities to supply the demands such a sale is bound to create. Monday morning will crowd our aisle with busy shoppers for these merchandising plums so much underpriced.—*The Hamburger Store, Los Angeles, Cal.*

More notions. Just when everybody needs them we have assembled a great stock of the very best notions and dress-makers' supplies that can be bought and pushed the prices down as low as they have ever been here—lower than they have ever been outside this store. We cannot fill mail or telephone orders or send these little things C. O. D. Mark the things you want, cut out the list and bring it with you to-morrow.—*Abraham & Straus, Brooklyn, N. Y.*

Spring sale of notions. Every sewing machine is running at high speed these days, for there are dresses and waists to be made, and spring is here to stay. At such a time this notion sale will appeal strongly to hundreds of women. A handful of supplies for the workbasket can be bought for a few pennies—enough to last for months can be had for a dollar. And besides the needs for sewing there are supplies for the dressing table and the bath, and all at mites of prices.—*Stone, Fisher & Lane, Tacoma, Wash.*

Our new spring line of shell goods, including side combs, back combs, pompadour combs, hair pins, hair retainers, etc., has just arrived and if your stock needs replenishing now would be a good time for you to make selections before some of the more popular styles have been picked out. If you like the kind that won't split or pull your hair, this is the place to get them.—*M. Goldwater & Bros., Phoenix, Ariz.*

Fans and frames. A representative Loeser showing. The white and silver window on the Fulton street side is worth a special trip down town this

week, because of the beauty of the new fans and frames therein, and because the showing is particularly indicative of Loeser service in the exclusive and high-class novelties for which this store is noted.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A notable list of *notion* prices. The kind of notions that you know and have used. The kind of notions we don't hesitate to put a Gamble-Desmond guarantee on. So don't hesitate over any of them because they're lower than this kind of notions have ever been quoted at before.—*The Gamble-Desmond Co., New Haven.*

Fancy hose supporters. Why not select a pair of hose supporters? They will make most dainty and acceptable Christmas gifts. *Notion* store's display is a most elaborate one. Fancy side hose supporters in shirred ribbon and fancy frilled elastic, 45 cents to \$2 a pair. The shirred hose supporters are made up with plain and fancy ribbons, brocaded silks, and chiffons.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Beautiful examples of little things in notions. The first sight to-morrow in the way of a preliminary opening. Like first-nighters at the play the critics always come out on the first showing of the season's line of novelties. It is their province to criticise and point out defects and suggest improvements; it is our duty to follow their suggestions. Nothing is more appreciated in this department than comments, and we do not long for everything commendatory.—*Joseph Howe Co., Rochester, N. Y.*

Exhibit of Paris small wares assembled for this sale. The present movement is the outgrowth of our semi-annual sales of notions. For years we have been working with the Paris manufacturers to secure their co-operation along such lines as have made our notion sales so successful. We have now fully accomplished it and obtained the greatest and finest collection of imported little notions ever shown at domestic prices. This shipment usually arrives about Feb. 15. This year we are fortunate in getting it in now. These exquisite small things are marked at prices as correspondingly low as our domestic goods. We call your attention particularly to the exclusive Parisian fans of ingenious patterns.—*The Edw. Malley Co., New Haven, Conn.*

Some sensible suggestions.—Not sensible suggestions just because we make them, but because they suggest really useful things for Christmas gifts.—*Danbury Hardware Co., Danbury, Ct.*

OPTICAL GOODS

"That drug clerk is a chump. I kept winking my eye for a 'stick' in the soda."

"Did he give it to you?"

"No. He said there must be something the matter with my eyes and directed me to the optical department."—Chicago News.

They are skeleton frames, with the best quality lenses, and each purchaser will be as carefully fitted as if the regular price were charged. This price doesn't cover the actual cost of the gold. We offer this remarkable chance as an advertisement for our Optical Department. As soon as it becomes generally known that we have a Prominent Physician and Oculist in this department we will not have enough room to accommodate the demand. Remember, you get the same professional attention here as you would in the eye hospital, and we charge only for the glasses.—*Ehrich Bros., New York, N. Y.*

The patent offset Zylite guards, fitted to the curvature of the nose, that do not slip or pinch in hot weather or cold. Clear, flawless, imported periscopic crystal lenses; these things make up the perfect eyeglass. You ask: "Can my eyes be tested and properly fitted with glasses at a Department Store?" Elsewhere—we don't know. Here—Yes! Why? Because we employ for this purpose practical opticians with years of experience.—*Adams Dry Goods Co., New York, N. Y.*

Tired eyes, headaches, etc., are often permanently cured by the use of good eyeglasses or spectacles. Suppose "Specs" do make you look a little older. What matter? Better save your sight while you can. Our eyes are open to discover defects in yours, if you will give us the opportunity.—*Skeoch, Scranton, Pa.*

Guard your eyesight by having your eyes examined at the first sign of weakness. Some persons incur the grave risk of losing their sight by neglecting nature's warnings, simply because they are afraid of the expense. By coming to me the expense is reduced to the minimum consistent with the best work. My oculists and eye surgeons will examine your eyes and give you the most trustworthy advice about charge. If glasses are needed I will furnish the right kind

at less than they'd cost anywhere else.—*L. Alexander, Brooklyn, N. Y.*

Many children are allowed to wink and blink through the hours of study with a book six or eight inches from their eyes. Greater demands are now made upon the eyes of children than formerly. Every child should have their eyes examined and the eyes should have relief and help to do their work.—*Geo. D. Kendall, Pueblo, Colo.*

Eyes right? You will get more enjoyment out of your summer if they are. You will get more enjoyment out of your life if they are. Eye trouble shows itself in various disagreeable ways. Often headaches that won't yield to ordinary treatment are due to eye strain. A part of this store's good service is devoted to keeping Brooklyn eyes right. It is a service conducted on the highest plane of excellence. A graduate optician who has been here for years is at your command always. Your eyes will be subjected to a careful and complete examination without charge. If they are all right and simply tired, we will tell you so. If they need corrective glasses we will tell you so, and if you wish it, will make glasses properly and for less expense than reliable glasses usually cost. If you need treatment by an oculist, we will tell you so—we do not give such treatment, but there are a number of well known men in Brooklyn who do. Be sure your eyes are right. It is a duty you owe to yourself.—*Frederick Loeser & Co., Brooklyn, N. Y.*

It's a changed world to old folks, folks whose time-dimmed eyes are made young again through the magic of right-fitting glasses; and this pleasure and comfort costs so little measured by its value, there should be none who may say "they can't see as they used to."—*J. P. Ernst, Wilkesbarre, Pa.*

Does the sun hurt your eyes? Generally it means a defect of vision. A call at our optical department will satisfy you on this point.—*Feagon's, Joliet.*

"Kryptok" invisible bifocal glasses combine both reading and distance glasses in a single frame with a smooth, unbroken surface—without crack or line—thus doing away with the lines of division and other objectionable features that are confusing to the sight in the old style bifocal glasses. They are an article that will suit particular people who appreciate superior workmanship.—*Julius R. Watts & Co., Atlanta, Ga.*

A little care now may prevent them from wearing glasses all their lives. It costs nothing to have the eyes tested. It may cost a great deal if they are not tested. Bring the little ones in, and thus help them in their struggles for an education.—*King & Metzger, Lexington.*

Many persons are prejudiced against the wearing of glasses and sometimes positively decline to use them even when they are imperatively needed. They may be sensible persons and display good judgment in other matters, but in this one respect they act most foolishly and without any reason. A contest with age is hopeless, and it is the part of wisdom to yield gracefully to the first summons to surrender.—*Mulford, Memphis, Tenn.*

It's an act of folly to wear glasses where there is no necessity for them; but if you have any trouble whatever with your eyes, it is also an act of folly not to have a specialist examine them. If you are in doubt, consult Farmer, the Optician, and you will not regret it.—*Fred D. Farmer, Saginaw, Mich.*

Accidents will happen. Glasses do break. If you have any trouble with your glasses, we will repair them and make them new. We do all repairs promptly at very reasonable prices. We make it a specialty of filling oculists' prescriptions. Come to us for any eyesight troubles.—*Nicole's Jewelry Store, Fall River, Mass.*

While you're looking, do not overlook the fact that we fit eyes and grind lenses and make frames to order. Glasses improperly fitted are worse than no glasses at all. We fit them properly—we guarantee we carry full line of optical goods at right prices.—*C. C. Miller, Massillon.*

Women's work's so trying on the eyes. If there is any strain felt when sewing or reading, you should have us test your eyes for a pair of spectacles or eye glasses to assist the vision. Our work is acknowledged to be the best, our prices the most reasonable. Try us on your next pair of glasses.—*Adolf Frese, Los Angeles, Cal.*

Trust us with your eyes.—This is an absolutely safe place to bring your eyes

when they are not seeing satisfactorily. We have taken a four years' course in optics—as much time as any dentist spends in studying dentistry or as a lawyer spends in studying law—and with ten years of experience added to our knowledge, makes satisfactory glass fitting a certainty here. But we charge you nothing for our knowledge. When you buy glasses here you get what we know to be perfectly suited to your eyes, and you pay only for the glasses.—*Ricker & Son, Emporia, Kans.*

Good to look at, better to look through. Our eyeglasses are not only made to fit the sight perfectly, but are made to improve the appearance as well.—*Frank V. Kent & Co., Grand Forks, N. D.*

Eyes! Eyes! Why do you neglect them so? If you have frequent headache, if you do not see as good as you once did, if your eyes tire easily you should come and have them examined, it will cost you nothing and I'll tell you whether or not they need glasses.—*C. B. Garrettson, Kenton, Ohio.*

It saves you money and time when you come to us to get treatment for your eyes. We're exceedingly careful in examining and prescribing. Our glasses will relieve that aching sensation in your optical nerves. A few dollars spent with us will permanently cure your trouble.—*C. J. Duncan, Massillon, O.*

Headache stops. Do your eyes pain you? Is your vision blurred? Do tears flow too freely? Is distant vision dim? Do your eyes feel as tired in the morning, after a good night's rest, as they do in the evening? Remember all these troubles and many more can be entirely done away with. Let us examine your eyes and fit you with the proper correction in lenses. And you will see for yourself how much more pleasure there is in this life for you.—*H. M. Smith, Fairfax, Mo.*

Don't wear the yoke of ill-fitting glasses another day. You can't afford to dilly-dally with your sight. Better let us examine your eyes and restore your lost power of vision. We can fit you with glasses warranted to give you the best results attainable.—*Frank V. Kent & Co., Grand Forks, N. D.*

The hardest strain upon eyes is when looking at objects near by. Reading and sewing becomes tiresome at once to weak eyes. If you will wear glasses when your eyes first complain, it will only be necessary to wear them at work. If you let them go too long you will have to wear them always.—*The Palace, Spokane, Wash.*

How about your eyes? Does the bright sun make you blink and squint? Are you troubled with occasional headaches? Do you sometimes see little black specks when looking into the distance? Do your eyes run water when you face the wind? If so, there's something wrong. Maybe you need glasses and maybe you don't. If you consult our optician it won't cost you a cent to find out where the trouble lies.—*The B'way Department Store, Los Angeles, Cal.*

An eye point.—If you want perfect vision—you should have your eyes examined often. A slight correction promptly attended to, may insure you perfect eyes to the end of your life! We will measure your eyes—overcome the defects—and insure you most satisfactory vision.—*The S. Galeski Optical Company, Richmond, Va.*

Our Guarantee—"A dollar is worth 100 cents; would you pay more?" We do not pretend to say what others should charge for their glasses, but we do say and guarantee you a perfect-fitting pair of the celebrated Gladimere Lenses for \$1.85. Ask any reputable optician for the name of his best lenses. He will answer "Gladimere." We also give you with these lenses a pair of solid gold-filled frames absolutely free, with a written guarantee for five years.—*Guarantee Optical Co., Memphis, Tenn.*

They're the smartest and most becoming style worn to-day—very light in weight, yet strong and durable—fitted with silex crystal periscopic lenses.—*Bloomingtondale's, New York.*

Our method of examination is the result of practical scientific experience. We have all the very latest appliances for examining the eye. Our Dr. Truth can tell you positively just what your trouble is, and advise you accordingly. By using our Ophthalmoscope and Retinoscope he can determine at once the requirements necessary to give you a perfect-fitting pair of glasses.—*Guarantee Optical Co., Memphis, Tenn.*

As soon as it becomes generally known that we have a prominent physician and oculist in this department we will not have enough room to accommodate the demand. Remember, you get the same professional attention here as you would in an eye hospital, and we charge only for the glasses.—*Ehrich Bros., New York.*

Most people, you included, perhaps, are extremely negligent in the care of their eyes, and very culpably so in regard to their children's eyes. The public generally has no idea of the number and variety of present-day eye defects and

often resort to glasses selected at random which are entirely unsuited to the conditions of the eye. Many glasses selected in this way which "seem to suit exactly" at first, prove most injurious and often result in permanent injury. Come and talk over your eye trouble with us.—*W. S. Harrington & Co., Trenton.*

We sell glasses on their merits—if their merits will not sell them they are dear at any old price. Don't cheat your eyes and think you are saving money. Like a thief at night poorly ground and poorly fitted glasses steal away your eyesight.—*Tripp Bradley Optical Co., Memphis, Tenn.*

Every pair is scientifically made, rimless style, fitted with silex crystal pure white periscopic lenses, gold springs and non-tilting nose rests which prevent slipping.—*Bloomingtondale's, New York.*

Under the supervision of a licensed optician, who will examine your eyes and prescribe for you free of charge, we execute your oculist's prescription for at least one-third less than the charges made elsewhere for similar services.—*Macy's, New York.*

You do or you don't need eyeglasses or spectacles, but do you know whether you do or you don't? It's likely you don't unless you have had your eyes examined by an oculist or optician, because they may have unsuspected defects. Why not know for certain, when the knowledge will cost you nothing and may save you unnecessary suffering?—*Fred D. Farmer, Saginaw.*

Don't send the little one off to school handicapped with poor eyesight. Clear sight means quick thought, and the ability to think quickly brings success. Parents who realize this responsibility for the future success of their children will not delay in having this very important question decided. If glasses are not needed we'll be glad to tell you so; if they are, you, as a parent, will be glad to know, and have us fit them. We charge nothing for examination. Is there any reason for further delay?—*J. Wiss & Sons, Newark, N. J.*

Of course all eyeglasses should be helpful—but are they? No, indeed. Unless the glasses are accurately fitted and are of the exact strength needed to correct the defect, they will be far from helpful—they will be absolutely hurtful. To get the right glasses you must go to an optician of proved ability—one who has by study and practical experience acquired the knowledge necessary for this important work.—*L. Alexander, Brooklyn, N. Y.*

When the evenings are cold and the wind whistles around the house, there is nothing much to do but read, or play games. All of which taxes the eyes. Winter will be a long time here and you will use your eyes every evening. Therefore, see that they are perfect, and if they are not, we will fit them so that they will be. And at reasonable cost.—*H. F. Kent & Co., Binghamton, N. Y.*

When you find your little camera no longer big enough, bring it to our photo supply house and we will allow you a good, fair price for it in exchange for a larger one. If you cannot afford to own a camera you can always rent one of us for little outings, picnics, boat rides, circuses, first babies, etc., ad libitum. The thought of cameras suggests that other camera, the eye. Just as we daily test cameras to see if the lenses focus correctly, so do we daily test eyes, and we can point to innumerable pairs of eyes that have been made perfect by our glasses.—*H. F. Kent & Co., Binghamton.*

A pair of good eyes may grow constantly stronger and keener in hard and continuous work, and retain their vigor as long, if not longer, than any other organ of the body. But when one discerns a hint of dimness, a tired feeling, and ache in the eyeballs, or repeating headaches, then glasses may be of great service in preventing serious trouble. Only be sure you begin with the right glass. It is my business to furnish you that.—*F. M. Jenkins, New Bedford.*

At the first sign of trouble with your vision you should consult our graduate optician. He is an expert of eighteen years' experience and he will tell you exactly without asking a question, what that trouble is and what you should do to overcome the difficulty. Consultation free.—*Hofman's, Springfield, Ohio.*

Don't neglect your eyes. You owe it to yourself to at least have them examined periodically. Clear sight is necessary to your health and success. Our expert tests your vision without charge or fees of any kind. When glasses are required he will supply them to suit your own particular needs. All work guaranteed.—*J. Wiss & Sons, Newark, N. J.*

Dangerous folly. It is folly to let an incompetent experiment with your eyes in an endeavor to fit them with glasses; it is not only folly, but it is dangerous and expensive. To fully grasp and thoroughly understand the intricate mechanism of the eye requires years of patient study and practical experience. You commit no folly when you come to me for glasses. My specially ground lenses

are not an expensive and dangerous experiment; they are an accurate, scientific certainty.—*Dr. Kletzky, Pueblo, Colo.*

When we make eyeglasses for you that do not suit you need not keep them. If any part of the fittings break we replace the broken part without charge. We guarantee all this in writing when you order your eyeglasses. All the "risk" of success is ours—all the relief is yours.—*L. B. Hibborn, Newark, N. J.*

The eye is the mirror of the soul! Its care should be one of the prime cares of every man and woman. Your eyes will give you trouble sometimes—everyone does. Don't delay. Come and see us.—*Jud S. Newing, Binghamton, N. Y.*

If you want to get the best optical goods at the most reasonable prices, come to us. Satisfaction guaranteed or money refunded. No charge for examination. Skillful lady optician always in attendance. Remember the name and place.—*S. B. Dembo, Binghamton, N. Y.*

He sees best who sees the consequences. Do you realize the serious consequences of continued eye strain? Priceless beyond all other possessions is the eye-sight, and it deserves your highest consideration. Don't trifle with your eyes! Examination free. Perfect fitting guaranteed.—*Jud S. Newing, Binghamton, N. Y.*

What's wrong? Your eyes? Why? Probably you need glasses. Call in and let us examine your eyes. They may be the cause of your headaches.—*Soggs, Binghamton, N. Y.*

See All Over the World—or read ordinary print with ease if you have glasses which are accurately fitted. Our optical department can supply, at very low prices, eyeglasses and spectacles in all cases where there are no complications. If a prescription is necessary, the cost of making the glasses will be slightly more. Examination by a graduate optician free.—*W. C. Forbes, St. Thomas, Ont.*

A correctly built eye should not tire easily. For the eye is but a camera permanently focussed for everything from say twenty feet to infinity. Every visible thing, from about twenty feet on, sends rays which enter the eye easily, and without effort on your part, form its own inverted image on the back of the eye. If from inheritance, disease, blows, etc., the eye is not quite round the image is slightly distorted. Then how do you see well at all? By forcing the image into shape by straining that delicate inner lens, the crystalline. Are you willing to?—*H. F. Kent & Co., Binghamton.*

Wiss Optical Work is accurate—we do not fit glasses by guessing and the use of big words. We can prove to you, in plain language, the absolute necessity for any lens we prescribe and guarantee satisfactory results. Examinations without a cent of cost.—*J. Wiss & Sons, Newark, N. J.*

An optometrist is an optician who has thoroughly mastered the science of diagnosing eye conditions and making lenses to meet exactly any individual need. Diamond Hall's optometrist has made special study also of artistic adaptation of glasses to facial features. Engage his services and put your eyes at ease.—*Ryrie Bros., Toronto, Can.*

Cold weather causes shrinkage of skin, loose fitting, tilting and slipping off of eye-glasses with ordinary nose-pieces. This is positively avoided by using Fox Lasso nose-pieces on your glasses. Their spring adjusts itself to any shrinkage. They give exclusive style to the eye-glasses and cost no more than the others.—*Geo. R. Fox, Buffalo, N. Y.*

We are often asked why so many people wear glasses. Statistics prove that fully 75 per cent. of all functional nervous diseases are due to eye strain, and can be corrected by properly fitted glasses.—*The King Optical Co., Spokane, Wash.*

Don't be blind to your own interest; to that interest which promises health and good eyesight, by wearing cheap glasses, unsuited to the defects of your eye, when you can get the best, and a thorough examination at a reasonable price.—*W. J. Davis, D. O., Woonsocket.*

It's the condition of the eyes not the age of the person which determines whether glasses are needed or not. Thousands of children wear glasses, because they need them. Thousands of other people don't wear them, because they don't need them. Weak eyes should be assisted—made strong. Glasses will do it if they are the right kind.—*W. R. Jackson, St. Thomas, Ont.*

Wearing glasses constantly in after-life may be avoided if the child's eyes have early attention. If it cannot see the characters upon the board easily, or holds its book too close or too far away, or is drowsy and listless and has headache, it needs glasses that will check the trouble. Our optician's work and prices will suit you. Eyes tested free.—*The Palace, Spokane, Wash.*

The most careful tests are necessary to determine the exact nature of your eye needs—separate scientific examina-

tion. If you'll drop in I will examine your eyes, and a lens to fit each eye will, if necessary, be made for you.—*F. M. Jenkins, New Bedford, Mass.*

Beauty isn't always discounted by a pair of nose-glasses. Very often it is enhanced. One always looks more intellectual when wearing glasses. Don't wear glasses if you don't need them, simply because they are becoming; but don't go without them for any reason if you do need them. Vanity must not trifle with wisdom.—*H. B. Wood, New Haven, Conn.*

Good to look at but better to look through. Our eyeglasses are not only made to fit the sight perfectly, but are made to improve the appearance as well. They are cut from the finest French crystal and Brazilian pebbles to remedy all defects of vision, and are perfectly adjusted. Don't neglect your sight, but have it attended to at once.—*Frank V. Kent & Co., Grand Forks, N. D.*

There should be a fellow feeling between the spectacles and the eyes. It is more important to have your glasses fit your vision than to have your clothes fit your form.—*From "Eye Lore."*

There is no duty that you more imperatively owe to your children than that of having their eyes regularly examined by a careful and competent optician.—*R. C. Reynolds, St. Louis, Mo.*

Glasses cure headaches. When headaches are due to eye-strain they can be cured by the use of proper fitting glasses. An oculist only should be consulted, as he alone can determine whether the headaches are really due to eye-strain, as they may be due to some disease of the eye, or even to some general disease. In the latter case it is treatment and not glasses that is needed.—*Dr. E. S. Heisg, Houston, Tex.*

We all use our eyes for near work, more or less, such as reading, writing, sewing, etc., and the eyes must be in perfect condition to do their work well and not cause trouble. Perhaps you have been using your eyes for near work several hours a day for some years without any trouble. Suddenly there is a blur or waving to the object, or the head aches at times, or dizziness, which will disappear by closing the eyes, and there are many other symptoms which lead us to think come from straining the eyes. If you would like to know whether your eyes are all right or not, I can tell you, in a few minutes, if you will step into No. 64 Pleasant street, opposite City Hall.—*F. M. Jenkins, New Bedford, Mass.*

The terrible diseases of the eye that come from prolonged neglect and abuse the optician cannot cure. These are the field of the eye-surgeon. But the organ's minor troubles—these are the optician's domain. And it is the minor troubles that, neglected, unchecked, become major troubles. It is a small matter—one of life's minor details—to have one's sight regularly tested. But what suffering it may save! It is the little things of life that eventually count, for weal or woe.—*From the booklet, "Eye Lore," a Treatise on ye Care and Preservation of ye "Windows of ye Soule."*

The verses on this and the preceding page are from a thirty-two page illustrated booklet called "Eye-lore," which is published by William Borsodi, 99 Nassau street, New York. The booklet is an example of what is known as syndicate advertising. It contains arguments that can be used by any optician, and is furnished with the name, address and advertisement of the buyer. It is enclosed in a three-color cover. The booklet was written by the editor of this paper.

The time to see about your eyes is right now, before they have been permanently injured by continued straining, neglect or faulty glasses. Glasses that are right not only preserve the sight, but relieve headache, eye-ache and any of the numerous effects of defective vision or eye-strain. We are pleased to state that our sight-testing is free—that glasses are guaranteed to be satisfactory.—*Pettis Dry Goods Co., Indianapolis, Ind.*

Your eyes are your bread-winners—take care of them. If you would think what it means to be deprived of your eyesight—how utterly helpless you would be if you couldn't see things—you would not abuse your eyes in the least, but would take the greatest care of them. The moment you feel that anything is wrong—if your sight is blurred, if you feel dizzy, or if your eyes tire easily—you shouldn't lose a moment in having them examined. By being prompt in attending to your eyes at the first signs of trouble you will be able to have the defect speedily and permanently corrected.—*F. B. Alexander, Newark, N. J.*

Sight help.—*Ryrie Bros., Toronto.*

About the looks of glasses. A great many people don't stop to think of how a pair of ill-fitting glasses mar the looks of a person. Now if you have to be a glass wearer, don't wear a slouchy looking pair. People can't help but notice how awkward and ungainly they look.

The best face you ever saw can be entirely changed, so to speak, by such glasses as we are talking about. On the other hand, if they are worn of the rimless kind, proportioned in every way to suit the features, they will not in any way detract from the looks of the wearer.—*J. C. Sharer, Alliance, Ohio.*

A pleased expression. The eyes must be fitted perfectly to insure the pleased expression which denotes physical comfort. Our optician is an expert in the selection of proper glasses to overcome all defects of the eyesight.—*E. O. Zadek Jewelry Co., Mobile, Ala.*

How often have you heard this very remark: "Why, I remember when it was a rare thing to see a young or middle aged person wearing glasses." The spectacle habit cannot be ascribed entirely to defective vision, a loss of optical power, but is due rather to the better knowledge that people have of the importance of affording the eyes every help in performing their very important work, for the demands and exactions laid upon these delicate and sensitive organs keep increasing continually. There are many people who do not know that they need glasses until they have almost ruined their eyes.—*John G. Meyer's Estate, Albany, N. Y.*

In a great many instances eyeglasses are worn which have never been properly fitted to the wearer. My optician is an expert in securing a perfect adjustment, which means that the glasses are comfortable and improve the sight.—*T. C. Tanke, Buffalo, N. Y.*

Owls have been called wise, since one, a long time ago, discovered that he needed glasses and immediately put them on. You who are working your eyes blind should emulate the owl—put a pair of glasses between your eye weakness and the world. Don't let it go any farther.—*Adolf Freese, Los Angeles.*

Getting around optical difficulties is easy when knowledge makes the way clear and the instruments are at hand with which to achieve satisfaction. We mend your eyes if they have any defect. Glasses are needed if your eyes are weak. When the eyes fail they fail rapidly and spectacles like reinforcements to a retreating army are an immediate necessity.—*Cox's, Denver, Col.*

When the letters blur it's nature's warning that something is wrong with the eyes. Good eyes mean a living to most of us—and can't be neglected. An examination will show whether they are actually diseased or merely tired out.—*Van Wert's, Colorado Springs, Colo.*

Shakespeare and the Bible don't escape criticism. Many a man is a critic because he likes to be contrary. You can go contrary to the wishes of your friends and neighbors, and sometimes get the best of them; but attempt to go contrary to the dictates of Nature, and you always get the worst of it. There is no use to "kick" about wearing glasses. If Nature says spectacles, why, spectacles it must be.—*W. J. Davis, D. O., Woonsocket, R. I.*

Few people realize the value of their eyes. The benefit of perfectly fitted glasses cannot be overestimated. We have made a thorough study of this subject and are prepared to fit glasses scientifically. Come to us with your eye troubles. All diseases of the eye correctly diagnosed without the use of drops. We make no charge for examinations.—*W. F. Sellers & Co., Altoona.*

Glasses for all ages.—Our circle of clients includes people of all ages from children to octogenarians, and the beauty of it is that we please them all. Whatever your oculist may prescribe for you—whatever you will permit us to select for you—will be found to be satisfactory in every respect. Put us to the test—you'll not be sorry.—*Frank V. Kent & Co., Grand Forks, N. D.*

Here are strong reasons why you should come to me when you need eye-glasses: Because my famous \$1.00 eye-glasses have no equal for the money throughout the breadth of this land. They are not the kind of dollar glasses sold elsewhere. They are worth many times a dollar. Because my experience of thirty years in fitting eyes with proper glasses enables me to determine with absolute certainty just the kind you need. Because by coming to me you will get the best service and the very best glasses for the least money. Because my stores and my factories contain every new and improved appliance for testing eyes and grinding lenses. Because I maintain a staff of oculists and eye surgeons the equal of any in the city. Because they will examine your eyes and give you the best possible advice free of charge.—*L. Alexander, Brooklyn, N. Y.*

Eyes examined free. By this we mean a careful, scientific test.—*O'Gorman Co., Providence, R. I.*

Eyes trouble you now? What will they be worth ten years from now unless you care for them at once? Do you fully realize the danger of neglect? But neglect is not all. There is also the danger of mistreatment. There is no

mistreatment more serious than wrong glasses. Wrong glasses are glasses not suited to your eyes, glasses fitted after a pretence at examination, glasses chosen from a trayful by trying on one pair after another, glasses bought over a bargain counter and fitted by a dealer, not by an optical specialist. If you want your glasses absolutely correct and are unwilling to have your eyes tampered with, better bring your eye troubles to me and make sure.—*M. H. Harris, New York.*

The right kind of eye-glasses are the only kind worth having. Right eye glasses mean improved sight and benefited eyes. Wrong glasses mean injured eyes followed by blindness. Thousands have been benefited by my skill and accuracy, but no one ever got a wrong pair of glasses from me. I know the danger of improper glasses. I know how precious eyesight is, and I am therefore so careful that incorrect glasses are an impossibility here. You can come to me with absolute confidence. And with all this assurance of accuracy it will cost you less to get your glasses from me than from any other first-class optician. No one charges so little as I.—*L. Alexander, Brooklyn, N. Y.*

Defects of the eye and eye strain may be remedied by the use of lenses which must be accurately fitted. Hardly less important than the lenses are the fitting and proper adjustment of spectacles and eye-glasses to the nose. Lenses which have been prescribed with the greatest skill and accuracy are often so worn as to fail entirely of their purpose. Indeed their false adjustment may produce the very opposite results and thus prove harmful to the eyes. Bring your eye troubles to us.—*Taylor, Hartford, Conn.*

All styles and kinds of frames for eye-glasses and spectacles—that is, all styles of the good kind—we handle no other. Nose pieces to suit every nose; frames to suit every purse; made to order, if need be; made to fit in any event. Of course the lenses we supply are on a par with the frames. Every eye aid here.—*The G. W. Jewelry Co., Peoria, Ill.*

Defective eyesight may have its humorous sides, but it may also cause mistakes or more serious accidents. Many cases of impairment of the vision can be readily cured by glasses properly adjusted. If you have any difficulty with your eyes do not delay or trifle with them. A consultation with Kent will put you right.—*Frank V. Kent & Co., Grand Forks, N. D.*

The great army of glass wearers in this community have mostly been fitted at our place. The reason is on account of our exact work. No person is ever advised by us to use glasses unless they are necessary. But when we do, our fitting is absolute. If you suffer from headache, or poor vision, we would be pleased to have you call and we will gladly tell you without charge the true condition of your eyes.—*J. C. Sharer, Alliance, O.*

Good vision assured with every pair of glasses we fit. Comfort glasses, contentment glasses, perfect fitting glasses. We will sell you a perfect fitting pair of glasses that will make you feel contented and be a comfort at work of any kind. Why not know for certain whether you need glasses or not when the knowledge will cost you nothing and may save you from unnecessary suffering from headaches, nervousness, etc.—*Herman Hiss & Co., Bay City, Mich.*

A correct eye and the skillful hand will always work in harmony if the impaired eyesight is properly treated. Use glasses furnished by Nihart, the Optician, if your eyes show indications of giving out, and you will preserve your sight.—*Chas. L. Nihart, Muncie, Ind.*

A hard headache is often the result of straining the eyes. The only way to prevent the headaches is to remove the cause. Have the eyes fitted with glasses that will prevent eye-strain. Our fitting will enable you to read and work with ease to your eyes. The examination of the eyes is free of charge.—*Pope Optical Co., Worcester, Mass.*

Stop and think about your eyes. They often pain you a little. You simply give them a rest, and you are relieved. But they ought not to pain you with ordinary use. There is something wrong. Let me test them. I make no charge for that. And if you need glasses, or if it comes from some other cause, I will tell you.—*F. M. Jenkins, New Bedford.*

Every one needs glasses, especially when he gets on the shady side of 40 years, but he should be sure he gets the right kind. Those that suit his eyes exactly; neither too weak nor too strong. Get them at Nihart's, and you'll be sure to have them right.—*Chas. L. Nihart, Muncie, Ind.*

Eyesight is of such great value that one ought to take more than ordinary precaution to guard against trouble. If you have a suspicion that there is any trouble with your eyes, you should have them examined at once. Ours is the foremost, largest and best-equipped op-

tical establishment in Joliet. We won't charge you one penny to tell you exactly the condition of your eyes.—*Geo. E. Feagans, Joliet, Ill.*

Eye ease.—A pair of properly fitted glasses will give you a world of comfort that you will scarcely realize with defective vision. The best advice we can give you is to have us fit your eyes with glasses that are guaranteed to conform to their defects. But above all, don't get a pair of cheap glasses that "will do for now." They will bother you constantly and may injure your eyes permanently.—*Ricker & Son, Emporia.*

It saves you money and time when you come to us to get treatment for your eyes. We're exceedingly careful in examining and prescribing. Our glasses will relieve that aching sensation in your optical nerves. A few dollars spent with us will permanently cure your trouble.—*C. J. Duncan, Massilon, Ohio.*

When you see a nice-fitting, neat pair of glasses on a happy, smiling face, it came from here. When you see an old, twisted, crooked pair on a wrinkled, twisted, sour face, it didn't.—*Dr. Arthur N. Baker, Logansport, Ind.*

Satisfactory sight.—When you come here to have your eyes fitted with glasses you are protected by a double guarantee. Our guarantee, that the glasses must give satisfaction or your money returned. Second, the guarantee which comes from the work we have already done. We have fitted satisfactorily every pair of glasses that have ever gone out of here. That is a guarantee that we can and will do the same for your eyes.—*Ricker & Son, Emporia, Kan.*

They are skeleton frames, with the best quality lenses, and each purchaser will be as carefully fitted as if the regular price were charged. This price doesn't cover the actual cost of the gold. We offer this remarkable chance as an advertisement for our optical department. As soon as it becomes generally known that we have prominent physicians and oculists in this department we will not have enough room to accommodate the demand. Remember, you get the same professional attention here as you would in an eye hospital, and we charge only for the glasses. Department is in charge of an optical expert of established reputation.—*Ehrich Bros., New York, N. Y.*

Wrong spectacles are worse sometimes than none. If in doubt about your present glasses or eyes, we will examine your eyes thoroughly and advise you honestly.—*Campbell & Girard, Worcester, Mass.*

Spectacles look large to you if you have never worn them. You put off getting them just as long as possible. Very often people injure their eyes by putting it off too long. Very frequently if you commence wearing glasses just as soon as you ought to use them you will only have to wear them a few months. They will correct your eyes. Save your eyes by protecting them. They are more important than your hands. Why not treat them as well? For the best glasses, see *Keppler, Jewelry Co., Anaconda, Mont.*

He Frowned.—“Full well the busy whisper, circling round, conveyed the dismal tidings that he frowned.” Goldsmith’s “Pedagogue” was a man of moods, and his pupils understood them. He frowned probably because his eyes were defective; it was an indication that he needed glasses, but in those days they were not to be had scientifically adjusted for such defect. You live in a different age, and we scientifically adjust glasses to correct any correctable eye defect.—*T. J. Howe & Co., Louisville, Ky.*

Eye-glass construction. The highest achievement in eyeglass construction is represented in our new model eyeglasses. Comfort, quality, durability, appearance and reasonable price leave nothing to be desired.—*C. J. Monson, Jr. & Co., New Haven, Conn.*

Eyeglasses. No fancy prices for optical goods at this store. No risk either, for we guarantee satisfaction or money refunded.—*T. Eaton, Toronto, Can.*

It is quite a trick to fit glasses to the eyes. Only the trained optician, with accurate, scientific instruments, can do it properly. The appointments of our testing room are modern and complete. Experience, skill and a thorough knowledge of the optical business enables us to fill the requirements of our customers with the utmost satisfaction.—*Frank C. Hart, Tacoma, Wash.*

Glasses That Fit.—We succeed because our glasses give perfect sight. The frame sets comfortably, each eye looking through the centre of the lens, the whole becoming to the wearer.—*The E. H. Jackson Company, Simcoe, Ont.*

Is it worth while to suffer from eye ache, headache or poor vision when relief is so near and can be had at such small cost? We make a thorough examination of the eyes without cost, and if glasses are needed furnish them at the lowest possible price. Perfect fitting guaranteed.—*O. B. Jackson, South Norwalk, Conn.*

Children’s Eyes should be well looked after, by taking care of the eyes when young. It means good sight when the child grows up. Nothing so disqualifies a person for life’s work as to have poor eyesight. It is your absolute duty to pay attention to the child when it complains. No one is more careful in fitting glasses for the young folks than are we. Our idea is to fit them so that their eyes will be so improved in a year or two, that they can leave off wearing them entirely.—*J. C. Sharer, Alliance, O.*

Comfort in reading can only be obtained by using glasses correctly fitted by one who knows how to do it; no guess work will do. Hundreds of Galvestonians can testify to what I have done for them in the way of fitting glasses.—*Daniel Robinson, Galveston, Tex.*

Only eye strain. Only eye strain indeed, but it is responsible for more headaches, nervousness and general discomfort than you give it credit for. If your eyes give you the slightest trouble, is it not the best policy to find out the cause?—*O. B. Jackson, South Norwalk.*

The pleasure of traveling is largely a matter of seeing—seeing scenery. A good field glass increases your seeing power a dozen times over and doubles your pleasure of traveling thereby. We can tell you a great deal about field glasses, for they are directly in the line of optical goods.—*John L. Moore & Bros., Atlanta, Ga.*

Bring eye troubles here, and get rid of them. That is—if glasses can cure them. We can’t make a new eye; neither will we attempt it, but we can help anyone that glasses can help. No stairs to climb.—*R. B. Swift, Portland, Me.*

How sad it is to see a child with cross eye or squint. Yet, parents, you ought to know that in 8 out of 10 cases of cross-eye the defect is caused by an error of refraction, the proper correction of which in nearly every case will straighten the eyes. You’ve tried glasses, and it didn’t work? Well, notice we said “the proper correction.” But don’t think it will be an easy matter if not attended to early.—*Dr. E. Monson, Phoenix.*

The exceedingly small cost of wearing eyeglasses of absolute correctness should permit of no compromise with those of uncertain merit.—*Ryrie Bros., Toronto.*

The rigid spring eye glasses. For quiet people who wear spectacles. For active people who golf, bowl, run, jump. For all people who have never yet found securely fitting eye glasses.—*H. A. Knaber, Brooklyn, N. Y.*

If you cannot see as well as you should, see *O. B. Jackson, the Optician, Norwalk, Conn.*

When your eyes are comfortable in reading you are to be congratulated; when they are not comfortable you should consult our optician, who will, if necessary, fit you with the proper glasses.—*Dantzler & Dorenfield, Corsicana.*

Blinking, squinting, are caused by weakness or strain. We can relieve these conditions—perhaps cure them. Consult our specialist.—*Bastian Bros., Rochester, N. Y.*

Eye strain does not mean impaired or poor vision. In the act of seeing we expend a certain amount of nervous energy of which we are totally unconscious when our eyes are in normal condition. If we experience a sensation of discomfort, especially in observing closely a small object, there is eye strain present, there is an overtax on your eye muscles—they rebel, eyes water, feel sandy, headaches. You can easily stop it with glasses.—*L. A. Ott, Mansfield, Ohio.*

Clear sight glasses. People who wear our glasses have comfort and good sight. Our glasses, too, look well. They have a refined appearance. To be able to see well is, perhaps, more desirable than anything else. This is just the point at which we are strong. We can supply glasses through which you can read with great distinctness. Eye testing with us is free.—*Wanless & Co., Toronto, Can.*

Take two pair of glasses to the country. You won't have to waste a day or more then in discomfort while new ones are being ground. If you are wise, you will have one pair mounted spectacles fashion—better for tennis, surf bathing, sailing—windy weather generally. If your glasses were made here—and you break them, send us a postal, phone or telegraph. We will have new ones ready in the shortest possible time and forward them to you. Wherever the glasses were made, if the broken bits are sent to us we will fill the prescription and the work will be done quickly and at less cost than glasses of the same character would cost you elsewhere.—*F. Loeser & Co., Brooklyn, N. Y.*

"Just splendid." We doubt whether there is any one little thing on earth that will afford an elderly person so much pleasure as to find a glass that will give them good vision after their eyes once begin to fail; something that will "make them see like they used to." Let us but once get a pair of our "so-easy nose rest" glasses on any one and we invite them

"try" others to their heart's content—such comparisons only brings out the superiority of our glasses and the excellence of our work. Examination free.—*McHenry & Stevens, Zanesville, O.*

Where eye troubles begin. Most eye troubles begin in childhood. A little abuse, a little strain early in life, means much more after maturity. The slightest symptom should be looked into. School children should have every advantage. Usually if glasses are prescribed in time, actual disease is prevented, and they can be discarded as the child grows older. Remember, we are here to stay, so if glasses are not right, they can be made so. Examination free.—*Rushmer's, Pueblo, Col.*

The first pair of glasses you wear should not be selected at haphazard, but should be devised by an experienced oculist after thorough examination of your eyes. And they should be right in the beginning and so prevent future impairment of your vision. A consultation with "Farmer," the optician, will place you on the right track. We have no agents on the road.—*Fred D. Farmer, Saginaw, Mich.*

When the letters run together when you read. That is one of the best evidences that you need glasses. This effort will surely result in loss of nerve energy if not permanent eye injury. You may stop this if you will by getting glasses that properly correct the defect. Remember we sell the Toric "Bisight," the only perfect one-piece lens for both distance and near. No matter what the age. It is to your interest to see us without delay.—*J. M. Crawford & Co., Fresno, Cal.*

Eyes wear out. Artificial light does your eyes no good. Most people are obliged to derive their mental sustenance with the help of either gas or electricity. Either works harm in the long run. A good pair of glasses is a sure preventative, and sometimes a cure. I have had a great deal of experience in treating eye troubles of all kinds.—*Jud S. Newing, Binghamton, N. Y.*

Saved by glasses. Depressed in spirits, head splitting, nerves unstrung, body weak, appetite absent, how likely are suicidal thoughts! Then, here's the oculist, the optician. Glasses save the day, mayhaps life. If your physical ills are due to eye trouble, have us examine your eyes free of cost and fix you with glasses to set the human machine working aright again.—*Bauer Bros., Zanesville, Ohio.*

Looking forward. Looking forward the year 1907 promises much for the progress and growth of the optical business. We think that no branch of science has made such strides as has optics within the past five years and more. We are adding machinery to our already splendid equipment that was hardly thought of even a year ago. Our ambition is to keep this store and its service squarely abreast of the newest and best in optical progress. Even now no better service is rendered on the Pacific coast, and, having very desirable Eastern connections, we shall continually strive for a higher and higher standard of optical excellence. We invite your patronage for 1907 with the assurance that you will be highly pleased with results.—*J. M. Crawford & Co., Opticians, Fresno.*

Any eye strain? We will make a thorough examination of your eyes; if you do not need glasses, or if those you have are all right, we will tell you so. If you do need them, we will tell you what it will cost to make them in the style you desire. You will be under no obligations to get them, nor even asked to purchase. If you conclude to get them, of course we will be glad to furnish them and you will be sure of getting the correct thing. This is the foundation of our reputation.—*Sun Optical Mfg. Co., Inc., Trenton, N. J.*

Do you have trouble with your eyeglasses, staying on or pinching your nose and making sore places? If so, you should try either the So Easy or Shur-on mounting. These glasses are made on a new principle, and hold without any unnecessary pressure, are comfortable and neat in appearance. We have them in all sizes and can fit almost every nose comfortably with them. Consult our opticians.—*Millard F. Davis, Wilmington, Del.*

"Look before you leap" into the uncertainty of inexperienced eye examination—otherwise your landing may be distressing if not disastrous. We engage to tell you nothing but the truth, though it may hurt you for a moment. A little pain now is better than a lot later on. We are experts in fitting eyes with appropriate glasses or spectacles at almost eye healing prices.—*Bauer Bros., Zanesville, Ohio.*

Eye-glasses are intended to remedy defects in vision. Any glass that fails to do this is harmful and should not be worn. Not if we can help it will we allow a purchaser of eyeglasses to retain them unless they render helpful service. You are to be the sole judge.

Satisfaction to you or your money back upon request. Skilled optical service and our fair prices make this possible. Such advantages we offer to patrons of our optical store.—*Weinstock, Lubin & Co., Sacramento, Cal.*

Save your eyes. We have an expert optician who will examine your eyes free of charge and fit you with glasses if you require them—try us and avoid many headaches—the result of poorly fitted glasses.—*Boston Store, Milwaukee.*

Eye strain does not mean impaired or poor vision. In the act of seeing we expend a certain amount of nervous energy, of which we are totally unconscious when our eyes are in normal condition. If we experience a sensation of discomfort, especially in observing closely a small object, there is eye strain present, there is an overtax on your eye muscles—they rebel—eyes water—feel sandy—headaches. You can easily stop it—with glasses. Consult our Mr. Segall. He'll be glad to talk it over with you and you incur no obligation whatever in doing so.—*El Paso Optical Co., El Paso.*

Do you read easily? Ever have to move the book—or your head—a bit to make the print come just right? Or seek a stronger light? No need to worry—hundreds of just such cases come to us every week. Either your eyes are tired; they need simple rest glasses for a while for close work; or may be the vision is changing a bit, as it does about once in seven years with most people. The Loeser optical store has held an established position for many years. An experienced optician will examine your eyes free of charge. If you need the services of an oculist you will be told so. If simple glasses will help you they can be prepared here at less price than work of such character would cost you outside of Loeser service.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A pair of glasses. Don't "go it blind," don't think the world's come to an end, don't even swear, if you lose or break your eyeglasses or spectacles—simply come here and get a new pair. Won't cost as much as you think. Eyes examined free. Oculists' prescriptions filled. Everything optical at *Geo. J. Chapman Co., Tacoma, Wash.*

Weak eyes. Our expert optician, Mr. E. J. P. Massicotte, makes a specialty of supplying glasses to those whose eyes are only weak. He will tell you many interesting things about the care of your eyes, and save you from having to wear glasses all the time. Consultation free.—*Z. Paquet's, Quebec, Can.*

Three forms of eye trouble are commonly met with, any one of which may have existed from birth. Nature does not always make perfect eyes. We have near-sightedness, far-sightedness and astigmatism, which is a form of irregular sight. All of these defects require attention. If a child has any of these ocular defects and is expected to do close work of any kind, he must have his eyes carefully examined and wear such glasses as will correct the refraction of his eyes. As well expect a child born with one leg shorter than the other to walk without limping as to ask one born with imperfect vision to do accurate eye-work without suffering the consequences. Consultation free.—*Earl W. Gooding, Refraction Specialist, Plymouth, Mass.*

New invisible bifocal for "far" and "near" vision. This bifocal, known as the "California Optical Co.'s Invisible Bifocal," is ground by a special process by which the segments are practically invisible, their presence not being noticeable to the casual observer. To the wearer they allow the eyes to range up and down without annoyance so successfully that many who have been unable to wear other forms of bifocals can use them with pleasure. They can be made as thin as desired, and remember they have no large cemented surface to blur or fog.—*Warner's, Fresno, Cal.*

Then buy an automatic eyeglass holder and save your glasses. You always know where your glasses are. Made in gold, gold filled, silver, gun metal and enamel. All styles and prices.—*F. N. Taylor, Hartford, Conn.*

Do you wear Bifocals? If you do let us show you the new "Texas." It is absolutely the only correctly ground Bifocal on the market doing away with all prismatic effects which are so pronounced in other lenses of this make, besides being invisible. When made up in "Toric" lenses, they are a thing of beauty and style. Not only that, but "Texas" guarantees "Comfort." Come in and let us explain the manufacture of this glass. It will take only a few minutes and may be a benefit to you.—*Texas Optical Co., Houston, Texas.*

Wisdom suggests the propriety of caring for your eyes before they become permanently defective. Before you have to spend time, money and sacrifice comfort in undergoing eye treatment or perhaps an operation. In nothing is the old adage of "a stitch in time" more truly suggestive than in caring for your eyes. We can fit you perfectly with glasses. We can make them in our own

shop in Fresno. They will have our personal impression from the prescription to your eyes. Make us your opticians. We'll make good.—*J. M. Crawford & Co., Fresno, Cal.*

Accurately fitted lenses are a boon to imperfect eyes, but mark the word accurately. If the examination is not methodical, if it is not scientific, if it is not exhaustive, there can be no accuracy in the prescription, and the chances are that a seeming benefit may result in a permanent injury.—*David Kletzky, O. D., Pueblo, Col.*

Looking out on the world through the medium of our perfectly fitted glasses you'll see it in a new light. Our success in filling the demands of the most exacting wearers of glasses is due to our use of the finest of lens and the utmost skill with the best scientific apparatus for testing the eyes and fitting glasses.—*King & Metzger, Lexington, Ky.*

The confidence placed in this house is well deserved. It is California's largest and best equipped optical house. Six stores and six factories are constantly engaged in caring for the optical needs of the public, and doing so conscientiously and well. Our latest and greatest eye-help is the Kryptok. This great glass gives clear reading and distant vision in one. It does away with two pairs. It has no lines across or pieces patched on and is perfect for this climate.—*Chinn Berett Optical Co., Fresno, Cal.*

Let us show you the Toric lens. It gives a much larger field of vision and is clearer than the ordinary lens. We like to have you examine our new styles of eyeglasses.—*E. B. Meyrowitz, St. Paul, Minn.*

Have opened offices, No. 29 N. Second St., and will be pleased to see all people suffering from eye troubles. Our Harrisburg office is in charge of Dr. Stevenson, who is a well-known Philadelphia oculist. No charge for examinations. Special clinic will be held Saturday morning for school children. Note—Dr. Stevenson was formerly associated with the late Drs. Keyser and Ernest Goodman, of the Wills Eye Hospital, Philadelphia.—*The Philadelphia Optical Co., Harrisburg, Pa.*

Your eyes are as valuable an asset as you have. Think what you would do without them. Yet how much care do they get from you? Watch the eyes. If they ache after steady use for some time; if you have headaches that you can't explain—go to a good optician and have your eyes examined.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Gold front eyeglasses. They are skeleton frames with the best quality lenses. This price doesn't cover the actual cost of the gold. The clips are the new kind which cannot slip and do not disfigure the nose. We offer this chance as an advertisement for our optical establishment. We want all eyeglass wearers to become acquainted with the New Haven Optical Co. This offer of \$3 glasses for \$1 includes the service of our eyesight specialists. They give each eye separately the most thorough examination, using only the latest and finest instruments. Absolute satisfaction guaranteed.—*New Haven Optical Co., New Haven, Conn.*

If you are thinking of buying new glasses or having your old ones repaired bear in mind these few valuable suggestions: We use only the best lenses, the best material. We make all our special lenses on the premises. We employ only skilled labor. We dispense high-grade goods at a low price. Try us.—*The Harvey & Lewis Co., Opticians, New Haven, Conn.*

Are you thinking? Or do you know that we have fitted hundreds with our compound astigmatic glasses and cured them entirely of their headaches? This bit of information may be of great value to you should you be a sufferer from like cause. Where astigmatism exists you will also find headache; they go hand in hand. A barrel of drugs will not remove the cause. There is but one remedy and that is *glasses properly fitted*. This is our specialty. We have done for others—we can also do for you.—*L. A. Ott, Mansfield, Ohio.*

Your eyes are not alike. May or may not be a true statement, but it's a hundred to one it is. Only way to find out is to call on expert opticians like us and have your eyes examined. That's free. Then if you need glasses you can buy them. If you don't you'll be told so. In any event you'll be treated fairly.—*Bauer Bros, Zanesville, Ohio.*

When eyes twitch it's a sure indication of eye-strain. The twitching is produced by sudden releases of strained and contracting muscles. My specially ground lenses remove the strain, restore the vision and free the eye from this annoying condition. For twelve years I have successfully performed this work in Pueblo, and my skill is vouched for by our leading professional and business men.—*David Kletzky, Pueblo, Colo.*

Do you have a regular *optician*? One who is acquainted with your eyes and your peculiar eye trouble, to whom you

feel at liberty to go for any little adjustment of your glasses or advice, and who will take a real personal interest in your eye welfare because you are his patient? Or do you drop into any store to be served now by some employee and again by some other?—*J. M. Crawford & Co., Fresno, Cal.*

The success of our house is due to our adoption of the modern system of fitting eyes. This system assures to you the expert service of conscientious opticians with clean records and our great guarantee behind them. It assures good glasses. For many years you have had this service from us. It is your protection against the incompetence of those who come into optical existence to-day only to be out of business tomorrow.—*Chinn Beretta Optical Co., Fresno, Cal.*

If you are one of those unfortunate people dependent upon your glasses, you ought to have an extra pair. In case of accident you would be seriously incapacitated while waiting for the necessary repairs or the making of new glasses.—*J. M. Crawford & Co., Fresno, Cal.*

"Substitution is as old as trade itself. We accept substitutes because we don't like to bother about getting what we ask for."—*Mertz's Magazine*. But we must bother when the safety of our eyesight is at stake. We must resolutely refuse substitutes.—*Chinn Beretta Optical Co., Fresno, Cal.*

Do your eyes trouble you? If so, have you had them examined? We make no charge for examination and guarantee to correct defective sight or no charge. A fully equipped optical department in charge of a graduate *optician*.—*Dodge & Whitney, Lansing, Mich.*

"He who runs may read"—with our new Bi-Kontorik lenses. The invisibility of the bi-focal is the characteristic and unique feature of those wonderful lenses. The line of division between the distant and near sight is so difficult of detection as to be practically invisible alike to wearer and observer. It is true they cost more than lenses of the ordinary kind—because of the expert skill and labor required in grinding them—but they are less expensive than any other style of invisible bi-focals and infinitely more satisfactory. We prescribe, grind and fit our own glasses to correct all defects of vision however complicated. The responsibility is ours, the comfort and satisfaction yours. Remember Kontorik and Bi-Kontorik lenses can be had only from *A. Martin, Inc., Brooklyn, N. Y.*

Eye glass comfort. Our new model Stazon mounting are the acme of comfort and ease. They have excellent clinging qualities, and are the neatest and most inconspicuous mounting we know of. Better try one of these mounts.—*G. F. Hutcheson, Charlotte-town, P. E. I.*

Glasses will relieve headache. In nine cases out of ten headache comes from the eyes. In all such cases properly fitted glasses will at once relieve the strain and prevent headache. If you suffer from headache have your eyes examined. I guarantee correct glasses in all cases where needed.—*M. L. Poux, Leading Optician, Spokane, Wash.*

The eyes cannot be cared for too well. If your eyes grow strained and tired you need glasses or a change of glasses. We make a specialty of testing eyes and fitting the proper lenses. We carry a full line of optical goods of the very finest quality.—*Royal Optical Co., Winnipeg.*

When you have tried, spent your money, failed to get glasses to suit you and are discouraged about your eyes, and continue to suffer with headaches, call and see me. You I want to see. I use no medicine in the eyes and fit your eyes scientifically to glasses. No risk run in getting glasses of me. Prices reasonable. Examinations free. Office hours, every afternoon and evening.—*Dr. H. Thomas, Lebanon, Pa.*

High grade opera glasses. They make favored Xmas gifts. We use extreme care in selecting opera glasses—choosing only the smarter styles in the late finishes. But at the same time we fully realize the importance of perfect lenses. All of the glasses sold here are warranted true optically. We carry a comprehensive array of the leading makes as well as those made especially for us. Prices range upward from \$5.00.—*M. A. Hagen, Fargo, N. D.*

Selling glasses. When a man sells glasses as an article of merchandise, he does not, or should not, claim to rectify difficult and complicated cases of defective vision. To accomplish that requires especial knowledge and especial skill. Selling glasses is one kind of business; the accurate fitting of lenses is altogether a different matter.—*David Kletzky, O. D., Pueblo, Col.*

Look up and cheer up. Even if your eyesight is bad, we can remedy the defect with proper glasses. Everything is in the lens. It makes no difference whether the frame be made of gold or brass—neither will help your eyesight. It is not the looks of things so much as the way you look that is of interest to you. Let us adjust the proper glasses to your eyes, and you will find you have perfect vision at a small cost. Call at once. Reduced prices for holiday trade. Will gladly change glasses bought for presents within sixty days.—*S. B. Dembo, Binghamton, N. Y.*

The improved appearance made by wearing glasses is easily appreciated, while the increase in comfort to the wearer is very great. Remember, that the writing of prescriptions is our special work; we also grind and fit our own lenses. Our twenty years' successful practice has abundantly proved that this work can be better done without dividing the responsibility between oculist and optician. Our work embraces that of both.—*A. Martin, Brooklyn, N. Y.*

Did you ever consider that the fitting and adjustment of eyeglasses is an exact science. Correct work requires painstaking effort and a scientific knowledge of the eye attained only through years of study and practical experience. Our examining optician is fully capable of suiting the most difficult cases. We guarantee satisfactory results, or money refunded.—*El Paso Optical Co., El Paso, Tex.*

Valuable eye-aids. Would you see clearly—get good glasses. Would you see easily—get good glasses. Would you preserve your eyesight—get good glasses. Get Chinn-Beretta glasses—made in the firm's own factories—made from the finest materials—made with the greatest care—valuable eye-aids.—*Chinn-Beretta Optical Company, Fresno, Cal.*

Our optician says that it is astonishing the great number of children who possess eyes incapable of school work. Education is based principally on the use of the eyes—if these be deficient then the chief basis of learning is hampered. Don't allow these defects to go uncorrected—it may prove serious. Our optician's advice may be fully relied upon.—*Ryrie Bros., Toronto, Can.*

OUR ADS

Business Manager—"And now what's the trouble?"

Irate Patron—"When I gave your man my advertisement yesterday I explicitly stipulated that it was to be run in the same column with the story of the woman suspected of murder. Instead of that it was printed right next to the report of a Sunday school convention."—*Baltimore American*.

Two pages of store news. Two pages on which we invite judgment. We urge you to compare every price and every quality with the best bargains to be secured elsewhere. We're content to leave it to your judgment to decide that the big store continues to be, as it always has been, the place where you can always get the same goods for less money or better goods for the same money. We are sure the offerings of this sale cannot be equaled elsewhere. Sure that this climax of bargain giving will surpass every effort of the past. We're confident every reader will be impressed with these absolutely unequaled bargain offerings.—*The Palace, Spokane, Wash.*

Instead of screaming advertisements of bargains we want to focus attention more on the store service. We're selling any number of good things below cost, but people seem to find it out without much being said. The mere statement of summer things clearing at reduced prices is evidently enough. At any rate we're busy, and have been right along. In spite of the heat salespeople keep enthusiastic. Closing at 5:30 every day is one encouragement. Closing at noon Saturday is another. The fact of selling all goods in their season is responsible for quick buying chances all over the store.—*The John Murphy Co., Ltd., Montreal.*

To-day's store news tells largely the story of comfort for summer days. The sudden spurt of the mercury last week found many unprepared for hot weather. The call came quick and strong, but with our splendid stocks we were able to meet every demand in a most satisfactory way. Not only are we ready with all the articles that will add to your comfort this summer, but our store itself is a most pleasant place for shopping. The wide aisles and high ceilings, the perfect system of ventilation, the easily reached resting rooms, the well arranged departments, the excellent store service, all point to Hengerer's as the ideal store

for the summer shopper.—*Wm. Hengerer Co., Buffalo, N. Y.*

Word-of-mouth advertising. We print the news of the store daily just as the Eagle daily prints the news of Brooklyn and the world. There are many thousands of people who read the Loeser pages carefully, too; often more carefully than they do the ordinary news pages of the paper. This sort of advertising pays a store when it sticks to the truth and when the news is worth telling. But word-of-mouth advertising is the sort that pays the best. For instance, the man of the family is persuaded to come in and buy a suit of the new kind of clothing of which we have been talking lately. If he is pleased, he talks about it—tells his friends just as he would of a horse or dog or automobile that is "all right." That's to our profit, of course. This word-of-mouth advertising is the hardest kind to get. It can't be bought. It must be earned—deserved. We are trying to deserve it in every branch of our business. We are trying to serve Brooklyn people so well that they can't help saying to friends and family: "Go to Loeser's, if you want this or that. It is the best place." The store has earned such advertising in many lines—is getting it all over Brooklyn and beyond. This season it has deserved it as never before, for this reason it is a better store than ever before. And for the future—well, we shall try to make the service even better than it is now and await the outcome without worrying.—*Fred. Loeser & Co., Brooklyn.*

We advertise the truth and do what we say we do!—*The Day Carpet and Furniture Company, Peoria, Ill.*

Modesty is a virtue. We dislike to appear egotistical, but cannot refrain from stating frankly that what we advertise we fulfill. Evidence of that is demonstrated by the active appearance of our store at all times.—*Daytons, Minneapolis, Minn.*

Advertising is a mighty force in these days—and a force for good, because in the long run only a good store or a good commodity can endure the light of publicity; and, being good, the attraction of a large and growing colony of users—a clientele, if you please—enables the owners to make the desired thing or commodity better and better. The world has never been served so well as to-day. Money has never before had such buying power in securing necessities, comforts and luxuries. Advertising has been the equal partner of invention in making this true.—*McCord-Stewart Co., Atlanta, Ga.*

Advertising by this firm is reliable advertising and consequently when our first announcement of this sale was made the people fairly held their breath. The oldest residents had never seen or heard of such a matchless outpouring of values, such a host of incomparable bargains—to say “all properly smashed” is putting it mildly, indeed, for there is not a single article sold during this sale that does not represent an actual cash loss.—*Fanger's, Bay City.*

Unless the merchandise has merit, advertising is useless. The quality of our clothes sustains our advertising. Sterling values and moderate prices tell the story of our success, which is measured by the steady growth of our business from year to year. When a man buys a suit here, he becomes our friend and he, in turn, tells his friends where he bought it. This is good advertising, but only merit can develop it. Our clothes are “made right at the right price,” and bear our labels. Thus we grow. Better come here and take a look. We'll not urge you to buy—the garments will do that.—*Norton & Sons, Wilkes-Barre.*

The good people of our town know that if humor and brilliancy were sought for in Crews-Beggs store news, such search would prove chilly and disappointing. The fact is, there is only one excuse for “rushing into print” at all, and that is to tell the public facts about our store “doings” and about the new things that came, the special pricings and other items that some portion of the community is sure to be interested in. Facts—just plain, pointed facts. That being so, we never write “bargain” or “special” unless the fact is back of our representation.—*Crews & Beggs, Pueblo.*

You may come in all confidence for the things we tell about in this store bulletin. We shall never intentionally lead any patron a “wild goose chase” in taking us at our word and coming to

the store for the article advertised, only to find conditions and values wilfully or carelessly misrepresented.—*Crews & Beggs, Pueblo, Col.*

All the news not told in one advertisement.—Our advertising columns do not tell the whole story of the wonderful advantages afforded by making your purchases here. It would take too much room to do that. Our business is furnishing homes, complete or in part, and from the top to the bottom of this store, on every floor, in every department, every business day in the year, there are other bargains that you might deem as good or better than those advertised. The items selected from time to time are those which in our judgment will interest you, either from the point of novelty, quality or economy.—*The Weeks Furniture Co., Woonsocket, R. I.*

We are not content to run in ruts, but must better things each year. In more than one respect this 1908 white sale is a step ahead. You'll find the evidence all through the page.—*Field, Schlick & Co., Minneapolis, Minn.*

The large selling space at our disposal on the second floor enables us to make an advantageous display and give you ample opportunity to make suitable selections without being jostled and crowded. Numerous extra salespeople have been engaged so that all can be waited upon.—*Keeley's, Atlanta, Ga.*

“Campbell's” advertising.—The best advertisers are our customers. They are satisfied and tell others. Consequence, more new friends and new customers.—*Campbell's Clothing Corner, Montreal.*

Catchy advertisements often bring temporary results, but permanent success is achieved only in the pursuance of honest business methods, by living up to the words and letters of our advertisements, giving honest values and the best of service to our clientele. Every article mentioned below exactly as represented, every price a money-saver.—*The New Store, Tacoma, Wash.*

Filled with Promises.—Our advertising space is filled with promises. Not a promise among them but we are prepared to fulfill. Promises concerning the qualities, the styles, the prices of fresh autumn and winter goods. Promises that you should carefully read and then as carefully prove. 'Tis the constant proving of these advertised promises by our public that is steadily adding to this store's patronage; that is steadily pushing this business into a larger usefulness.—*Romer, Lorel & Co., Bay City, Mich.*

While the price of some of the items mentioned may be so low as to seem hardly possible, yet you may depend on finding every one just as advertised, and you'll not be disappointed when you come for them. We do not bring you down on a "wild goose chase," tell you a half hour after the sale has begun that we're "all sold out," expecting you to buy something else.—*Ducker's Corner, Joliet.*

This announcement tells such an economy story to-day as has rarely been matched. Good fortune has come our way, some by chance, much more because we went after it in a masterful, compelling way. Other news was made by a radical clean-up work in our own stocks. In all it is a presentation of special offerings that should fill this store with eager buyers all day long.—*The Wanamaker Store, New York.*

If you see it in our ad. you know we have it.—*The Fair, Muncie, Ind.*

Integrity in merchandise—integrity in our announcements—in our employees and when we fall short of this desire we invite your sincere and unreserved criticism, by which we hope to reach our ideals of perfect store keeping.—To be continued.—*Simpson, Crawford & Co., New York.*

If you see it in Scroggie's ad. you know the values are worth while coming for—even as early at 8 o'clock in the morning.—*Scroggie's, Montreal, Can.*

A page of the most remarkable spring-time store news ever chronicled in a Southern newspaper.—*Hunter, Memphis.*

We think you will find our advertisements very interesting to read, and we know you will be pleased with your purchases made at our store.—*W. M. Laubach & Son, Easton, Pa.*

You must call to see our value. See our window display show of clothing, ten big windows to admire.—*Walther Dept. Store, Bay City, Mich.*

If we could only talk personally to every woman who reads this advertisement—and tell her what we think of the good things we have for her here—every special would be gone 15 minutes after opening to-morrow morning. Whatever you do, get close to white sale and don't miss the clean-up in the suit department.—*Evans Johnson Sloane Co., Minneapolis.*

Good-by to 1906—an open hand of welcome to 1907. Monday we turn over our last announcement of store news with the satisfaction of a task well done. The

achievements of the past year have been greater than our most sanguine expectations would have led us to anticipate. But we have a higher aim in our merchandising than per cent. of increase—the past year has established a confidence in our daily announcements, a dependence in our honesty of purpose, that is more gratifying to us and valued above dollars and cents. Many years ago we learned our lesson, that it was good store keeping to advertise truthfully, to take our money to the home markets, to buy for cash and to sell for cash, and to keep only the finest grades of merchandise, and in obedience to the natural law of the survival of the fittest the Eaton stores have grown, and grown, and grown—and we expect to justify still greater progress for the year of 1907.—*The T. Eaton Co., Winnipeg, Can.*

Our advertisements tell the news of pretty china at reduced prices. Elegant assortments of fine china are reduced for Tuesday's and Wednesday's sale. The selections include a great number of very handsome and artistically worked pieces that are offered at very low prices. Do not miss these attractive collections Tuesday. To give you an idea of what they are like we list three items of the lot. The many others are just as good—come and see.—*Hudson Bay Co., Winnipeg, Can.*

Write us for anything you want that is not advertised. We pay express on all cash mail orders amounting to \$3.00. Advertisements will be changed from day to day.—*Montgomery Fair, Montgomery, Ala.*

Two small boys' blouses for the price of one. When mothers can buy their small boys two cambric shirtwaists or blouses for the price of one they will no longer complain that it's an expensive business to make them "look clean," even in the summer-time. Well, this is just about what we are offering mothers who shop here on Wednesday. Here are the particulars: 30 dozen boys' rined cambric shirtwaists, white ground, with blue and red stripes and black and red polka dots, made with detachable stand-up turn-down collar and laundered cuffs, soft bodies, tapes at waist, sizes 11 1-2 to 14; regular price 75c. June sale price, 39c. See our ads.—*Rob't Simpson Company, Toronto, Can.*

We give careful attention to out-of-town patrons. Merchandise shipped same day as ordered and you are assured of complete satisfaction.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

“OUR STORE”

Cows and shirts. Does service count? If there were two cows pastured in the same meadow, each giving milk of the same purity and richness, one cared for and milked by a farmer's wife, who was clean about herself, and particular about the cleanliness of her buckets, strainers and milk cans—the other cow receiving no care, and being milked by a slovenly maid, using carelessly rinsed buckets and cans—which cow's milk would you want to buy? If there were two stores, each selling the same white shirts at exactly the same price, one being sure that you got a comfortable fit, and the proper sleeve length, then having the shirts carefully wrapped up in a card-board protector, to save the bosoms, and sending them home in immaculate condition; the other store giving you right collar-size but body too small, and sleeves too short, wrapping the shirts in paper only, sending them home with collar bands crushed and bosoms dented—which store's shirts would you want to buy? If other things were simply equal, you know that Wanamaker service would be worth a reasonable premium, because of the care and intelligence with which the public is served and merchandise delivered. But things are not simply equal. Wanamaker merchandise is distinctly better than that of other stores. Wanamaker dollar white shirts are not matched elsewhere for less than \$1.50; and they are the criterion for a hundred other comparisons. At Wanamaker's you get more intelligently selected dry goods, more carefully made apparel, better value in addition to service which, at every point, is the most skilled and intelligent known to modern store keeping.—*John Wanamaker, New York.*

The phenomenal success of The Hub in establishing in 18 years the largest men's and boys' outfitting store in the world, plainly shows we possess the confidence of the people, and is directly attributable to the iron-clad principle of always furnishing the very best quality of goods at lower prices than prevail elsewhere. The prices we quote herewith represent special values in honor of this occasion.—*The Hub, Chicago, Ill.*

This week a world of new economy opportunities open up for you at Mitchell's, the low price store in the district of low rents and expenses. You'll be

interested in the reasons for our remarkable June underselling. Nobody has any advantage of us in buying. Unlimited cash gives us an entree into every market of the world where style and merit exist. The several stores that share with us the advantage of selling only for cash calmly make allowance for mammoth rents and mammoth top salaries when marking these goods. But this new, well-conducted cash store in the low rent district has both the will and the ability and the spirit of expediency to save the public money when we mark our goods in the marking room—save money for the great army of people of moderate means who demand dependable merchandise of latest make and fashion. This advertisement is a great commentary on buying goods in Kansas City. Read and think over how easy it is to get here and save money.—*Mitchell Dry Goods Co., Kansas City, Mo.*

Every big store nowadays must, in order to treat every one alike, stick to the rules which they adopt and to make exceptions of a few would be to break a principle that may eventually lead to the ruination of a business. “Be sure you're right then go ahead,” is what some knowing philosopher once said, and it's by far the best advice that any one can give you. Lehman & Company are right in about everything they do—they give the right quality at the right price—they give you the right sort of service, and anything unsatisfactory is always made right.—*L. Lehman & Co., Trenton.*

Your store. We call this your store for the reason that you are at liberty to come and go as you please, whether for sightseeing, rest, recreation or shopping. It is not only a mercantile establishment to make money, but to offer you every convenience in the way of little luxuries that will come to you free of charge and with no cost whatever. Wherever it has been possible we have installed such conveniences as will help you in your shopping and make more satisfaction to you on every purchase.—*Emery, Bird Thayer & Co., Kansas City, Mo.*

Stock at this store has the best chance in the world to be always stylish and seasonable—it comes and goes so fast under the pressure of our big and busy trade.—*Ingram & Bird, Sacramento, Cal.*

“OUR STORE”

A hot day—a cool store. Most people thought yesterday pretty warm. In the tea room, on the second floor, we had to keep all the twenty-two southern windows closed at the bottom—the breeze came up so strong from the ocean that it blew the napkins and bills of fare, even the spoons, from the tables. Not only is Brooklyn's coolest restaurant here, but this is Brooklyn's coolest store, the coolest place to be found, except chin deep in the ocean. Wide aisles, lofty air spaces, a perfect ventilating system and hundreds of whizzing electric fans make it comfortable to shop, no matter how high the mercury goes out of doors. Throughout the store now you will find noteworthy offerings of summer goods, which not only mean comfort and coolness, but which mean very definite economies to those who share them.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

The great tables of this ample, bright and cheery part of our store will be covered with the white vestments, and prompt, courteous saleswomen will serve you. The sale will be numbered among the most important of this store's history and you should be the gainer in no uncertain sense.—*The Lewis Store, Denver, Col.*

Come to the store often, look over the different departments, ask questions about the goods, and then when you cannot come it will be easier to order by telephone. We have much to interest these days.—*Chandler & Rudd Co., Cleveland, Ohio.*

And we don't believe there is a place in town where your wants in this line can be so satisfactorily filled as at this store—the tremendous stocks and wide range of prices make the choosing easy.—*Fowler, Dick & Walker, Binghamton.*

One feature about this store—you can take plenty of time here. Life is too strenuous, anyway. Especially this weather. And when ladies come to pick out clothes for the boys we want them to take it as easy as possible. We have chairs, and tables to be seated at, and we can provide a refreshing glass of water, and you will get waited on just as well as though you rushed into a perspiration. Then there are bargains everywhere in the children's department to make things more interesting.—*Gemmill, Burnham & Co., Hartford, Conn.*

The children are always welcome in this store.—Now that the school vacations are here we desire to emphasize the cordial welcome which always awaits the children who visit this great, interesting, beautiful store. Parents are invited to

bring the little ones when they come on their shopping tours, or merely for the pleasure and delight the beautiful displays will give the children. There are a thousand things here that will interest them, and instruct them as well. That the children regard it as a rare treat to visit this store is evidenced from the many delightful surprises they find on every hand. The points of interest which are so much appreciated by older people are frequently of still greater pleasure to the children.—*Marshall Field & Co., Chicago, Ill.*

The alteration discount sale. "Bother me? Not at all," said a patron in response to the query whether the noise of saw and hammer was found disturbing. "I'd be content to shop the year 'round under similar conditions so long as I could save money at an equal rate." Working now to reduce stocks. Good store keeping demands that a new season's goods must find no old season's to compete against when they arrive. Then, too, we thought we were generous in our space allotments to the builders, who are busily engaged giving the finishing touches to the interior of The Store of Satisfaction. They don't. As it is a condition that every facility must be afforded them to complete the work by a specified time, contractions and re-arrangements of departments become imperative at each concession. You can't squeeze \$1,000.00 worth of goods into space adequate for \$500.00. You can cut stocks into half by adopting quick selling methods—by pricing every line anew. And this we are doing. No half measures prevail—the proposition of each department chief is to figure out what scale of prices will most quickly get stocks to accord with space at his command, and to price his wares accordingly. What they are doing in this direction is being recorded in our advertising from day to day.—*W. H. Scroggie, Montreal.*

Swayzee's Market is an institution of which the citizen's of Marion and Grant Counties are proud; it is one of Marion's "big stores." Our continued and constant growth for the past several years must be an indication that our business methods have been along the lines of fairness to everybody. "We want your trade."—*Swayzee's Market, Marion, Ind.*

The plentiful daylight of "The Daylight Store" is largely responsible for our greatly increased business. It makes you see the clothes—and if you see them you will surely buy them—they're irresistible.—*Reeds, Philadelphia, Pa.*

Quality and price is the keynote of this display—that honest, dependable quality that carries with it the assurance of lasting satisfaction. Our selections are made with great care. We look below the varnish and the veneer; we search for weakness and defects, and discard every article that we believe would in any way prove unworthy, when placed to the test of actual use. It is our constant effort to place good furniture and carpets before you at the lowest possible prices consistent with the qualities offered.—*The Red Star Supply Co., Memphis, Tenn.*

Grocery buyers who want the best for the lowest possible price should not fail to visit this big wholesale and retail store to-morrow. In addition to sharing our profits with you, we guarantee every article we sell, regardless of its price. You simply can't lose. That's the way we do business, and we're always here to stand back of any statement we make in our advertisements.—*M. Quinn, Kansas City, Mo.*

The most progressive store, or the store for most progressive men—read it either way, it's true. The wonderfully increased sales indicate with certainty that hundreds more men are finding out the truth of it every week. Will you test it to-morrow or Saturday? No matter how particular you are; no matter what your attitude toward ready-made—you'll be thoroughly satisfied.—*Strawbridge & Clothier, Philadelphia.*

This store thinks for the comfort and welfare of its customers. Through its purchasing powers it gives opportunities for all to save money on the latest and most wanted goods. We sell on a close margin; we show large assortments of the best goods; we give our customers a good delivery service, with every possible comfort and convenience; we cheerfully refund money for goods that are not satisfactory. We have exchange desks located on all floors of the store at which exchanges are made without controversy. Besides all this, as an added inducement, we give free of all charge "S. & H." green trading stamps—stamps that stand for all that is good and that bring you the most beautiful premiums absolutely free of all cost.—*Lit Brothers, Philadelphia, Pa.*

One of the noteworthy points of our store is its solid reliability. People who come here in response to our printed announcements find the advantages we offer. Our high qualities, our low prices, our splendid assortments, our many conveniences—are facts, not theories. Be-

cause of the prevalence of "facts" in our establishment our customers come to us in constantly increasing numbers, and our firm adherence to facts is the best guarantee that could be offered for our merchandise.—*Columbus Dry Goods Co., Columbus, O.*

This big store is crowded with extra good values in everything that beautifies your home. We court the closest comparison as to prices and quality with any Western store and can truthfully say that nowhere in southern Colorado will you match our stock in magnitude and beauty. We furnish homes complete on easy payments, all price marks are in plain figures. Ask your neighbors about us. Satisfied customers are our best advertisement.—*The C. W. Daniels Home Furnishing Co., Pueblo,*

The wealth of beautiful goods that pours daily into this store, fresh from the mills, is amazing. Everything the newest, fresh as the verdant Spring—it fairly makes one poetical to look over this vast array. Carpets of every weave, curtains of every kind, rugs from every country on the globe, altogether make up a collection of stock never before equaled in Columbus. Mind you, all this shown in a new store, all clean and fresh from the painters and decorators. This is truly an ideal place to visit. Come to-morrow and see the beautiful new goods and take a look at the novelty curtain department.—*The Kraus, Butler & Benham Co., Columbus, O.*

"When it comes from Luger's" the name alone signifies that it is right. The style is different from the ordinary, and it is distinguishable by the fact that a certain individuality of style and composition is connected with all articles of merchandise in the store. We are selling more because we are selling cheaper, and we are selling cheaper because we are selling more. Just remember that and study this over, and you will realize how easy it is for us to even give you better quality by utilizing the methods we employ.—*Luger Furniture Co., Fargo, N. D.*

The store is full of special entertainment at this season, entertainment which the goods themselves provide. They were never before so lovely, so full of novelty, so interesting, whether you have a thought of purchase or not. For spring dress the new fabrics make varied and beautiful decorative effects and the suits and wraps and millinery give vivid and dignified portrayal of the styles for wear now and in the summer.—*Fred Loeser & Co., Brooklyn, N. Y.*

"OUR STORE"

It does not pay to be wedded to any one firm. There is too much progressiveness in these days of great happenings. The business infant of to-day is the business giant of to-morrow. Adaptability, keen foresight, lowest prices and unusual business acumen, figuratively speaking, quickly make business mountains out of mole hills.—*Red Star Supply Company, Memphis, Tenn.*

The enlargement of our store room was but an incident to the enlarging of our stocks—for, after all, it's the goods that make the store—it's the goods that people want to see and buy—not the room. And verily, this store has the goods, especially in shoes. The size and well-assorted variety of the shoe stock from which you may select here has no counterpart in Colorado and very few in the entire United States. This isn't boast—it's fact.—*White & Davis, Pueblo, Col.*

We close our store at the earliest possible moment this morning. While you are reading "The Courant" and approving our hot cross buns, perhaps you will be interested to discuss with us the grocery problem for three minutes. We've been serving you a long time, and we're trying to serve you better and better as time goes. That's one of the benefits of experience to those whose ambition to serve you well is a serious matter. We believe that the winter just closed has seen a conspicuous advance in the quality of almost all lines of provisions we sell. We have won many compliments for the quality of the Cook oranges, for the superior specimens of grape fruit that we constantly have supplied you, and our vegetable department exhibits have been characterized as "wonderful" almost every day during the season. Our bakery department is producing the most superior home-like bread, rolls, doughnuts, crullers, cream cakes, layer cakes, eclairs, and all that sort of thing, and the quantity of these goods consumed by the people of this city is more than considerable. It is a recognition of the fact that we set the word quality before everything else in our bakery department and that it is the dominating idea of the department, as it is in the other branches of our business. We make candy. We make our best mixture coffee. Probably more than one-half of those who will read this talk use it.

They know its quality. The other half will like it just as well if they try it. Besides aiming high in the matter of quality, we also make it a point in the policy of this store to render it possible for the man who wishes to econ-

omize to trade here. And we do it. We are not high-priced. We handle only goods that are good. We never lower our standard by placing in stock goods that can be sold "a bushel for a quarter." But we do carry numberless of the standard quality goods that can be sold reasonably enough for anybody in the city of Hartford. We shall advertise these goods from time to time, and give you practical demonstrations of how easy it is to economize at this great high-class grocery.—*Newton, Robertson & Co., Hartford, Conn.*

We believe that stores like this one owe something to the public beyond the mere gathering and selling of merchandise. In the old days the shopper had to have a good bit of Yankee shrewdness, had to know whether things were good or clever shams—or else she paid the penalty of buying trash. We believe that the big store of to-day has no business selling poor goods, no matter whether the buyer has discerning judgment or not. We believe it is the duty of a store to make sure its goods are worthy before they reach its counters. We have carried this principle to the extreme, perhaps. Few stores are as careful that "wool" shall mean all wool; that toilet and remedial preparations shall answer every chemical test of excellence and purity, that clothing shall be made as well inside where it doesn't show, as it is outside where it does show. These things are carried to the extreme here. Makers still tell us that we are foolishly careful; that our care is useless; that the public doesn't appreciate the difference between the best and the "almost as good"; that we might just as well take the little extra profit that comes from selling the second grade. But we know that our care is appreciated. We know that people everywhere have learned that buying here is safe; that they can depend on whatever comes from the Loeser Store; that the Loeser standard means something.—*Fred Loeser & Co., Brooklyn.*

Portland's bargain center. Every metropolis has its bargain center—the Mecca toward which the votaries of thrift and economy set their faces when on shopping bent. While other establishments may claim the honor of being this city's bargain center, it's a well-established fact in the minds of the local public that to this store that distinction is unquestionably due. We herewith append a list of specials which will add fresh luster to our fame of being the givers of best values in this city.—*Roberts Bros., Portland, Ore.*

June, the fairest of months, is here. June is summer's girlhood, said the poet. It is beauty's season and all the world looks to new clothes. New things must be bought for summer time and vacations; there are some new styles in hats and dresses. Every year's new summer fashions seem more beautiful. Never have we shown such entrancing things as this year.—*J. N. Adam & Co., Buffalo, N. Y.*

What does "best" mean to you when stores are talked of? Best service, is it not? Best usefulness in filling your individual needs? It is along the lines of public service that this store strives to be best. We have made the building pleasant in looks. We have spent much time in working out its most convenient arrangement. We have put the best people to be had at the head of each branch of the business, and keep them up on tip toe, that every minute of every day you may depend on the best they can do. That is the keynote of the store's effort. Nothing less than the best in every line will "do." We shouldn't deserve to have and to hold the chief favor of Brooklyn people otherwise. We are holding it; we mean to.—*Fred Loeser & Co., Brooklyn, N. Y.*

A safe store to pin faith to is this. In many ways the best store because it is most reliable. It gives the best service day in and day out and year in and year out. It shows the new things earliest and very often exclusively. It shows the greatest varieties always, hunting carefully through two continents to bring the choicest and most useful here. Its prices are the lowest possible for reliable goods and it protects its patrons with a broad guarantee printed daily. It is the most liberal store in the country and means it absolutely in saying that every transaction here must carry with it your permanent satisfaction before we consider it complete. Such a store as this is surely a useful feature of the community. How wide the confidence and approval it has won is evidenced by such growth as has probably never come to any other store in the country.—*Fred Loeser & Co., Brooklyn, N. Y.*

"The store that saves you money." Drop in to-morrow and look over the pieces advertised. They are well worth looking at even if you don't want to buy. You'll not find such values in any other store in the Northwest. A great price-saving sale in every department.—*Wallblom's, St. Paul, Minn.*

The Palais Royal is the department

store where personal needs and souvenirs of Washington may always be found, reliable in quality and moderate in price. Central location—G and Eleventh streets—nearest to hotels and public buildings.—*The Palais Royal, Washington, D. C.*

Enthusiasm sometimes runs away with accuracy. The other day a Manhattan Store rather boastfully announced itself as the largest buyer and seller at retail of high grade brass bedsteads in America. Now it is pretty generally known that that is a distinction which belongs to Brooklyn—and to the Loeser Store. There are here to-day no less than 87 distinct designs of brass bedsteads—118 styles, if the different sizes are counted. They make an important feature of the February furniture sale and value-for-price they will hold their own against any offering in the country. But, after all, the question of size of purchases is perhaps of least moment. Quality and price are what count. The February furniture sale has made a record far beyond our greatest previous business, not because we bought the immense stocks which are spread over the third, fourth and fifth floors, but because the furniture itself—each individual, particular piece of it—is well made, artistic and the best value for the money that can be found anywhere. Quality and price—those with good service—have made this store the most useful in the community and, we believe, they will keep it so.—*Fred Loeser & Co., Brooklyn, N. Y.*

The greatest store and the greatest business in Brooklyn have arisen here on the foundation of public satisfaction with the best service, the best assortments and lowest prices. We never have permitted and never will permit anyone to undersell us or successfully to dispute our supremacy in any branch of our business.—*Abraham & Straus, Brooklyn, N. Y.*

The store is cool.

Figures sometimes talk. We've said that the store was cooler than your own home during these hot days. This is to show you why.

There's a big 72-inch air fan set in the rear wall, running at a speed of 238 revolutions a minute. This supplies 19,400 cubic feet of fresh air a minute. Then the whirling fans in the aisles revolve 360 times a minute, and have four blades—the usual fan does not revolve more than a hundred times a minute, and has only two blades.

Come in and enjoy some of it.—*Schipper & Block, Peoria, Ill.*

"OUR STORE"

In every stock, on every floor, all through this big building of ours the annual July sale is in full swing. It is always the most comprehensive movement of the year. This time it is more sweeping, more advantageous, than ever, because a bigger business required bigger stocks and leaves more broken lots. Visit any department, you can't help finding what you seek at a big and welcome saving.—*Ehrich Bros., New York, N. Y.*

The greatest store and the greatest business in Brooklyn have arisen here on the foundation of public satisfaction with the best service, the best assortments and the lowest prices.—*Abraham & Straus, Brooklyn, N. Y.*

Try the cheapest and the most reliable store in the north end for your dry goods, and if anything turns out wrong, kindly let us know, we will be pleased to make it right. Satisfaction guaranteed or money returned.—*Gareaus, Montreal, Can.*

Summer advantages of our stores: No heat in buildings, dynamos and engines being in power house outside our stores. Electric cooling fans on all floors. Perfect ventilation, good light, courteous attention. Resting, reading and writing room for the convenience of customers. Restaurants—best of viands at moderate prices, with special refreshment features during the warm season. Complete merchandise assortments throughout the summer. Above and other features insure customers' comfort, convenience and good service during summer season.—*James Hearn, New York, N. Y.*

On the third floor of the Siegel Cooper store you will find a most interesting little Art Store. It is so delightfully Japanese, so redolent of the spirit of the Orient, that one fairly revels in its gorgeous-hued attractions. Here one sees in all the bizarre beauty exhibitions of Japanese earthenware and pottery, antimony ware, curiously designed metal ware, tinkling chimes, tinselled crepe, snakes, geisha fans, lanterns and other things that seem to whisper of the home of the alluring cherry blossom and little brown men and women. Such an assortment of lanterns is unrivaled in New York. We supply a great many seaside and rural homes with these bright-colored lanterns, for the prices we ask are much lower than those asked by any other store.—*Siegel Cooper, New York.*

In winding up his payments on a piano bought here, a man writes: "In thus completing these payments and closing out the account, I feel as though I owe

you a vote of thanks, for while I have never missed one payment, as agreed, still I feel that perhaps I would never have had the piano had I not been lured into buying it by an advertisement which caught my eye and the very generous offer of your firm in the easy monthly payment plan. The piano, I consider A1 and it has given very good satisfaction in the time I have had it, covering a period of three years. I am glad to say that it is mine now." A letter that illustrates, as well as anything else can, the very foundation on which the Loeser store keeping is based—the foundation of good service. If this man had been lured into the store by a lying advertisement and then lured into buying a piano by a lying salesman only to find out in the end that the piano was high priced and a poor instrument, what would his present attitude toward this store have been?—*Frederick Loeser & Co., Brooklyn, N. Y.*

This breeze swept store is one of the really cool spots, as every one who visits it will acknowledge. The basement is actually sought by hundreds daily, just because it is so delightfully cool. If you are a bit curious to know just how much cooler it is as a shopping point, test it. We run the electric fans, of course, but electric fans don't cool the atmosphere, they simply agitate it. Ventilation is what this store gets, ventilation through windows, back, front and sides. Our third floor particularly is positively delightful, that's where the carpets, furniture, hammocks, sporting goods, music and pictures are. It's breeze swept, and so is the dining-room. Ah! there it is you can enjoy yourself. Dainty, well cooked food, wholesome, cooling beverages, all at popular prices. If it's handier to shop by mail or telephone, do so. Our trained corps of shoppers will do the work for you carefully and promptly.—*A. D. Matthews', Brooklyn, N. Y.*

A place for everything, and this is the place for everything in house-furnishings. The pieces mentioned in this advertisement will demonstrate to every prospective buyer of furniture, house-furnishings or a piano that the French & Bassett store is the foremost store of its kind in the Northwest. Every article in this great store is a convincing argument in our favor. Whatever you need—if for cottage or for mansion—you will find the articles here in greater variety, of a superior quality, and at a much lower price than at other stores. Let the French & Bassett store furnish your home.—*French & Bassett, Duluth.*

"OUR STORE"

The public's favorite shopping place is the Siegel Cooper store. Great numbers of people visit it because it is one of the principal places of interest in the metropolis. Great numbers buy at the store daily because the merchandise is always seasonable, always reliable, and because the prices are never other than reasonable. The service is prompt and trustworthy. Every hot weather shopping comfort is provided. This being a season of clearance sales, many choice bargains are offered. Disposal sales are in progress all over the store. Those who visit the Siegel Cooper store Tuesday will find fresh and pleasant evidence of the store's wonderful popularity.—*Siegel Cooper Co., New York.*

To keep cool, come to the Loeser store. Yesterday morning was a test and the thousands who thronged the store buying thin things so fast that all our store people were on the jump to serve them promptly found the air fresh and cool and pleasant. Scientific ventilation and cooling of the air which is driven through the store as well as the whirling of hundreds of electric fans, made the store as comfortable as the porch of a hotel that was "swept by ocean breezes." Store service—such service as is given by the Loeser store—is to-day more than the simple offering of merchandise for sale. The great and successful store is a public utility, planning always to add to the comfort of its patrons, working always to make their relations with the business distinguished for broad-minded liberality and such personal service-giving as cannot fail of appreciation.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Truly this mammoth store with its magnificent array of home furnishings ought this spring to be the mecca of all bridal couples who want to furnish their new home in approved style and at a small expense. You don't want to waste any money; we want to assure you that your every penny will get value in return here. You do want to save money if you can, and you can here, now, more than ever before. Carload buying for two stores means a great saving to us in freight and extra discounts which in turn means a saving of at least 15 per cent. to our customers. Remember that when you get ready for your outfit.—*North Star House, St. Paul.*

The ideal store, successful business is not built up by selling unworthy merchandise. Good foundations take time to lay. This store has been years studying the principles of permanent success.

The result is great business development. Thoughts of winter are fading away and new spring goods are crowding in.—*J. B. Hill & Co., St. Thomas, Ont.*

The people who trade here come with the perfect confidence and certainty that every piece of furniture they buy will prove all that we say of it. If we are foolish enough to destroy that confidence, even in a single case, by selling anything unworthy, we would be striking a blow at the very foundations of the business—foundations laid years ago. Quite aside from any question of principle, self-interest and policy demand that we keep faith with every customer. To-day we would call your attention to the splendid line of buffets we are showing on our main floor—no better quality can be produced than we offer you, and the prices speak for themselves.—*Davis, Smith & Co., Tacoma, Wash.*

Hot? Not at The Big Store—whirling fans through the aisles and an 80-horse power fan in the rear wall blowing fresh air every second.

Cooler here than at home!—*Schipper & Block, Peoria, Ill.*

A peculiar, home-like atmosphere pervades this entire store. Perhaps one of the most distinguishing characteristics of this great store is the very apparent lack of unnecessary noise, commotion and distraction with which this enormous daily business is conducted. In the busiest sections, during special sales, wherever and whenever unusually large numbers of purchasers are attracted, there is noticeable that prompt, courteous attention—that composure on the part of salespeople whose every thought is directed toward ascertaining exactly what the customer wishes, and then supplying that need in the most orderly, most expeditious, and the most satisfactory manner. It is this peculiar characteristic of "trading comfort" which in a very great measure disseminates that home-like feeling throughout this entire store.

During the warm summer months this store is more than ever a delightful place to visit on downtown shopping tours. A perfect system of ventilation keeps every floor comfortably cool. Beautiful displays of mid-summer and outing merchandise are attractively arranged on almost every floor. Furthermore, we especially desire that during these warm days the public avail themselves of the accommodations provided for them in our spacious reading, writing and rest rooms on the third floor.—*Marshall Field & Co., Chicago, Ill.*

"OUR STORE"

The Sanger store service is as good as we can make it and is being improved daily. Extra precaution will be taken during this summer clearance sale, that you get served well—the store is so large—the bargains and special values so many, that you must take time, ask for a transfer at first counter, and then shop leisurely, count up your savings afterwards, and it is only then you will appreciate what this sale really means to you—to us it means cleaning out summer stocks regardless of profits. A fifteen days' sale in which profit is lost sight of entirely.—*Sanger Bros., Waco.*

Music from three o'clock until closing time. If you have a desire to hear any music that we have for sale, make it known. Ask for our catalogue of sheet music.—*Kay-W-Kay, York, Pa.*

Hot weather shopping is always comfortable at Wanamaker's. The swirl of the breezy fans greets you as you enter the door. Aisles are broad; the Rotunda gives perfect ventilation to all floors. Service is prompt and polite. Rest places give pleasant relief whenever desired. Again and again we hear its patrons say that our restaurant is the coolest and most delightful place for luncheon to be found anywhere in the shopping district.—*Wanamaker's, New York.*

Better values to be had in this store than in any other! This for several reasons! Our clothes, to begin with, are better than others! Better fit, and more "snap" to them! We are selling almost everything now at reduced prices! Genuine reductions! No marking of fictitious values to make the reductions appear larger! Our sole object is to clear out our fall and winter stock!—*Perry & Co., "N. B. T.," Philadelphia.*

June is the month of roses, of weddings and of wonderful values in the Loeser store. Final summer preparations are being made everywhere. A little extra value is specially welcome to most people. And the store is full of extra values.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Ours is a store for everybody—a great institution. It is permeated with an atmosphere of style—a characteristic which not only covers the more elaborate merchandise—or garment—but reaches even to the most inexpensive lines we sell. Indeed, it is an atmosphere of style-correctness in everything in which style is concerned; and style of necessity is linked to quality. There is another feature equally important as style and quality—right prices.—*Keith-O'Brien Company, Salt Lake City, Utah.*

"The store is a cool one." We have eight large electric fans going all the time, and the store is as comfortable as the lakeside. A little visit here is very restful after the glare and oppressive heat of the streets.—*Brodnaar, Memphis.*

Our store is considered by the best dressers as authority on good clothes, hats and furnishings. Take the trouble to find out that we are right about it, both in selling the very best clothes at the lowest price and in talking about them.—*Freundlich, Mansfield, Ohio.*

Cool atmosphere, a comfortable rest room, where you may read or write to your heart's content, a palatial restaurant, way up on the roof, where there's music, polite attention, refreshing viands and confections, and plenty of light and air. These are a few of the warm weather features of America's finest retail store, that have gained for it the name of New York's popular place of recreation during the summer months. Above all, tower the wonderful bargains assembled at about half the regular prices as a result of the advantage taken of a backward season, that has compelled manufacturers to make unprecedented sacrifice of the highest class of warm weather merchandise. Our saving on recent purchases amount to thousands of dollars, and that's what we're saving the people of New York in the sales in progress to-day, to-morrow and until every dollar's worth of merchandise is in the hands of an appreciative shopping public.—*Simpson-Crawford Co., New York, N. Y.*

This store, closely identified, as it has been with the evolution of Wilkes-Barre from a comparative village to the metropolis of the great anthracite coal region, the city and the store have advanced hand in hand, and in every event of progress which has transpired this store has most notably made its impress upon the welfare of the people. We merely reflect public opinion in this statement, for it has repeatedly been said that "The greatest single force in bringing the mercantile development of the city to its present high standard has been due to the inspirations born in this store."—*Jonas Long's Sons, Wilkes-Barre, Pa.*

No other store in the State thinks it necessary to carry so many kinds and so large a variety of different sizes.—*C. W. Hawkes, Binghamton, N. Y.*

Honesty and quality are the governing principles of this store—that's why our advertisements pay.—*Simpson Crawford Co., New York.*

Doing little things well a characteristic of this store. In recognition of the truism that a little transaction which may seem small to the merchant is often of great importance to the purchaser, our great systems of buying, selling, delivery, exchange and adjusting, are organized to care for the smallest transactions, in the same satisfactory manner as for the large ones. In merchandise there are many hundreds of little articles for which only occasional calls are made, but when they are wanted it is to fill a need which nothing else can properly do. It is our constant effort to supply these trifles when desired—it accords with our idea of completeness of stock. This same regard for detail is exemplified in the thousand and one ways which go to make up satisfactory ideal merchandising. Likewise in selecting and pricing merchandise, each article is purchased with a knowledge of what similar things there are in the market, and each price is made as low as or lower than the same or like qualities elsewhere.—*Marshall Field & Co., Chicago, Ill.*

A safe store to pin faith to. Not the only safe store—but the best; because it is most liberal of any store in the country; because it is pleasantest and most convenient in arrangement; because its goods are invariably of high grade and dependable; because its prices are invariably low and generally lowest. Such a store is a public utility; as reliable when you want to buy a piano or a jewel costing thousands as when you need a paper of pins or a smoothing iron. It has won the confidence of all Brooklyn people. Its good service is bringing many Manhattan people across the bridge to shop.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We never have permitted and never will permit anyone to undersell us or successfully to dispute our supremacy in any branch of our business.—*Abraham & Straus, Brooklyn, N. Y.*

For men in a hurry on a hot day it is best to go into the coolest store, where there is promptest service and most styles to select from.

And that store is Loeser's.—*Fred. Loeser & Co., Brooklyn, N. Y.*

This store as a unit is doing day by day the work that is before it; doing all of it well! doing much of it best. It is not easily measured satisfaction to be most useful in daily service to a community of more than a million and a quarter people. It is a satisfaction worth striving for; well worth the earnest, individual effort of each of the

thousands of us here who contribute to the large result; who make the store what it is.—*Fred. Loeser & Co., Brooklyn.*

The entire store radiates the inspiration of jocund spring. Yes, it is an intensely interesting store. Not a commonplace center of commerce, but a fine store answering promptly, helpfully and satisfactorily to the wants of the multitude. Eye the calendar. Harken to the voice of expediency. Spring trips hitherward gleefully. Soon buds will burst forth and flowers whisper to wandering breeze. All of which prompts the question: Are you preparing for the warm days that are hurrying along?—*Schipper & Block, Peoria, Ill.*

Summer advantages of our stores: No heat in buildings, dynamos and engines being in power house outside our stores. Electric cooling fans on all floors. Perfect ventilation, good light, courteous attention. Resting, reading and writing rooms for convenience of customers. Restaurants—best of viands at moderate prices, with special refreshment features during the warm season. Complete merchandise assortments throughout the summer. Above and other features insure customers' comfort, convenience and good service during summer season.—*James Hearn, New York.*

No other store on the fair soil of Michigan can point to record after record of cheap selling equal to the Bay City "Cash" Store. It's the old, always reliable, do-as-they-say store. We are justly proud of the distinctive mark of selling as we advertise. One of the most popular and dependable advantages of this store is the satisfaction of always getting reliable goods, distinctive and fashionable, at under market prices. It's at this point that the "Cash" buying organization of this store asserts its power.—*Bay City "Cash" Dry Goods Co., Bay City, Mich.*

This store is your store! Its policy is dictated and directed by your demands. It will grow and become great only by pleasing you. Your every dollar weighs a full one hundred cents of value at all times. This season finds us better equipped to serve your every fancy than ever before. Naturally! We're a half year older and more experienced—we know your needs "exacter." How well we have chosen for you and how moderately we've priced is a tale that tells itself in our merchandise.—*The Greenwald Furniture Company, Salt Lake City, Utah.*

"OUR STORE"

This store is never idle! While one surprise is engaging your attention we are planning something new. Business either goes forward or backward. There is no such thing as standing still, and we provide against all contingencies by constantly forging ahead. You need to remember that many goods in the store just now are at prices far below value, and therefore limited in quantity. Where lots are big enough to go 'round we say so. But many of the best bargain chances don't get into the papers for the reason that we haven't enough of the goods to advertise.—*Scroggie's, Montreal, Can.*

This store grows because we are continually giving unusual qualities for the prices; because the assortments here are largest in town in the lines we carry; because our customers know our prices for the qualities are right and no time is wasted "beating down the price;" because people read our ads. and believe them. This fact is easily proven by the crowds after each special announcement; because we are doing everything in our power to improve this store—to make it the most popular shopping place; because anyone is welcome to visit these departments, see the new goods and stay as long as they wish. No one is allowed to urge you to buy; because our customers show their purchases to their friends which makes new customers for us.—*Freese's, Bangor, Me.*

We are proud of our store for reasons, a few of which are as follows: Its perfect light, its cleanliness, its conveniences, the intelligence of the employes, their gentlemanly and ladylike appearance and manners, its prompt service, and above all, its absolute fairness in dealing with the public. Our motto, to "right what's wrong," has been an important factor in our progress and success.—*Dayton's Day Light Store, Dayton, Ohio.*

This grand store endeavors to merit your daily patronage. We measure the worth of our merchandise by the standard of quality, and desire to maintain and merit your patronage solely because of the recognized superiority of our goods and service. It's impossible for the element of risk to enter into your purchases here, as there is a guarantee back of everything we sell that protects you—a standard of quality to maintain that insures lasting satisfaction and promotes your entire confidence in this store.—*R. McKay & Co., Hamilton, Ont.*

Keeping you in suspense. It is certainly gratifying to know of the almost universal interest which is being mani-

festated in the opening of this 5th Street Store. It argues well for its immediate and abundant success. Even before the opening, our telephones are busy with inquiries as to when we are going to open and for information relative to this opening. News of some of the wonderfully good bargains has leaked out, probably through the uncontrollable enthusiasm of some of the employees who have seen the merchandise in the unpacking and marking. You know it's hard to keep a good thing to yourself; however, we ask your indulgence for a few days, at which time, wide publicity as to the doings on opening will be given.—*The 5th Street Store, Los Angeles, Cal.*

The store accommodating. "It is a pleasure to buy in a store where everything and everybody is so accommodating," said the local representative of one of the greatest institutions in this country. Perfect accommodation means: Perfect store service—That comprises willing and obliging, attentive and helpful attendants. Store patriotism is the spirit that underlies this splendid store service. Each employee realizes that he or she is part of the greatest mercantile establishment of a great community. We realize that the more perfect each individual part, the more perfect the whole machine, and we strive for perfection. This is the first Brooklyn store to secure a social secretary whose sole duty it is to care for the wants and needs of the employees, and to make their work as congenial as possible. Everything that can be done to add to their comfort is done. That is why we started the movement to open at 8:30—why we close in summer at 5 p. m. You can help, if you will, by shopping early. Perfect accommodation means more—but of that we will speak again.—*Abraham & Straus, Brooklyn, N. Y.*

The Ideal House Furnishers, Ltd., is the largest and best equipped house furnishing establishment in Canada. Centrally located on the corner of Portage Avenue and Hargrave Street, in a handsome seven-story building of steel and glass, constructed especially for our needs. We have more extensive floor space, permitting more satisfactory display, under better lighted conditions, than any other house furnishing store in the country. Every article of house furnishings necessary for the home, office or studio, will be found here in a wider variety of designs and style, and at a lower price than any other store in Winnipeg, with no extra charge for liberal credit. No need to worry about the cash, your credit is good.—*Winnipeg, Can.*

OYSTERS

The autobiography of an oyster.—I am born without jaws or teeth; but I've got fine muscles, liver and a heart. In each year of my life I produce 1,200,000 eggs; each of my children is 1-120th of an inch in length; so, 2,000,000 little ones can be crowded into a space of one cubic inch.

I am ready for the table in from one to five years after birth. You will never find me in cold parts of the world. I dislike cold. In Ceylon I sometimes grow to a foot in length. One of me there makes a stew, when I am half a foot broad. I am not of much account in England, unless I am imported there from America. It makes me very sad to think of fetching up in the Strand—I, who was discussed by Tiberius and Julius. I have been the cause of much bloodshed. Men fight fierce battles for me all along the American coast, the Italian, and the coasts of Kent and Essex.

If you eat me raw you are not at all likely to regret it, for I am in a raw state very nutritious and easily digested. As a fry I am inclined to be uninteresting and heavy. So few know how to fry me. I am about the only animate thing that can be eaten with impunity in a raw state. Parasites cannot exist in me as they can in chops and steaks and fruits. I am a pretty good friend to man. And to woman. Look at the pearls I've given her. Thackeray has compared me in a raw state to a new baby. Yet I never kept him awake nights.

I'm not half bad in a stew; but as a roast in the shell all the poetry in me comes out. Then I sizzle with emotion, in butter, red pepper and a little sauce. The clam is like the driver of a hansom cab then—not in it with me. The clam! That commonplace fellow! I avoid him as much as possible. I am not a snob, nor yet a cad, but I really must not be expected to fraternize with the clam, nor can I discuss him. The line must be drawn. He's not in the Four Hundred. Well, I am.—Blue Pointe.—*Wm. F. Libbey, New York.*

In the first rank the oyster finds its place. It's appreciated alike by the untutored savage and the cultured bon vivant, for the simple reason that it's delicious, nourishing, strengthening—and we furnish it in its best estate—fresh, tender, juicy; to be eaten raw,

fried, stewed, broiled, roasted, or any way you prefer it. Remember that our demand is such that we have no left over stock, and every day's supply is just from the shell, where it was alive.—*American Fish Co., Sacramento, Cal.*

Mill pond oysters. The aristocrats of oysterdom need no introduction to oyster lovers. They're medium in size—plump—and have a flavor that places them in a class by themselves.—*Hildebrecht's, Trenton, N. J.*

The oyster season opens with September. The oysters we use are of fine flavor and good size. We serve them in many ways. A busy bee Baltimore broil on toast is a favorite.—*The Busy Bee, Columbus, Ohio.*

Deep sea oysters shipped to us daily in sealed packages. No other dealer in this city has an oyster trade as large as ours and we attribute this growth in our oyster business to the quality of the oysters we sell. Always during the oyster season you will find here the varieties common to this part of the world and if we supply you, you will have no complaint to make on the quality.—*Heagerty's, Binghamton, N. Y.*

Not everybody knows the difference between the oysters fresh from the oyster beds and those which have laid around a cold storage house several days, or weeks, before being shipped. If you are an oyster connoisseur and want only the freshest and most luscious bivalves send your order here—then you can make your own comparisons.—*Price Fish Co., Rochester, N. Y.*

We lead in sea food and our leader is Oysters. You could not get better oysters in Baltimore than we serve right here in the heart of Chicago. Our oyster shipments come direct from the coast daily by express and the bivalves are packed in special packages iced for the trip. Two days after our oysters are removed from the bottom of the sea you can enjoy them in your home—that's just the right length of time, we are told, to make the oyster perfectly edible.—*Morton's, Chicago, Ill.*

Oysters! Oysters! Season's open today. We're all ready with fresh-from-the-coast oysters of the finest quality. Never saw oysters better at the opening of the season than this year. You'll say so too if you send your order here.—*Fulton Market, Pittsburg.*

PAINT

Old Uncle Ben wanted to have his portrait painted. "Surely that is a very large sum," he said when the artist named the price.

The artist protested and assured him that, as portraits went, that was very little to ask. Uncle Ben hesitated. "Well," he said at length, "how much will it be if I furnish the paint?"—Lippincott's.

Mr. Farmer, brighten up your wagon, tools and buggies. Sherwin-Williams wagon and implement paint for wagons and tools. Sherwin-Williams Buggy Paint for buggies. Things well painted show prosperity. You are prosperous. Use paint. Get it from us. All kinds. Glass, too.—*The Lawrence Paint Co., Binghamton, N. Y.*

Surprising how quickly you can change the entire appearance of furniture by the use of the Adelite preparations. Brush it over with Adelite paint and varnish remover—let it stand four minutes, and you can wipe off the old finish with a cloth, clean to the wood. Then apply Adelite one coat finish—just once over with a brush completes the job—gives the dull beautiful finish of oak, rosewood, mahogany—whatever wood you choose. Easy to do, perfectly simple—results are sure to please you. Adelite remover costs 45c a can; Adelite finish, 60c pint. Brushes from 10c up. See samples at the store.—*P. H. Matthews' Paint House, Los Angeles, Cal.*

Beauty is only skin deep, but it isn't only the thickness of the skin that makes it. It's the kind of paint and the way it's put on that makes the Sherwin-Williams aluminum paint the leader of all others. S-W. aluminum paint can be used on either wood or metal surfaces. Has no offensive odor. Withstands extreme heat or cold. Does not discolor. Very durable. Paint man claims he wouldn't sell the S-W. aluminum paint if it wasn't the most satisfactory to use.—*Lawrence Paint Co., Binghamton, N. Y.*

Poor paint is no better than no paint and costs almost as much as good paint. "Collier" pure white lead is the paint that best combines reasonable cost with highest qualities.—*Collier's, Denison,*

Paint for houses, barns, floors, cupboards, shelves, furniture, bath tubs, buggies, farm tools, etc. A special paint for each purpose, not one slap-dash mixture

for all. Not low priced, but highest grade at fair, honest prices. You know our reputation. We say these are the best paints we know of. You'll say so too after you have used them.—*Peck's, Spokane, Wash.*

A Stain That's Not a Blemish on either your reputation or your house is a bit of wood stain we can supply—which you can apply—for the sides of your staircases—carpet in the middle you know. It's remarkable how cheaply you can improve the appearance of your staircase and halls by buying paints, stains and varnishes here.—*The Como Co., Great Falls.*

Do it up brown. This is a good time to stain the floors. In the summer the rooms are cooler without carpets. Stain the floors any color to harmonize with the woodwork and put down rugs.

The line of wood stains here is complete. There's a great variety of colors. Each is complete in itself, requiring no varnish.—*J. H. Lambs, Grand Forks.*

Paint man said paint was bad. Bought torch—painter's torch—from us to burn off. Don't have to burn off Sherwin-Williams paint. Never peels, blisters or chalks. Always reliable.—*The Lawrence Paint Co., Binghamton, N. Y.*

Porch comfort in this climate is as essential as house comfort. Make your porch look inviting by repainting the chairs and seats. We recommend carriage paint for porch furniture. It is inexpensive, easily applied and gives that glossy finish so desirable in outside furniture. Comes in eight colors, besides black and white. Half pint, 40c; pint, 60c; quart, \$1.00. Brush to apply it, 25c up.—*P. H. Matthews, Los Angeles, Cal.*

Lots of compliments yesterday on the appearance of our new wagon, just out. Have you seen it? Let us advise with you what it advertises—paints—for all kinds of good painting.—*The Lawrence Paint Co., Binghamton, N. Y.*

Fix that "scratchy" bath tub. It's an extremely easy matter to make it comfortable. You can do it yourself at a cost of next to nothing. Just give it a coat of Harrison's bath tub enamel. Made just for the purpose. Resists the action of hot water; gives a tub a smooth, durable surface, eliminating all the scratchy spots. A pint is enough to cover a tub thoroughly.—*P. H. Matthews Paint House, Los Angeles, Cal.*

It's mere child's play to apply our paints and make your house look slick, span, new and clean, and there is nothing as clean as new paint.—*Hjerpe & Munson Co., Galesburg, Ill.*

Makes home cheerful. Ladies, improve the complexion of your houses, inside and out. It's remarkable what a single coat of house beautifier will do in brightening up the house itself, the occupants thereof, as well. So in offering you a choice of many colors and shades of A1 paints, we're trying to better your house, make more cheerful your household.—*A. B. Dure Co., Mobile, Ala.*

Paint man quotes: "Little drops of water, little grains of sand, make the mighty ocean, make the mighty land." Have you ever seen unusual paint in bottom of pail? It's good money wasted. Every drop of Sherwin-Williams paint can be used. It counts too. Helps keep pocketbooks fat.—*The Lawrence Paint Co., Binghamton, N. Y.*

A man who knows about *paints*—will select our paints every time. They are high-grade in quality—but moderate in price. They will wear and preserve the surface on which they are put—will hold their color and won't peel or crack. They are easy to put on with a smooth finish. Mixed for outdoor or indoor use.—*Tanner Paint and Oil Co., Richmond, Va.*

Insure your porch against decay by using paint that protects. *Paint* is cheaper than lumber and repairing bills and a heap quicker. Two coats of paint a year will make a porch and steps last ten years longer. Paint that is walked on, scrubbed and cleaned and exposed to the weather must be good paint.—*The Stambaugh-Thompson Co., Youngstown.*

Pure prepared *paint* is a perfect paint and is unsurpassed for durability in this climate. Properly used it will retain its finish and wear better than lead and oil mixed by hand. We guarantee Pure Prepared paint to be composed of pure white lead, pure oxide of zinc and pure linseed oil, and coloring pigments and contains no adulterant. Give it a trial on your next work.—*Barrett-Hicks Co., Fresno.*

Hot weather is good time to *paint*. Everything is dry and buildings properly painted now will last for many years. It would seem like a vacation to us to make that old weather beaten house look like a new one. That is what paint is for, and that is what we are here for; to make the homes of Fresno more attractive, both exterior and interior, better to live in, better to keep, better to sell or rent; in fact a little of our wall paper and paint will always bring results.—*Patterson-Dick Co., Fresno, Cal.*

Is beautiful, durable and inexpensive. Let us tell you how to make your home attractive, inside and out without a big pocketbook. Ask for color cards, booklets, facts and prices.—*Lowe Bros., Joliet, Ill.*

Paint it. Step off and take a look at your home. Doesn't it need painting? This is the time to have it done and there's no better paint to use than Crescent paint. It stands the climate, looks best and wears longest.—*Esler's Paint Store, Denison, Tex.*

Our B. P. S. carriage, buggy, and wagon *paints* are made with the same care, of same materials as the house and other paints, which means the use of the best material to be had, prepared by experts in the business. The carriage and buggy paints are easily applied, have a fine, hard, and durable finish, will look well, wear well, and give you entire satisfaction.—*W. B. Miller & Son, Springfield, Ill.*

A few reasons why Diamond wall finish is better than any other finish on the market. Any number of coats can be applied over each other and will not crack or scale, thus avoiding the expense of washing the walls. Diamond wall finish can be applied on wood, brick, canvas or papered walls and ceilings. Won't harden in the pail. Mixed for use to-day, can be used to-morrow or next week, an important item regarding expense. Free from poisonous matter and has strong disinfecting qualities, thoroughly sanitary in every respect. Sold only by *J. B. Donovan & Co., Baraboo, Wis.*

Good results is what everybody is striving for, no matter in what channel of activity it may be. If you are after satisfactory results from the use of *paints*, success will crown your efforts if you insist on getting the Imperial ready mixed paints, for which we are the exclusive selling agents in this city.—*Tuttle Paint & Glass Co., El Paso.*

PARASOLS AND UMBRELLAS

"Whenever I get an umbrella," said the prudent citizen,
 "I put my name on it."
 "So do I," answered the man without a conscience.
 "The person who used to own it isn't likely to identify it."
 —*San Francisco Wasp*.

Parasols in rich variety.—It's to be hoped Old Sol will be more lavish with his sunshine in the future. When you are not under an umbrella, you should be carrying a parasol. You find nowhere a richer variety of styles or better values than right here.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Summer parasols in pretty dark shades.—Pure silk coaching parasols, some of the most attractive conceits shown this season. Nothing more effective for setting off a costume and to give that requisite brilliancy so essential to seashore toilettes. In distinctive colors, all of the darker shades, to match the summer's prettiest dress fabrics.—*Siegel-Cooper Co., New York.*

Parasols under price.—The urgent need-time for parasols is here. The "Fourth of July" is only a week away. If your sun protector is not yet bought, you're lucky enough, if your eye catches this word of parasol news. We bring out on the main aisle to-day a half-dozen superb groups, including the choicest parasols of the season; and every lot shows sharp price-cutting that will be gratifying to those who get here to share these servicable beauty-things at such small outlay.—*Wanamakers, New York.*

A parasol panic.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Parasols for sunshiny days.—*W. V. Snyder & Co., Newark, N. J.*

Stunning novelty parasols.—Protection from the sun's warm rays must be had, of course. We offer it and at a reasonable expense in the stunning display we make of beautiful high class parasols.—*Powers, Minneapolis, Minn.*

Parasols—sun umbrellas.—Parasols are the daintiest—every woman must have the right one as the climax of her summer dress. But sun umbrellas are most practical—perfect protection, rain or shine.—*Abraham & Straus, Brooklyn, N. Y.*

Handsome new parasols.—Our summer

parasols are here—and such beauty—such richness and elegance—they are a treat for the eye. By far the most beautiful line ever shown in Duluth. Don't fail to see them—they are sure to please you. Prices very low.—*Freimuth's, Duluth, Minn.*

Prettiest of parasols.—From the two hundred or more styles of pretty parasols in this sunshade corner, something which particularly pleases your fancy should be found. And purse as well as fancy may be satisfied, for there's every sort of price as well as every sort of parasol.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

The remainder of a large special purchase and about two hundred fresh samples, so many dainty, summery color effects that you are pretty sure to find the style you want, at a saving of close to half.—*Strawbridge & Clothier, Philadelphia, Pa.*

All silk parasols. The newest colorings in tucked, hemstitched, pongee and plain effects; also white and black, with plain colored and dresden borders, handles of natural wood, also enamel handles to match silk, \$1.95, \$2.50, \$2.95, value \$3.00 to \$4.00.—*Lord & Taylor, New York, N. Y.*

A window display helps us tell this parasol story.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Here's a special Saturday sale of handsome new parasols, in which are all the daintiest and most bewitching sorts, as well as the plainer and more staid varieties—with prices interestingly low in every instance.—*Bloomington Bros., New York.*

This season we have an exceptionally large line of nobby parasols. They comprise the very swellest effects in nobby coachings or the graceful ruffled sun shades. A correct parasol is the finishing touch to a summer toilet. We have them to harmonize with gowns of all kinds.—*A. Livingston & Sons, Bloomington, Ill.*

The cool weather has affected the sale of parasols to such a degree that the makers found themselves with a great overstock on hand. We have bought this lot at remarkable price concessions, and to-morrow they will be sold at hitherto unheard of little prices.—*Abraham & Straus, Brooklyn, N. Y.*

Take a peek at our parasols. The sun has again condescended to show a beaming face and instead of rain umbrellas it's sun umbrellas that are needed. You are bound to be interested in parasols—our parasols. There are the dainty, dressy ones, regular heart-breakers, and the sensible neat sun umbrellas, each and every one desirable in quality, and the price just as reasonable as it can be made.—*Eastman Bros. & Bancroft, Portland, Me.*

A sample line of the prettiest parasols you ever saw. Samples—you know what that means. A leading manufacturer of fancy parasols sold us his entire house line of samples. So they are clean and perfect. No two alike—you will be sure not to get one just like your neighbor. Do you like to be exclusive? The sample line consists of coaching, fancy chiffon and parasols in the pompadour effect, in white and colors. These samples will be sold here to-day at about one-half their real value. These prices will range from \$1 to \$10, and every parasol will be a big bargain.—*Jones Dry Goods Co., Kansas City.*

Also a large display of street and carriage parasols of foreign and domestic manufacture, showing new and exclusive materials and handles.—*Stern Bros., New York.*

Beach parasols.—A good substitute for shade trees if you wish to lie on the beach and enjoy the sun, yet at the same time be able to read and take a nap.—*Hamburger's, Los Angeles, Cal.*

The parasols have been dwindling in quantity about as fast as they have dwindled in price. Now both are down to hard-pan—but though lots are small, they are attractively varied.—*Wanamaker's, New York.*

Clearance reductions in sunshades.—Large numbers of customers—those who appreciate the real merit of these genuine bargain offerings—are availing themselves of the opportunities offered in these reduced prices.—*Marshall Field & Co., Chicago, Ill.*

Parasols almost half-price.—With style assortment amply complete, the purchasing power of your money almost doubled and the hope of sunshine

ahead, every woman without a parasol should give heed to these reductions.—*Sibley, Lindsay & Curr Co., Rochester.*

My lady's Derby day costume would be incomplete without a handsome parasol, and likely enough she will be very glad of its protection, too. We set the designers to work months ago to produce new and exclusive effects in sunshades for the great out-door style show.—*Mandel Brothers, Chicago, Ill.*

Sample line of Empress sun or rain parasols. A scant hundred in all; covered with pure silk taffeta, levantine, peau de soie and pongee—plain and fancy; handles of agate, sterling silver capped and gun metal.—*Macy's, New York.*

The parasols that fashion says you must carry are here in a large variety of styles and colors. If you want one to match a gown you can get it here—if we cannot please you in our ready made stock we will make you one to order.—*Regal Umbrella Store, York, Pa.*

The warm summer days bring about the necessity of owning a sun shade of some sort. Over in sunny Africa, it appears that bamboo trees are used for that purpose—you see the maidens don't have to do moving around, so a stationary bamboo tree does the work. Now, here in torrid Youngstown, the ladies haven't any bamboo trees for sun protection and if they had, they couldn't use them because everybody here is on the go. Right here is where we come in.—*Strouss & Hirshberg's, Youngstown, O.*

On an aisle counter to-day are grouped a lot of parasols at the uniform price of \$1 each; regularly worth from \$1.50 to \$2.75. A mixed lot—can't describe in detail, because too few of a kind.—*Gimbel Bros., Philadelphia, Pa.*

In this sandwich sort of weather, one can hardly tell whether a parasol or umbrella is necessary. When in doubt, have both—it's an easy matter, while these fine groups at reduced prices last.—*Wanamaker's, New York, N. Y.*

Nearly all colors—no lack of color-effects and styles. A mixed lot—can't describe in detail because too few of a kind. But one is pretty sure to find a match for most any costume, or else a parasol that will "go well" with any.—*Gimbel Bros., Philadelphia, Pa.*

If you haven't bought your summer parasol yet, you're in great luck to have this splendid chance. Everybody is buying parasols this year. There have been seasons when fashion ignored them. Now she demands them.—*Wanamaker, New York, N. Y.*

There's no gainsaying the touch of smartness that a parasol lends to a pretty frock, and this running about in summer sun without a hat, though it is delightfully cool, isn't the best thing for unprotected complexions.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Some people are complaining of dullness, but we certainly cannot complain of it in the parasol or umbrella line. They seem to be running a race to see which sells the faster—perhaps it's the little prices as well as the extremely attractive styles we show this year.—*Abraham & Straus, Brooklyn, N. Y.*

Something so delightful about these summer parasols. They remind one of Muskoka and summer-time romances. Certainly it is a cold plunge into actual fact when we say they are reduced to clear out at 89 cents. True, however, alack-a-day—85 of them.—*The Robert Simpson Co., Toronto, Ont.*

Out come the fresh, new parasols.—New absolutely—we did not carry over a single parasol from last season. And wonderfully dainty they are—made especially for us, so that all of them show some special and generally exclusive prettiness.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We've put down prices on Parasols and Umbrellas which makes it much less costly for you to put up one or the other, according to the weather. Several groups of attractive parasols, in this season's styles, from our own stock, have been sharply reduced; and two advantageous offerings of umbrellas also command interest.—*Wanamaker, New York.*

And this is but one instance of the sharp price-cuts which will be found throughout our entire stock of parasols now. Season's getting late for us, so we must hurry the stragglers out.—*Wanamaker, New York.*

A parasol sale for to-morrow, the best of years. Perhaps at no previous time in this store's day has there been such a parasol sale here, not only here, but elsewhere hereabouts. We never remember of such a one. These sun shades are spick and span, every one of them. They're in the newest of shapes, colors and materials. Plain covers, novelty covers, all linen covers and duck covers. Plain silks and plain silks with deep Persian borders; well, there's all sorts that are right sorts. Handles made to match the colors of the covers, or novelty bamboo handles; but come for parasols to-morrow, and you will meet with the surprise of your lifetime, we think.—*S. P. Dunham & Co., Trenton, N. J.*

Hunter's green parasols are extremely hard to get. The makers have more orders for them than they can possibly fill before the season reaches its close. One that is an Abraham & Straus special is of plain taffeta without any ornamentation whatever except the ruff of the silk upon the natural wood handle and the tips upon the ribs. Its price is \$3.98 and it is here at the time when it is most wanted and when it is best liked, and every woman of fashion "wants what she wants when she wants it"—especially is this true of summer goods and styles.—*Abraham & Straus, Brooklyn, N. Y.*

Now, better values than ever in parasols. While our offerings in parasols during the last two weeks have been nothing, if not exceptional—resulting in the largest selling of parasols this store has ever experienced—the near approach of stock-taking makes it incumbent that for the next few days we give even better values. These extensive purchases must be cleared before inventory day comes around.—*The T. Eaton Co., Ltd., Winnipeg, Can.*

Another splendid opportunity is here offered for those who did not supply their needs earlier in the season. We have 25 high grade parasols left and have decided to close them out to-morrow at a ridiculously low price. You will find both silk and linen parasols in this lot, some are plain, some hand embroidered, some with plaid border, others with scalloped edges. Your choice of the assortment while they last.—*The Crescent, Spokane, Wash.*

A rain or shine umbrella is the thing for an all-day jaunt. It looks smart if the sun is out and proves very useful if a pour comes down. At the commencement of the outing trip season we are always specially ready to meet the demands for these useful, good looking umbrella companions. All of taffeta silk in black, brown, navy, garnet—some in other colors, and prices, \$1.98, \$2.98, \$3.98 and up.—*F. Loeser & Co., Brooklyn, N. Y.*

Sunshades in exquisite styles. New sunshades in an almost bewildering assortment of pretty colorings. The effects obtained by the perfection of beauty in the new shadings are extremely elegant. They are exquisitely blended in the most tasteful styles—simple but artistic—unequaled beauty. The colorings, too, are decided—the contrasts emphatic—perfect taste in absolutely correct style.—*Hudson's Bay Co., Winnipeg, Can.*

PERFUMES

Rare Perfumes and Toilet Preparations.—The delicate fragrance of our fine Perfumes is due to exactness in the compounding—the following odors have established themselves each in a class by itself. The values are exceptional.—*Marshall Field & Co., Chicago, Ill.*

Perfumes of Worth.—A good perfume is not necessarily an odor that may please when smelled from the original bottle. It must be one in which the elements are so blended that the odor will maintain all its fresh and original qualities when in use. Such odors are not easy to find. We have to exercise care in choosing them, and we think this care has provided an assortment of odors which you go far to match.—*J. G. Jamieson, Charlottetown, P. E. I.*

“Esprit de Louvre” perfume—a charming new French perfume never before offered in this country. It is distilled from choice flowers and is not unlike cologne, but of much greater strength. Put up in 4-ounce sprinkler top bottles to sell for \$1. Introductory price, 79 cents.—*Macy's, New York.*

Perfume is a luxury, and when you buy a luxury you want your money's worth. If you buy a perfume that is weak and doesn't exude the essence of the real flower, you are making a poor bargain. An exquisite perfume doesn't cost but a little more than these cheap productions, and the added satisfaction is tenfold. Cirkler has the largest and best line of perfumes in the city.—*Chas. H. Cirkler, Minneapolis, Minn.*

Perfume. This exquisite perfume brings the delightful fragrance of the orange groves all the way across the continent. This perfume is made of real orange-blossoms, and is exquisitely dainty and lasting in its qualities.—*Wanamaker, New York.*

Perfumes. We have your favorite perfume. We make this statement because we have practically every choice perfume that is used in this part of the country. We take pride in the lines we handle, and the way we handle them. Prices as low as the quality will allow. We should like to have you make our store your regular shopping place for perfumes.—*E. G. Fowler, Druggist, Montgomery, Ala.*

The perfume that delights. In spite

of the fact that we carry a splendid stock of perfumes—both foreign and domestic makes—our Green Carnation seems to possess qualities that make it the most popular of all. Its odor is true to nature, pleasing to everybody, and is both delicate and lasting. We bought a quantity of it, and although it is equal to any imported Green Carnation we're going to make a special of it at only 50c. an ounce.—*Kingston, Denison, Texas.*

Choice perfumes. We have a large stock of all the best, and most popular odors of the leading French, English and American perfumers. These are the delicate, lasting perfumes such as people of good taste and breeding desire. We have perfumes of all prices, either in bulk, to sell by the ounce, or in artistic bottles and cases. If you wish cheap, inferior perfumes, you must get them at some other store; but if you would have the choicest and most popular odors, get them at *The Moderna Pharmacy, Binghamton, N. Y.*

Taste in perfumes inevitably proves a woman to be refined and of good breeding, or to be just the opposite. Good taste demands a delightful but delicate and dainty perfume, pervading but subtle, attracting but elusive. A faint fragrance that bewitches the senses, but does not glut and nauseate them. Our new perfume is exquisite, refined and in perfect taste.—*Geo. S. Layerer, Bay City, Mich.*

New perfumes that delight. No store in the city carries such a complete stock of perfumes as the Owl drug store, in both foreign and domestic perfumes we believe we excel. In our large stock you will find many new and delicate odors. In selecting perfumes be sure and try this store. All prices.—*Owl Drug Store, San Bernardino, Cal.*

Dainty perfumes for dainty women. The most exacting person can be suited from our immense stock of choice perfumes. We have the very kind you most prefer. It necessitates our carrying a very large stock to be able to please all buyers, but we seldom see a customer walk out with anything but their favorite perfume. Come down and test us.—*People's Pharmacy, Denison, Tex.*

PETTICOATS

There is no in-between profit on most of these silk petticoats. We look after the making ourselves—that's why we can give you heavy quality silk petticoats at \$4.95 instead of \$8.00. And they are made well, too. Some have the fluffy accordion-pleated flounce, while others have the graceful, flaring sectional flounce. This \$4.95 petticoat comes in colors as well as the good old standby—black.—*Snellenburg, Philadelphia, Pa.*

Washable petticoats. They are made of percales, gingham and seersuckers, and are in pretty patterns in stripes and checks as well as plain colors. Light and comfortable. They are extra well made, have deep flounces made pretty with ruffles and tucks. Every woman should have one or two of them to slip on at times when the better petticoat should be saved—they cost so little and can be laundered as often as you wish.—*The J. L. Hudson Co., Cleveland, Ohio.*

The well-groomed, careful woman dresser of to-day is a most particular and fastidious underwear buyer. This is one of the main reasons of the Verge unprecedented growth. Verge underwear is made for the most particular woman. Our petticoats are all made by skirt specialists. They fit exactly around the waist and hips. The "hang" is also correct. Verge skirts don't hitch up on one side and drag the ground on the other, but hang perfectly all around.—*Verge's, Great Falls, Mont.*

A petticoat sale which will prove of interest to those economically inclined. Most remarkable value ever offered in guaranteed black silk chiffon taffeta petticoats, with 18-inch silk flounce and silk dust ruffle; flounce has tailor-stitched bands, which causes the skirt to hang more gracefully and gives the top skirt a better fit. These black silk petticoats were bought to sell at \$6.50, but being overstocked we reduce them for Wednesday and Thursday only, at \$5.00.—*Simons, Atlanta, Ga.*

Silk petticoats, new stripes and plaids. Aside from offering the best possible varieties of carefully chosen styles—our plans to interest holiday purchasers have centered in offering a number of very remarkable values—three of which are mentioned.—*Marshall Field & Co., Chicago, Ill.*

This silk petticoat will be placed on sale Wednesday for the first time. Specially made in our factory—a pattern that will please every woman. We know what you are looking for in petticoat goodness, and we know that you will find this skirt all that you desire at a material reduction in price.—*The T. Eaton Co., Toronto, Can.*

A great purchase of guaranteed taffeta silk petticoats, to be sold at astonishing prices. Here is the best story that has come from our second floor in many a day. Silks have jumped in cost like everything else, and everyone owning quantities of the filmy stuff is holding on for the higher price, making it increasingly difficult for manufacturers to secure material and making the transaction we have just completed all the more extraordinary. Think of it! Here are something over seven hundred fine silk petticoats made of taffeta of the handsomest kinds, each one with the maker's guarantee sewed in, insuring you a new skirt if the one you buy should split or crack within three months—all made in the most perfect of this season's styles in a variety of colors and designs larger than is usually found in the stocks of the bigger stores—and all bought at a price that makes it possible for us to sell them to you for little more than half what you would have to pay ordinarily. So good is the bargain we made that a big metropolitan buyer begged the maker for a share of the petticoats so that he could make a noise, but we held fast to our fortunate find like a prospector who has found a nugget of gold.—*Hahne & Co., Newark, N. J.*

The petticoat can make or unmake the gown, unless it fits properly. No tailor or dressmaker can give you the fit you desire. The adjustable waist on the "Elite" insures the best imaginable fit. The daintiness of finish of the "Elite" gives a feeling of "smartness" even when your gown is old.

The fashionable figure, like a good complexion, can best be made from the inside. Don't depend for the style of your clothes upon the outer layer, as "Elite" petticoats lay the first foundation. You will be delighted with the glovelike fit at the waist and hips of the "Elite" and the beautiful flare at the bottom.—*Verges, Great Falls, Mont.*

PHOTOGRAPHY

"Do you think Marie's latest photograph does her justice?"

"Yes; but it's a case of justice tempered with mercy."—*Indianapolis Sun.*

Babies! Soon they will be big boys and girls, and their baby faces will be only a memory. Bring the babies and we'll catch their smiles.—*Moore, Simcoe, Ont.*

Our photographs have life to them. They are almost speaking likenesses, yet have all the softness and richness of a painting. Our cameras are not manipulated by mere mechanical photographers, but by artists who can give tone and light and beauty to the reproduction.—*A. L. Merrill, Woonsocket, R. I.*

Special for the Children.—Bring the little ones during the morning hours—any time before noon—and have them sit for a photograph. We'll designate the morning hours as children's hours and give you this inducement: \$3.50 and \$4.00 Cabinets, \$3.00 per dozen. Parents will kindly remember this, bring the little ones during the morning and get the benefit of the reduced price.—*Kottman's Studio, Altoona, Pa.*

How About Your Photograph?—Naturally at this season people are looking well. Many are taking advantage of these conditions—and it is a pleasure for the photographer that he is now able to put forth his best effort. Do not delay until the very hot weather—but call at your earliest convenience, and select the style you wish.—*Davis Gallery, Richmond, Va.*

Rogers the Baby Catcher is now catching baby pictures at the Cobb Studio.—*T. V. Rogers, Binghamton, N. Y.*

Children Look Their Sweetest in photographs that are produced under the experienced and artistic handling of this studio. We have earned a reputation second to none in the United States in the making of baby pictures and family groups.—*The Smith-Curry Studio, Rochester, N. Y.*

Have the baby photographed. We'd like to take the picture of the baby. Sittings till you are pleased.—*Siegel, Cooper & Co., Chicago, Ill.*

It's curious that so few photograph-

ers bring out all the good points in a subject. A little study of each individual soon shows us whether a profile or full face picture would be best. This ascertained, we pose the subject so that all good points are enhanced and others modified.—*Tooke's Studio, Westfield.*

Individuality is the key note to a perfect portrait. Bringing out the real personality, the fine points in character, the little traits that make us what we are. Toned down by the natural spirit of an artist into perfect accord. Not a thing of paper and pasteboard with a ready-made look. If you want a photo of your real self, of what your friends see to love and admire, call on Barnett, leading photographer.—*Barnett, Crowley, La.*

Pictures of babies especially require patience and knowledge of the art of photography in detail on the part of the man who does the picture making.

I've been "catching" babies in their cutest poses for years and some of the best baby photos in the country are products of my studio. I take old folks and medium grown-ups too.—*Rogers, Binghamton, N. Y.*

The know how of artistic photography! Just enough light here—not too much there, putting the shadows where they will bring out the proper lines, posing the subject, so that character and personality will stand out prominently—years of experience and study have enabled us to do this—and that is responsible for the superior quality of our work.—*The Babbitt Studio, Washington.*

Have you had baby's photo taken? It's an art to take baby's photograph as it should be taken. To catch his roguish little smile, his pretty little dimple. Such photographs become prized remembrances of babyhood's days in years to come. Our photographer has had over twenty years' experience in photographing children. Children always look their best when he takes them. No troublesome posings. Snap them in a second.—*T. Eaton Co., Winnipeg, Can.*

PHRASES

A bargain harvest.—*Badger's, Baltimore, Md.*

Another bargain budget.—*Adams Dry Goods Co., New York.*

Big dump sale.—*S. Heyman's, Newark, N. J.*

Saving opportunities extraordinary.—*A. M. Rothchild & Co., Chicago, Ill.*

Bargains that defy all competition.—*McWhirr's Emporium, Fall River.*

The bargain sparks fly thick and fast.—*Austin Brothers, Westfield, Mass.*

The selling of midsummer merchandise is quickening the already rapid strides of this busy store.—*Jones Dry Goods Co., Kansas City, Mo.*

Bargain gems.—*The Anderson Co., Buffalo, N. Y.*

Enticing values.—*Adams D. G. Co., New York.*

Huge values.—*L. S. Plaut & Co., Newark, N. J.*

Mountains of bargains.—*The Globe, St. Louis, Mo.*

Unmatchable bargains.—*The Hub, Kansas City, Mo.*

Cozy items.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

More Monday messages.—*Goodfellow's, Minneapolis, Minn.*

Business boomers.—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

An excellent barometer of the economic conditions prevalent in the community is the dress goods department of this establishment.—*M. Kelvey's, Youngstown, Ohio.*

Happy Chance for frugal folks.—*Campbell's, Pittsburg, Pa.*

The mightiest sale of a decade.—*The Fair, Baker City, Ore.*

A conventicle of convention bargains.—*W. R. Bennett Co., Omaha, Neb.*

A blending of elegance and economy.—*The Broadway Dry Goods Co., Los Angeles, Cal.*

The store will be bristling with bargains.—*The Gamble Desmond Co., New Haven, Conn.*

A bevy of bargains.—*Goodfellow's, Minneapolis, Minn.*

Sizzling hot bargains.—*Cohn's, Salt Lake City, Utah.*

It is practical economy to buy at *Saunders', Victoria, B. C.*

Odd pickings from the countless bargains.—*W. B. Penn, Bowerston, O.*

A few Saturday hot shots.—*Royce Dry Goods Co., Kansas City, Mo.*

Every item a fighting argument for Hale's.—*Hale's, Los Angeles, Cal.*

There's a steady roll of bargains here.—*The People's Store, Taylorville, Ill.*

A veritable harvest of bargains.—*Household Credit and Auction Co., Pittsburg, Pa.*

More stalwart evidence of the dollar's buying power.—*The Boston Store, Milwaukee, Wis.*

The Power of Your Money Never Commanded so Much as Here.—*Goldenberg's, Washington, D. C.*

Quantities are enormously reduced, but values are as great as ever.—*The Robert Simpson Co., Toronto, Ont.*

Ransacking sale.—*Imperial Dept. Store, Altoona, Pa.*

A bulletin of store doings.—*Kaufman's, Pittsburg, Pa.*

Astounding bargains in every section.—*Bergner's, Peoria, Ill.*

Sale interest is at fever heat here.—*Goldenberg's, Washington, D. C.*

Another aggregation of choice bargains.—*J. N. Adam & Co., Buffalo.*

The Paramount under price sale.—*Stickley-Brandt Co., Binghamton, N. Y.*

The most unmerciful slaughter sale.—*Garbode, Eibaud & Co., Galveston, Tex.*

Thirty flashes from Boston's bargain center.—*Houghton & Dutton, Boston.*

A Monday marshaling of forceful facts.—*Frederick Loesser & Co., Brooklyn, N. Y.*

Fresh ammunition from the many sales at our store.—*Wanamaker's, Philadelphia, Pa.*

Our message points the way to economy and satisfaction.—*Cobb, Bates & Yerva, Taunton, Mass.*

An assemblage of amazing after-inventory economizing opportunities.—*Siegel Cooper Co., Chicago, Ill.*

Bargains galore.—*Ben Spears, Memphis, Tenn.*

Plumpest values.—*Schipper & Block, Peoria, Ill.*

Peerless offerings.—*The Leader, Minneapolis, Minn.*

A keep-busy sale.—*W. C. Loftus & Co., New York.*

An aggressively conducted price reduction sale.—*Kaufman's, Pittsburg.*

Never such a focus of opportunities.—*W. V. Snyder & Co., Newark, N. J.*

Echoes from the February sale.—*Broadway Department Store, Los Angeles, Cal.*

Bargains that require no talk to recommend them.—*The Furst Co., Jersey City, N. J.*

Our stock bristles with variety.—*A. D. Baughman, Charlotte, Mich.*

When you trade here you get what you believe you are getting.—*Frederick Buscombe & Co., Vancouver, B. C.*

It pays to trade at *Day's, Peoria, Ill.*

Bargains with a great big B.—*Boone's, Fall River, Mass.*

Third week of Donnelly's clear-away sale that has set the town a-talking.—*Donnelly's, Trenton, N. J.*

Bargains scattered broadcast.—*Bergner's, Peoria, Ill.*

Trade-inspiring chances. — *Boston Store, Milwaukee, Wis.*

Topsy turvy sale.—*B'way Department Store, Los Angeles, Cal.*

An aggregation of values.—*Columbus D. G. Co., Columbus, O.*

Ridiculous November values.—*Stone, Fisher & Lane, Tacoma, Wash.*

Fascinations for fertile Friday.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

A good, big departmentful of sturdy values.—*Chas. H. Baer, York, Pa.*

This quit business sale is the cynosure of all eyes.—*Fisher, Topeka, Kan.*

Here's a chapter of true economy.—*Hudson's Bay Stores, Vancouver, B. C.*

A sale that will prove an irresistible trade magnet.—*Hunter's, Memphis.*

Some rattling good remnant values.—*S. Kahn, Sons & Co., Washington, D. C.*

November sales rich in economy opportunities.—*Whitehouse, D. G. Co., Spokane, Wash.*

Farlinger's for quality.—*A. W. Farlinger, Atlanta, Ga.*

If it comes from Gately's it's good.—*Gately's, Bloomington, Ill.*

Jaunty, picturesque creations.—*Man-del Bros., Chicago, Ill.*

Something doing at Small's.—*Small, the Big Shoeman, Troy, N. Y.*

There can only be one best store.—*Perlmutter's, Jersey City, N. J.*

Where your money buys most.—*Happ & Marks, South Bend, Ind.*

Undoubtedly the house to trade at.—*Barnard, Sumner & Putnam Co., Worcester, Mass.*

All trolley car lines give transfers to Springfield Ave.—*S. Heyman's, Newark, N. J.*

We do not try to sell you something else.—*B. S. Cooban & Co., druggists, Chicago, Ill.*

What we advertise we sell; what we sell advertises us.—*The Bee Hive, Charlotte, N. C.*

If you bought it at the Unique, it's right up to date.—*The Unique Cloak and Suit House, Los Angeles, Cal.*

"Always the best of everything for the least money." That's our store motto.—and lived up to.—*S. Kann, Sons & Co., Washington, D. C.*

"I undersell."—*J. W. Jennings, Washington, D. C.*

"Sellers of good clothes."—*Sisson & Sewell, Milwaukee, Wis.*

"Sommers sells it for less."—*D. Sommers & Co., Indianapolis, Ind.*

"If they're Rich's shoes they're proper."—*B. Rich's Sons, Washington, D. C.*

"If you want the best get it at Jacobs's."—*Jacobs's Pharmacy, Montgomery, Ala.*

"Always ahead of the line—right up to this evening."—*Grove Department Store, Morris, Minn.*

An epidemic of enthusiasm.—*Boston Store, Milwaukee, Wis.*

This store's policy is to satisfy.—*The Palace Clothing Co., Kansas City, Mo.*

You need not buy because you look, or keep because you buy.—*A. J. Kelley Company, New York.*

Customers receive the same treatment from our hands that we demand of the makers.—*Daniel Bros., Atlanta, Ga.*

Please give the delivery department a chance—this is hot weather to hurry horses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

We clothe the feet complete.—*Dalsheimer, Baltimore, Md.*

"Not on display but on sale."—*Jonas & Geldner, San Bernardino, Cal.*

Counter-crowding values.—*The Gold-enberg Store, Washington, D. C.*

Lookers become buyers at our opening.—*Cheny & Co., New Bedford.*

Quantities limited (don't want all our "eggs in one basket").—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

The path of satisfaction leads to our doors.— —

Nothing but the best satisfies some; nothing but giving satisfaction satisfies us.— —

The best known, best grown, and best roasted coffee.— —

Genuine goods, not substitutes or imitations.— —

It is our ability to purchase that makes good purchasing here.— —

Not to know our store is a misfortune.— —

The wise man not only knows a bargain, but he gets it here.— —

We work to eliminate faults and fault-finding.— —

We lose money on many sales to make our selling satisfactory.— —

Watching for what is new and good is a part of our business.— —

Things rarely called for we buy to complete our stock.— —

Remnants and left-overs go without reference to price.— —

We sell the goods, but not the buyers of them.— —

We are glad to be told.— —

—*Selected N. Y. Stores.*

A stray straw just to show how the bargain winds are blowing in this store.—*Matthews Bros., Waco, Texas.*

"If you get it here, it's the best."—*Guernsey & Murray, Kansas City, Mo.*

"Better store keeping brings better results."—*S. P. Dunham & Co., Trenton.*

"If it comes from D. Sommers & Co. it will wear."—*D. Sommers & Co., Indianapolis, Ind.*

"Distinction in dress," and again "Distinction in dress."—*Edward Lang & Co., Memphis, Tenn.*

"Take it for granted we have what you want as you want it."—*Novi-Modi Costume Co., Montreal, Can.*

Quality benefits.—*Fred'k Loeser & Co., Brooklyn, N. Y.*

Some of the top notchers.—*McKelvey's, Youngstown, O.*

Every item cut to the quick.—*Keer's, Minneapolis, Minn.*

Extraordinary little askings.—*Boston Store, Milwaukee, Wis.*

Autumn merchandise delights.—*Bernheimer's, Kansas City, Mo.*

A host of incomparable values.—*Stump & Lyford, Washington, D. C.*

Many bargains to be plucked.—*The Broadway Dept. Store, Los Angeles.*

A charming assembly of feminine fashions.—*Solomon & Reuben, Pittsburg.*

The Emporium bargain list offers unusual saving possibilities.—*The Emporium, Spokane, Wash.*

Sunbeam chances which you really can't allow to pass unheeded.—*Simpson, Ontario, Can.*

Cold weather needfuls priced on an economy basis.—*The Fair, Muncie, Ind.*

Sweep sale.—Like a tornado, sweeps everything in its path. While a tornado knows no fear, shows no mercy, we are human and shall strive at all times to better the condition of mankind.—*Stone, Fisher & Lane, Tacoma, Wash.*

Friday feminine financiers can save on these items.—*The Gold Mine, Columbus, O.*

Crowd accumulators.—*Campbell's, Pittsburg, Pa.*

A host of mighty values.—*Perlmutter's, Jersey City, N. J.*

Sweeping mark-downs.—*Gold Mine Stores, Columbus, Ohio.*

A veritable feast of bargains.—*A. M. Rothschild, Chicago, Ill.*

A busy whirl of bargains.—*The Globe Warehouse, Scranton, Pa.*

Another banner bargain budget.—*Adams D. G. Co., New York.*

Special Saturday snaps that are bonafide.—*Hudson's Bay Stores, Vancouver.*

Every item a bargain. Every bargain is genuine.—*I. N. Martin D. G. Co., Peoria, Ill.*

Opportunities for economy never so plentiful or pronounced.—*Boston Store, Milwaukee, Wis.*

If we show it it's right.—*Perlmutter's, Jersey City, N. J.*

When we advertise bargains we sell bargains.—*Chas. S. Kingsberry & Co., Atlanta, Ga.*

We do always as we advertise. Our methods are strictly business.—*H. C. Wendland & Co., Bay City, Mich.*

If it comes from Nevius Bros. it'll be all right always—money back if not so.—*Nevius Bros. Co., Trenton, N. J.*

June-beating specials.—*Saks & Co., Washington, D. C.*

A feast for bargain seekers.—*The Famous, Atlanta, Ga.*

A focus of timely merchandise advantages.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The most and best for your money.—*Whitehouse Dry Goods Co., Spokane.*

The climax-capping of modern-day buying is depicted in this sale.—*S. Kann Sons & Co., Baltimore, Md.*

Travelers' helps.—All the handy things you need to make your trip a pleasure.—*Wanamaker's, Philadelphia.*

The red hot bargain coals will be grabbed from the seething mass with gold and silver tongs.—*Barker's, Los Angeles, Cal.*

Every pocketbook will welcome this news!—*Heavenrich Bros. & Co., Saginaw.*

Here you find what you want in such variety as assures perfect conformity to your individual taste.—*Rosenbaun Co., Pittsburg, Pa.*

Comforting news for these warm days. As the thermometer goes up our prices come down.—*Goldberg Bros, Detroit.*

A dollar or two will do.—*Spear & Co., Pittsburg, Pa.*

Get it at Evans's.—*Evans, Druggist, Philadelphia, Pa.*

If you get it at Aaron's, you get it good.—*W. S. Aaron, Altoona, Pa.*

Tempting values.—*The Fair, Muncie.*
Some hot bargains—*Goldstein's, Youngstown, O.*

Hot weather necessities.—*Gray & Dudley Hardware Co., Nashville, Tenn.*

Banner bargain sale.—*T. G. Webber, Salt Lake City, Utah.*

Brisk looking for bargains.—*Hochschild, Kohn & Co., Baltimore, Md.*

A few pointers bargainward.—*Crosby Bros., Topeka, Kan.*

A slaughter of the innocents.—*The Fashion, Bangor, Me.*

A feast of bargains.—*Griffins, Altoona.*

A big barricade of bargains.—*A. D. Matthew's Sons, Brooklyn, N. Y.*

Stylish nobby Summer clothing popularly priced.—*Hamburger's, Los Angeles.*

A sterling sensational sale of new seasonable suits, in which quality and durability predominate.—*The Surprise Store, Pittsburg, Pa.*

We do what we advertise to do.—*George H. Alf, Burlington, Ia.*

We always have what we advertise.—*The W. J. Woods Co., Worcester, Mass.*

When Anderson says so it means something.—*W. A. Anderson & Co., Galesburg, Ill.*

Now's the time to make by spending.—*Wolf Greisheim & Son, Bloomington.*

Sundry news-notes that you will doubtless find interesting, for a busy day's selling.—*The Wanamaker Store, New York.*

A dozen seed thoughts.—*Campbell's, Pittsburg, Pa.*

Watch, wait, wonder. A new ad. very soon.—*J. R. Bradley Co., Reno, Nev.*

Ribbon splurge.

Good ribbon news.

Great waist carnival.

Trade winning values.

Another rousing sale.

Final skirt reductions.

Toilet articles in uproar.

A grand hoisery bargain.

Phenomenal suit offerings.

Grand values in millinery.

Gloves at give-away prices.

Spring's finest coats reduced.

Notice our many "specials."

More odd lines in wall paper.

Visions of summer loveliness.

Marvelous underwear bargains.

Come early for these curtains.

Prices in wool take a tumble.

Rare values in skirts and coats.

Never such values in furniture.

An opportune sale in Cluny lace.

Savings on household necessities.

Unusual values in the linen room.

Rich cut glass for June weddings.

Dress goods and silks slaughtered.

Delightful glove bargains Tuesday.

Profits shaved to the quick in staples.

Prices talk here Monday and Tuesday.

Pretty undermuslins at special prices.

Fashion leaders for women's wearables.

Note these exceptional furniture values.

Great sale of women's and girls' apparel.

Come and see these exquisite white goods.

Fruitful, fleeting Friday only bargains.

Bargain snaps in the juvenile section.

The housefurnishing sale you've waited for.

Here's a whirlwind value in bleached cotton.

An early morning rally to the boot section.

Unmatchable apparel values for everybody.

Magnificent array of special silk bargains.

Sacrifice sale of carpets, rugs and linoleums.

The finest bargain of the season in white waists.

Children's dresses in handsome style variety.

Ribbons will take wings to themselves to-day.

Extra special bargains in men's fur felt fedoras.

These prices actually shout their economy.

Sweeping reductions on all ladies' outer garments.

The garment department should be visited this week.

Prices are down, way down, on these dress goods.

All at prices really less than the material would cost you.

Continuing to-morrow, the greatest coat sale of the year.

Fresh lines of wanted merchandise strongly featured.

Bargain interests center here Saturday, shoppers well know.

Extra values throughout the house during May white sale.

Embroidered shirt waists will be "all the go," this season.

Refrigerators. Housefurnishings in a notable underprice sale.

A silk bargain that will make things lively at the silk counter.

These underselling values should tempt you to buy your apparel here.

Monday specials of great interest to those not adverse to splendid saving.

To-morrow, a May-day carnival of irresistible values in all departments.

Profitable because the bargains offered are greater than ever offered before.

Why not make this stationery offer for to-day spell O-p-p-o-r-t-u-n-i-t-y for you?

Head and shoulders above anything of its kind is our Friday special hour sale.

Warm weather bargains: Cool, comfortable dressing sacques, also at parts off prices.

A suit to suit.

Hoisery inducements.

Clothing prices cut deep.

Splendid summer specials.

Notions and drug sundries.

Unexcelled clothing for men.

Boys' oxfords at lower prices.

Our greatest July ribbon sale.

Noteworthy bargain offerings.

Other superior summer values.

Final clean-sweep of millinery.

Big savings for prompt buyers.

Shoe savings of unusual interest.

A price magnet in men's clothing.

All milliners flowers at half price.

Summer shirtwaists to race away.

A price upheaval in women's suits.

Friday bargains for thrifty housewives.

Not cheap clothing, but good clothing cheap.

A list of underpriced silk specials for Saturday's selling.

The best values and handsomest styles we have ever offered.

Phenomenal value-giving marks this, the sale of all underwear sales.

Women's tasteful, refined summer garments of surpassing merit.

Tremendous reduction on a mammoth assortment of women's natty hats.

Money-saving values.

Last day of hurry out prices.

A price surprise among the purses.

Small oriental rugs at little prices.

Beautiful assortment of neckwear.

Very attractive values in men's furs.

Unusually low prices on athletic goods.

Unusual opportunities in parlor pieces.

In the cloak department points of merit.

The most phenomenal values ever given.

A large assortment of fancy handkerchiefs.

A list of good gift suggestions in furniture.

Prices the lowest, qualities beyond question.

The particular boot for particular women.

Quality costs us more, but it holds our trade.

Greater reductions than were ever before offered.

Women's underwear at remarkable reductions.

Special values that will realize your highest expectations.

Surprising values.

Incomparable prices.

Vigorous price-cutting.

Many robust bargains here.

Extraordinary values in coats.

Economies in the clothing corner.

Price magnets from the millinery.

Absolutely without equal anywhere.

Fancy goods to be almost given away.

Perfect goods—greatly reduced prices.

Savings for you in gloves and hosiery.

Price attractions among the fancy goods.

The best possible article—the lowest possible price.

The best chance of the year to save money on footwear.

Babywear offerings—absolutely without equal anywhere.

Strong enough to attract a liberal eight o'clock response to this announcement—pay you to be here.

Reductions that are truly remarkable for extremeness.

This sale of undermuslins brings economy to thousands.

Extraordinary price cutting to reduce stock at once.

Come to us when you want a heaping money's worth.

We sweep out all stocks with the big broom of small prices.

The big half-price sale of women's tailored suits swings merrily on.

All merchandise must be sold in this season regardless of consequences.

It's a good time to save money on kitchen and other housekeeping articles here.

Enormous savings effected for home keepers by our advance purchases.

The most popular carpet store where low prices and good quality reign supreme.

In taking inventory we have run across hundreds of short lengths, and even skirt and suit patterns of broken lines which we desire to clean up quickly and have just cut the price in two.

We've completed an inventory of our stock and find ourselves possessed of a large number of odd pieces which, following our semi-annual custom, we will dispose of by a clearance sale during January at prices some of which are below cost, and others most liberal reductions. The articles are all good, each being perfect in quality and construction.

Meats of best quality.

Superlative values in staples.

A money-saving opportunity.

Extremely good glove values.

Strong price magnets in the millinery.

A hurry-up clearance in women's coats.

Tempting dollar values in the shoe section.

Saturday a great day in the clothing corner.

Chance to buy a beautiful, luxurious fur coat.

Such wonderful bargains have never before been offered elsewhere.

Shoes gain your confidence by their wearing qualities and your admiration by their refined style.

Wall paper aids spring cleaning.

Spring cleaning suggests wall paper.

House cleaning? Paper your walls.

Decorate your home this spring.

Beautiful, inexpensive wall paper.

Decorate your home at low cost.

Do your walls need repapering?

New raiment for your walls.

House cleaning? You need wall paper.

To clean your home thoroughly paper your walls.

A clearance of fine embroideries—oddments.

Here are helps for housecleaning and moving.

Interesting values from our busy staple section.

The big muslin underwear sale continues unabated.

Women's sample footwear at a "step lively" price.

Special sale of an imported sample line of fancy china.

Special attractive prices prevail throughout this exhibit.

We try to serve you best and ask you to judge our success.

Mothers shouldn't miss this good thing in children's dresses.

Umbrella bargains to impel about everybody to buy Friday.

Styles of surpassing excellence in women's and misses' apparel.

Clipped prices and the highest grades for you.

Clip this out or make a money-saving memo.

Cheapness in prices only—excellence in qualities.

Both quality and price here appear for your patronage.

Come to us when you want a heap-
ing money's worth.

"Goodness" is an adjective that well qualifies this article.

A daring cut in prices all along the line.

At these prices the goods will go quickly.

The cream of trade at buttermilk prices.

An opportunity worth taking advantage of.

Broken prices on tempting goods during this sale.

Buying here means much to the family exchequer.

A great money's worth given with every purchase.

Every taste and every purse finds satisfaction here.

A little money buys a lot of foot comfort here.

New spring goods are revolutionizing the store.

Harvest for frugal, economical housekeepers.

Meritorious articles priced at moderate figures.

Remarkable values lend interest to the new hosiery.

Visit us at your early convenience, to your advantage.

Memoranda can be made from this list with advantage.

Sweeping out winter caps at next-to nothing prices.

Bought for quick selling and priced to insure that result.

Some of the special sales now in progress that offer great savings.

Paragraphs that are meaty with the best kind of trade arguments.

Be warned by yesterday's experience—profit by to-day's opportunity.

Dependable qualities.

Friday's furniture favors.

Bed pillows at price savings.

Good comforters down in price.

At less than half original prices.

Such a rattling among the plates!

Women's gloves marked to clear.

Very tempting dress goods values.

Great money saving grocery values.

In bedroom suites we excel greatly.

Price savings on rich brilliant pieces.

At absolutely unprecedented prices.

A noteworthy clearance in wall papers.

Two money savers for men in felt boots.

Good wearing shoes. Good looking shoes.

Exceptional indeed are the embroidery values.

Brilliant early spring showing of the most favored silks.

An extensive representation of exclusive styles specially priced.

A cut in cutlery.

A sensational watch offer.

Reliable kitchen timekeepers.

Profits melted away in staples.

A sixty-minute ring reduction.

Marked down in the millinery.

Dollars in the drug department.

Surprise values in fancy goods.

Here's light on the subject of lamps.

Remarkable reductions in lustre waists.

A clean sweep at the trimming counter.

Sweeping out day in household hardware.

Values unsurpassed in pretty wash goods.

Thursday's money savers in the china section.

Broom busy among initial pins and brooches.

Look at these pretty waists and then at the prices.

A stiff bargain breeze will blow these hats out of the store in no time.

Wholesale slaughter of reliable merchandise.

Wet weather-wearing apparel slashed in price.

Thrilling reductions in hosiery and underwear.

Surprisingly beautiful display temptingly priced.

At lowest prices consistent with good quality.

Important reduction sale of beautiful millinery.

The longer you wear them the more you'll like them.

Beautiful collection hemstitched linen table sets.

Prices cut in half and in many instances much less.

There is no true saving where quality is not considered.

The best of economy to anticipate your clothing needs.

Marked-down offerings have amazed Troy's shrewdest shoppers.

Strongest house garment values in the Western Hemisphere.

Most brilliantly beautiful display of the world's best weavings.

Its marvelous values in dress goods have taken the town by storm.

Never before have such fine furs been sold at such astonishing prices.

Prices that speak wonderful savings to every economical shopper.

The most unique and fascinating display and price demonstration in the history of white goods retailing in Montgomery.

A rare chance to get a high-class piano cheap.

Remarkable reductions on seasonable garments.

Get your share of these extraordinary offerings.

Hundreds of splendid money-saving opportunities.

Special underpricings in the saving domestic department.

The interest grows greater and bargains more astonishing.

All low price marks have gone to smash in this terrific price cutting.

Most sensational prices that give you adequate reason to purchase now.

It is the broadest and best sale we ever planned. It is the most difficult sale we ever worked for.

We are opposed to the trust, and for that reason we have a cash system and trust no one. This enables us to retail our goods at syndicate prices.—*Funk Bros., Ottumwa, Ia.*

Business trousers tip-top for business wear, "good enough" for hitching to the Sunday coat, \$2.89 to \$3.50.—*Meigs & Co., Springfield, Mass.*

Slow wear-outers, but quick to put on. Men appreciate this kind of footwear. It's the kind they call for again and again.—*Benger & Born, Kenton, O.*

We shall soon count our money and goods, to see how much we're worth and what progress we've made. Hence this *January Rummage Sale*—a great Pre-Inventory movement towards a quick clearance. How much shall we value this soiled and neglected merchandise—two-thirds? half? We don't know. But if we sell it to you at a bargain, we know we can count the money accurately enough. And we know the value of good will, too.—*The liberal discounts.—Schipper & Block, Peoria, Ill.*

PIANOS

In this humble cot there was a grand piano.

"Fortunate home!" quoth I, for I deem music a great blessing.

"Yes; we had to eat breakfast food three times a day for nine years to get the right coupons; but we got 'em!" exclaimed the father, glowing.

Man does not live by bread alone; sometimes it kills him.
—Puck.

No piano can be considered entirely satisfactory which permits only a limited range of musical enjoyment. Yet any piano constructed for hand-playing alone is extremely limited in its scope so far as the vast majority of people are concerned. To be entitled to be considered "complete" a piano nowadays must combine *both* of the accepted methods of playing: by hand and by the Pianola. The only piano which unites in a single instrument both of these methods is the Pianola piano.—*The Aeolian Co., New York, N. Y.*

The rich, round, full and sympathetic tone places the Weber piano in the list of those instruments which are so eagerly sought after by musicians who demand the highest standard of excellence in the piano they use.—*The B. Dreber's Sons Co., Cleveland, O.*

The Chase & Baker is the king of all piano players, because you can play more beautifully on it than on any other. You are invited to hear it play on the Germain. The only piano that positively improves with age.—*The Germain Piano Co., Saginaw, Mich.*

This fine pianist has 88 deft fingers. The Apollo concert grand piano player can play with wonderful effect on the piano the massive musical works of the great composers. There is nothing that can compare to it in the musical instrument line.—*Melville Clark Piano Co., Chicago, Ill.*

Moving time is here, and if your piano is not in good shape, action needs regulating, strings want renewing, etc., drop a postal to the Wissner Piano warerooms and we will bring it to our factory repair department and return it to your new home as good as new for very little expense.—*Wissner Building, Jersey City.*

Tact is better than talent.—Use it in selecting a piano. A touch on the responsive Emerson tells an attractive

story of delight to follow in its use. No "half-way" work in building it. Sympathetic care exercised at every step—the result, a piano to be proud of.—*W. J. Dyer & Bro., St. Paul, Minn.*

Put sense with your \$\$\$ when you make your piano purchase; then you'll buy wisely and economically. We offer you the cream of all the world's pianos—15 different makes, and many styles of each make. You'll like their tone, their action, their beauty—and their price, which in every case is below factory figures.—*M. H. Andrews, Bangor, Me.*

Dead pianos.—There are hundreds of dead pianos in Toronto. Their voices are dumb. The music that once rejoiced the ears is heard no more. The hand that touched the keys is laid away or some domestic change has removed it from the family circle. There the piano still stands—dead furniture. The Chase & Baker piano player brings them to life. It is the greatest modern invention, which plays the piano with greater precision than a professional performer and with expression. It can be played by a child or grown person, who may know nothing of music technically. The Chase & Baker piano player is even used by accomplished musicians to show the exact interpretation of different passages. It is a perfect piano player.—*The Nordheimer Piano and Music Co., Toronto.*

An artistic piano is vastly different from the ordinary kind. It is true that in general appearance pianos are similar, but in details there will be found varying qualities from the "tin pan" variety up to the piano that has that satisfying quality that even the musically uneducated detect at once. That beautiful singing quality of tone and evenly balanced scale proclaim the artistic piano.—*The Starr Piano Co., Youngstown, Ohio.*

Piano economy doesn't lie so much in simply paying the smallest price as it does in paying the smallest price and getting the very best for your money. That's where we help you economize. Here are 15 different makes of pianos—the highest standards of the world—and we guarantee you'll find absolute piano satisfaction in any one of them. All prices below factory figures.—*M. H. Andrews, Bangor, Me.*

We firmly believe that we are better able to sell you a piano for your home than any other dealer. Our belief is based upon the fact that we carry only pianos of known worth. The kind that have been tried right here, at home, and elsewhere, and not found wanting in tone, construction or finish.—*Carl Hoffman, Kansas City, Mo.*

When you buy that piano you've been talking about the style of wood and general exterior should be such as to please you exactly. The tone should be rich, pure and musical to a degree. The mechanical make-up of the interior should be such as to insure years of honest service. The price should be suited to your means. The terms (if you require time) should be capable of being easily and comfortably handled. In all of the above respects we are in a position to serve you to your entire and lasting satisfaction.—*Martin & Martin, Rochester, N. Y.*

September piano buying.—Right in the heart of it now. It took a few days to spread the news. The result could not but increase our August business, as well as solve the problem of furnishing the home with a piano. Prudent people are taking advantage of our several easy payment plans, especially at this time on account of the extraordinary values offered. There is no exaggeration of values. The economy is all it seems to be. No guesswork, but plain, up-to-date business proposition. It's the chronometer against the old sand glass. Every day last week brought a handsome increase over the business of the corresponding days of 1907, and now the early buyers are helping in the advertising. Closer figures on pianos and more liberal terms were never offered. Is the tremendous selling explained?—*Philip Werlein, New Orleans, La.*

New England pianos.—Our factory and our sales are the largest in the world. Our pianos are unrivalled. The tones are full, clear and sweet. The touch is unsurpassed. The scales are scientifically correct. The case work is elegant in design and beautiful in finish.

The durability is wonderful.—*New England Piano Co., Boston, Mass.*

Pianos at a sacrifice.—Real savings in piano value are not rare when applied to individual makes. We have constantly offered some particular makes at a large saving since opening our piano warehouses, but the savings now offered on several lines of new pianos and remade, used pianos present opportunities rare indeed. Instead of a single make and one or two styles to choose from, you now have several makes and not less than fifteen case designs, and every one of them desirable.—*Loeser's, Brooklyn.*

Emerson piano quality.—Quality in a piano is absolutely essential, for a poor quality piano is not a piano at all. It may be a "furniture piano" if you will, but it is not a musical one—and what is the good of a piano if it is not musical?

The Emerson piano seems to grow better every day. The makers of this instrument have lately surpassed themselves. The pianos that are now coming to us are simply magnificent. The touch, the tone, and the finish are better than ever before. The more difficult you are to please, the better we shall like it, for you cannot but be pleased with these instruments, yet with all their goodness they are sold for a fair price on easy terms.—*B. Fink & Son, Kenton, O.*

If there were any better pianos made we would have them.—*O. Young's, Grand Forks, N. D.*

Light is breaking on the Kansas City piano situation, and we hail it with gracious feelings of welcome.—*Jones Dry Goods Co., Kansas City, Mo.*

Don't measure the cost of a piano altogether by the price you pay. The permanent satisfaction it will give, the quality of tone it possesses and will possess after years of use, and the amount of repairs that it will then need, are important points.—*A. Brunton, Jersey City, N. J.*

Steck piano. For forty-six years the "Old Reliable." To those about to purchase a piano this brief statement is pregnant with meaning. It makes good the claim of the Steck piano to superior tone quality and unparalleled durability.—*Steck Piano Co., New York.*

Remarkable for depth and quality of tone. Possessing an action whose delicate repetitions and surety of touch are a delightful revelation of mechanical skill and expert workmanship.—*E. L. Catlin, 709 Chapel St., New Haven.*

The only store where the celebrated Sohmer pianos are sold is located at corner Broadway and Mason Street.—*S. A. Mondschein Piano Co., Milwaukee.*

A piano store worthy of the name. The character and quality of the instruments that make up the stock here are such as immediately inspire confidence in the mind of the prospective purchaser. The peerless Knabe heads the list, followed by such renowned makes as Gabler, Packard, Bush & Gerts, Schubert, Price & Teeple, Laffargue, Hobart M. Cable, Victor, Davenport & Treacy. Every one of these pianos was selected for its absolute merit not only in tone quality but its entire construction, and we have so much that's good to say in regard to each that we will appreciate an opportunity to talk to you, either by seeing you in our warerooms or by mailing our catalogue. Our prices are the lowest possible, and every instrument is tagged with the lowest net price marked thereon. It is certainly a great satisfaction to a customer to know that no "haggling" over price is necessary to reach the rock bottom.—*Simpson Crawford Co., New York.*

An excellent way to purchase a piano is first to rent it. You can then be sure of a piano that suits you perfectly. We pride ourselves upon the quality, size and variety of our rent stock; it is a revelation to those who have rented old, worn-out pianos.—*Pease Piano Co., New York.*

When this sale is over, no more so good pianos for so little money are likely for a long time—it necessarily takes a good while to gather a collection of instruments and put them in the condition in which we are willing to offer them to our customers.—*The Wanamaker Store, Philadelphia, Pa.*

The year 1905 finds the Pease piano at the very height of its musical and artistic supremacy. The new styles are now on exhibition, among which particular attention is called to the new style "4," in Ionic design. The Pease scale contains more covered bass strings than any other piano, and these strings run well into the middle register, thus insuring a tone of great depth and power.—*Pease Piano Co., Newark, N. J.*

The real piano problem is not to find a cheap piano but to find a thoroughly good piano at a low price. It is no trouble to find a cheap piano, there are cheap pianos without number. Some few of them are sold for what they really are, a poor substitute for a proper piano, but most of them are sold as "wonder-

ful bargains." Yet anything further removed from a genuine bargain than a typical cheap piano it would be difficult to imagine. To meet the real need of the public, the demand for a thoroughly good piano at a low price, we have instituted certain great economies in selling. These economies have nothing to do with the making of the piano. Not a piece of wood, or metal, or leather, or ivory is cheapened. But on the contrary through increased output the opportunity for a constant betterment is presented.—*Lyon & Healy, Chicago, Ill.*

We have put forth an instrument with which we can say to the musical world: Here is the Lauter, which is offered on its merits as without exception the best piano now manufactured. The tone is of phenomenal beauty, of great carrying power, and exquisite modulation. Considering their unusual goodness, Lauter pianos are not expensive. The prices are extremely low in comparison with the cost of pianos of decidedly inferior quality.—*Lauter Co., Jersey City, N. J.*

We have been established in this State since 1854. Our reputation for fair and square dealing is known all over the Pacific coast. An instrument placed in your home on trial for three years; at the expiration of that time if you are not satisfied with it, we will exchange it, allowing you all you have paid for the instrument, to apply on purchase of any piano you may select, and we carry about fifteen different makes. Not one cent added to the principal if you buy on time.—*Kohler & Chase, Sacramento, Cal.*

When you sit down to the Simplex a second or two serves to wind the mechanism which keeps the rolls passing over the tracker board, so you can give all your time and thought and all the marvelous capacity for expression contained in the wind chest, to the one task of interpretation by varying tempo, rhythm or accent. When through playing the roll re-winds itself automatically. In other words, you do not have to pedal to either turn or re-wind the roll—the pedals are left entirely free for musical expression.—*Sedgwick & Coosey, Hartford, Conn.*

"That singing tone" so noticeable in the violincello is one of the distinguishing features of the Pease Pianos; on that account it is the ideal piano for the vocalist; the reason for this is the convex form in which the sounding boards of the Pease pianos are built; it gives a life to the tone that does not wear out.—*Pease Piano Co., New York.*

New England pianos.—They contain all the requisites of strictly first-class pianos. The tone is unrivaled. The touch is unsurpassed. The scales are scientifically correct. The case work is elegant. The finish is beautiful. The durability will delight for many years.—*New England Piano Co., Boston, Mass.*

The Cecilian, the perfected piano player, simple in construction. Easy to pump. Capable of expressing the most soul-inspiring classic music as well as the simplest rag-time melodies.—*Geo. J. Birkel Co., Los Angeles, Cal.*

Fond memory brings the light of other days around you when you hear the sweet strains of music from a Hallet & Davis piano, and to hear one is to want one. Let us show you what the expenditure of very little money will do for your home.—*Cleveland, O.*

The Steinway piano.—If ever a better piano than the Steinway is made we will sell it. But until that time comes we will continue to guarantee the Steinway to be the best piano in all the world today. The Jenkins' plan of selling saves money and makes buying easy for anybody. Come along with the crowd and buy where you get treated the best.—*J. W. Jenkins' Sons Music Co., Kansas City, Mo.*

To-morrow will bring to fifty homes the little-price opportunity of the year to possess a good piano. The season and conditions join hands to make piano buying easy to-morrow. A large number of used pianos, taken in exchange, have accumulated; then we wish to sell those that we have rented during the past season; and now comes a superb collection of Chickering pianos that have just been remade, as to interiors, in the Chickering factory. Making in all an aggregation of fifty-one used pianos and a number of Angelus Piano players, and a few organs. We are inundated with under-price instruments; and the relief movement planned for to-morrow brings the best economy-time of the year to homes that are willing to sacrifice a modicum of sentiment for a maximum of saving. Such an array of Chickering Pianos so sharply under their original values is one of the rarest opportunities that discriminating economists could hope for. Here are pianos *par excellence*; the supreme product of musical genius, and piano-making skill—pianos that deserve and command the highest prices that pianos bring; now obtainable, in previously used and refinished cases, at thirty to a hundred and seventy-five dollars below the value of similar

models in new cases. Such an offering is rare, decisive, commanding—unheard of outside of Wanamaker's; and conditions make the June sale momentous to thrifty homes where a piano is desired.—*Wanamaker's, New York.*

We sell first-class pianos at smaller prices than the sole dealers. If you have a piano already, but feel that you would like to put it in part payment for one of our instruments, we will certainly allow you all it is worth. Every piano in our wareroom has a settled price and from that price we do not deviate. When you tell us you want us to take your old piano in part payment, we do not put up the price of the new instrument to cover what we pay for your old one. We sell pianos on easy terms. Come here and learn about those easy terms. They will suit you. Our pianos comprise eminent makes that had a high reputation for thorough goodness of tone and construction before we featured them in our store. They are the Kranich & Bach, Hazelton, Ruckstuhl, Lindeman, Leins and Princeton.—*Hahne & Co., Newark.*

The pianos in this sale are of high character. Our guarantee, as broad as we can make it, is back of every one. We know they are the best instruments, very much the best instruments that may be bought anywhere for as little prices. We know that every one of them will give satisfaction. We know that to-morrow and the days to come will bring the best chances to buy pianos that have ever been offered in Brooklyn.—*Frederick Loeser & Co., Brooklyn.*

The simplest and easiest to operate of all piano playing machines. Its sympathetic qualities of action are such that it lends itself to the mood of the performer; thus while the Sterling piano player does away with drudgery of years in vain efforts to master the piano, its possibilities, delicacy, sensitiveness, range, ease of operation and variety of effects are unlimited, and it responds exactly to the interpretation of the performer's individuality. We want you to come in and see this wonderful piano player work.—*M. Sonnonberg Piano Co., New Haven, Conn.*

The dignity of the home calls for a piano. If the piano corner in your house is still unfilled let us show you how well, how cheaply and upon what favorable terms we can fill it.—*Mackie Piano & Music Co., Rochester, N. Y.*

A suggestion for the prospective piano buyer: It can't harm you to call at 543 Broadway before you buy. It may benefit you.—*Boardman & Gray, Albany.*

Our warerooms are always a pleasant place to visit. We have here a stock of pianos that is beyond a doubt the largest in this country. We have not only our own magnificent Lauter pianos, but four or five other noted makes as well. We invite visitors whether they have any intention of buying or not. We are always glad to show our stock, and explain prices and easy terms on the many different styles.—*Lauter Co., Newark.*

To make a statement as a fact presupposes the existence of a certain condition absolutely beyond the pale of denial. There are some facts in connection with the Wissner pianos which ought to be valuable to intending purchasers. One fact is the splendid reputation these instruments have with musicians and pianists of prominence, this magnificent record of artistic successes extending over many years. They have unvaryingly maintained their reputation for the highest merit during a period of the greatest competition for artistic recognition ever known to the trade. There is a reason for this. Every phase of advanced technique and interpretation has been carefully studied in connection with the artistic development of these instruments.—*The Wissner Piano Co., New York.*

That's what a customer told us who came in last week and bought a Vose piano. He didn't know about pianos, and naturally inquired among friends about where was the best place to buy a piano. They all said "Go to Jenkins." They said rightly, because where the majority buy is bound to be the best place. Our store is the best place because we sell the best makes of pianos and we quote the lowest prices, grade for grade, and we sign the guarantee with the factory, making a double guarantee on each piano we sell.—*J. W. Jenkins' Sons Music Co., Kansas City, Mo.*

It is a fact that many pianos have but one merit—beautifully finished cases. And perhaps there is no time in the year when the purchaser of a piano needs to use so much care in buying an instrument, just because outward show is made to take the place of inward reliability. The artistic Sterling designs are the world over recognized as first, but the Sterling's beauty is the far finer charm of a wonderful expression of tone which has made it acknowledged as the standard of musical excellence.—*The Sterling Piano Co., Brooklyn.*

The finest in the world! How's that for a distinction? Do you wonder that we keep telling about the tone, worth and beauty of our product? Can you

blame us for feeling elated over the artistic Stieff piano. Merit wins. No merit, no medal. The competition was keen in every instance—the world's best was in the race.—*Stieff, Norfolk, Va.*

Owing to the special price at which these pianos are offered, we are obliged to omit the maker's name from the announcement; but when you come you will recognize it as one widely and favorably known. They would be fairly priced at \$300.00, and are sold for as much as \$325.00 by some dealers, but we bought a number under unusual conditions, at a large saving, and assure you that they are a very remarkable value at \$225.00. Handsomely cased, in hardwood, mahogany or walnut, double-veneered, ornaments all hand-carved, full swinging music desks, grand full-board, continuous nickle hinges on fall-board and top, best ivory keys. Original scale of excellent tone quality, 7 1-3 octaves, three unisons throughout, overstrung bass, three pedals, including sustaining bass. Action very light and elastic.—*Strawbridge & Clothier, Philadelphia.*

The question of buying a piano is one that requires due deliberation. There are vital points at stake. What tone do you like? What kind of a case? How much to pay? Then what make to buy? Look well before purchasing. Cheap pianos are dear at any price. Then there are pianos that have good reputations in days gone by, and are being sold to-day on that reputation. They have lost character and that is essential in every piano. For forty-five years D. S. Andrus & Co. have been selling pianos in this vicinity. They have handled very many of the pianos on the market, and now they are prepared to give the patrons their choice of twenty-five different makes, which embrace the best in their line for the money.—*D. S. Andrus & Co., Elmira, N. Y.*

Tone and touch, the two fundamentals in piano making, without which any piano is almost worthless. Our pianos embody these two essentials to a great extent, and besides they are reliable, durable and artistically finished. We never sell a piano that we do not know to be all that is claimed for it. We have been in business for twenty-five years and merit your confidence. Always glad to see you. Open evenings.—*Kempf Bros., Utica, N. Y.*

Our Prices are never Sharp.

Our Pianos are never Flat.

And our Terms are turned in the key of Liberality, when you buy a Piano at *Gibbons Piano Company, Worcester.*

The Weber Tone.—Rich, round, full and sympathetic, places the Weber Piano in the list of those instruments which are so eagerly sought after by musicians who demand the highest standard of excellence in the Piano they use.—*The B. Dreker's Sons Co., Cleveland, O.*

Steinway pianos. The wonderful Steinway is possessed of a tone that refines and enriches the voice of every associated instrument—it is a creative tone, with all the elements of music self-contained. It is this exclusive quality that has made the Steinway piano essential to every great artistic triumph of the concert stage; to the work of every careful teacher; to the pleasure of every thoughtful amateur.—*Geo. J. Birkel Co., Los Angeles, Cal.*

A piano means much for the family. There is a wonderfully unanimous testimony to the desirability of having a piano. We do not know any person who regrets having purchased a piano; we know that everybody's opinion that is worth having is favorable to the instrument. A home is brightened and improved by music, and is made a better place in which to live. From the oldest to the youngest, all are cheered and elevated by this ever-popular influence. Why should you be without a piano? *Lauter Co., Newark, N. J.*

A piano of thorough goodness, at a popular price and on the easiest terms. That the Wanamaker piano store has accomplished wonders in the evolution of the piano business, the whole musical trade admits. The taking over of the selling in New York and Philadelphia, first of the Chickering, and, more recently, the Mason & Hamlin pianos, was the utmost proof of prestige in the piano trade. But another great work has been accomplished—still more vital to the thousands of people who do not wish to invest the amount necessary to buy a piano of the highest class. That is the providing of a thoroughly worthy piano at a very low price. In the pianos of superlative quality we knew what we wanted. But to secure the best possible pianos at a moderate price required two years of searching and testing, and prospecting with the manufacturers. We secured pianos of merit beyond controversy—superior in every point of comparison, tone, construction, action and finish—far and away the best and most artistic pianos ever produced.—*Wanamaker's, New York.*

Piano purchasers, buy direct from the maker and save money. The Matchless Cunningham and Girard pianos' prices

and terms are lower for the same grade than any other house in America. Reason simple—first hands.—*Cunningham Piano Co., Philadelphia, Pa.*

Piano buyers have two ways of looking at a bargain—price and quality. Some think only of price, but the wise buyer considers above all else quality. This we can furnish you for much less money than usually asked for inferior goods.—*The John Hoyt Piano Co., Davenport, Ia.*

Fine Pianos at Reduced Prices. A Notable Sale Marks the Piano Store's Anniversary.—A very great piano business has grown up here in two years. It started modestly, without hurrah—but its principles were right. It has been managed on the same simple, straightforward plan that marks every feature of the Loeser business. It has offered to the people of Brooklyn a choice of pianos in several grades, each the very best in its class, each at one fixed price, and that the lowest for which pianos of equal merit are anywhere sold. As fast as people found these facts out, such a business was bound to grow. This is the piano store's anniversary, and we mark it with an offering of a number of pianos which have been taken in exchange for other makes or still finer instruments.—*Frederick Loeser & Co., Brooklyn, N. Y.*

"What piano shall I buy?" How to solve what appears to many to be a difficult problem. Piano purchasing isn't such a vexatious matter if you go about it in the right way. We long ago made it clear to an immense and enthusiastic clientele that we could sell high-grade pianos at moderate prices without experiencing the least embarrassment in the matter of obtaining public attention.—*Siegel-Cooper Co., New York.*

The heavenly choirs will doubtless delight us when our opportunity comes, but until then there's nothing more in tune with the choir invisible than our pianos. They satisfy in every way, beautiful in case, construction and tone, easy in action, and not too expensive.—*The Keating Music House, Crookston.*

The long winter evenings will soon be here and you may as well have the advantage and pleasure of a Piano in your home. You can get it now as well as waiting until Christmas. Don't keep thinking you can't afford it. You will never have one thinking that way. Call at our store and hear the opportunities extended you by the "Germain" one-price and Easy Payment System.—*Germain Piano Co., Saginaw, Mich.*

No matter how low a price you are charged here for a piano or organ, you can hold this store responsible for the very best satisfaction. These are specials, good for to-day and to-morrow only.—*S. P. Dunham & Co., Trenton.*

The world's most eminent musicians, by whom they are extensively used, assert that the Wissner Pianos have given to the world new ideas of tone-production—new theories as to what really constitutes durability in a Piano. The record of the Wissner House, during the past quarter century, during which period it has supplied the Brooklyn public with high-class Pianos, is unparalleled in the history of the industry. And its phenomenal success is the result of one great underlying principle—a determined policy to make the best Piano that ability, experience and capital would render possible.—*Wissner, Brooklyn, N. Y.*

In order to make room for the new models which are daily arriving we have decided to close out several of Kranich & Bach pianos now on hand at substantial reductions from regular prices. With the exception of perhaps a slight scratch or rubbed case, scarcely noticeable in most instances, these pianos are absolutely perfect and are fully guaranteed. The opportunity to secure one of these magnificent instruments at so much below the usual cost is bound to make a stir among music-loving folks. It is the chance of a life-time.—*Snellenburg's, Philadelphia, Pa.*

The Matchless Cunningham we guarantee for fifteen years. That beautiful tone quality which has given this instrument its supremacy in the musical world is a permanent possession. It is not veneered on, but it is in the very fiber of every bit of well-seasoned material used. We give our pianos *time* to mature.—*The Cunningham Piano Co., Philadelphia, Pa.*

It won't cost you much to put a beautiful Emerson piano in your home. The high character of Emerson pianos is known in every musical community. Before the public since 1849 they have demonstrated genuine musical worth and durability; a combination of value to the careful buyer seldom equaled. The moderate price at which we sell this standard instrument and the very favorable terms make it possible for us to furnish an Emerson even where one's means are somewhat limited.—*Sedgwick & Casey, Hartford, Conn.*

The scale of the Lauter piano is almost ideal. This fine scale gives a de-

lightful modulation that we do not think has ever been attained in any other instrument. The tone is exquisite, for it is delicate and powerful and rich and ringing in remarkable degree.—*Lauter Co., Newark.*

And no price is low enough to tempt one to buy a piano of shallow tone, and poor action—that will humiliate you in the opinion of your musical friends.

We were a couple of years searching for a piano, at this moderate price, that should be worthy at every point. But we have yet to find a customer dissatisfied with a purchase of a J. C. Campbell Piano. It stands head and shoulders above all other pianos sold for \$200 or less.—*Wanamaker, New York.*

If you have five or six hundred dollars to spend, of course there is no question what to do. You will buy a splendid Knabe Piano. But if the appropriation is only \$200, then what? That's an important question, for hundreds and hundreds more people can afford \$200 for a piano than can afford \$500. Suppose you can buy a \$275 piano for your \$200!

It is just that supposition which we have turned into fact in the Reiman Piano. It took two years of hard work with makers to do it. But now the Reiman piano is in a class by itself—is the best piano in the world for \$200.—*Frederick Loeser & Co., Brooklyn.*

When you decide to buy a Piano you investigate the subject for a day or two, or perhaps a week, and then you buy. But we have been studying for a lifetime how to get the very best piano in the world for just the price you wish to pay. Now don't you think that experience of ours is worth something to you? And, besides, our investigating has developed the Jenkins plan which gives you the lowest price at the start without haggling and dickering.—*J. W. Jenkins Sons Music Co., Kansas City, Mo.*

It took almost two years to do it, but we did it, and the way people have been talking about the Oscar Reiman Piano since we introduced it shows that we have done something worth while. We know now that if everybody who had just about \$200 to spend for a Piano could compare the Reiman with all the other Pianos offered for anywhere near that price, not one of the other pianos would be sold. We haven't enough Reiman Pianos to supply everybody; but we have enough to supply you and it is about the last chance, too, to take advantage of the special terms.—*Fred Loeser & Co., Brooklyn, N. Y.*

Very few pianos actually wear out. It is generally the giving away of one part ahead of the others that renders a piano useless. That's why one-half of the business done to-day is in exchanges. If you buy a Pease piano you can rest assured that every detail of manufacture is carefully looked after and that there will be no premature breaking of any part. It's our boast that the tone in the Pease piano does not wear out.—*Pease Piano Co., New York, N. Y.*

The eternal cry for cheap pianos has been of late years, and a class of manufacturers, trusting in the ignorance of the public, have entered the market with instruments that are worthless, and they are sold right here in our city at exorbitant prices. Such instruments are a fraud and deception. There is no value to them whatever.—*Smythe & Benzinger, Binghamton, N. Y.*

So active has been the demand for our own make of pianos—Blasius, Albrecht and Regent—that our bargain basement is overstocked with the pianos of other makers, which we have accepted in part payment. These are put into good condition, and offered at much less than actual value. Here are a few of them that ought to be snapped up quickly.—*Blasius & Sons, Philadelphia.*

You will be interested in seeing the Lauter Piano in course of construction in our factory. We invite you to visit us, and we will escort you through the factory, that you may see for yourself how carefully, how scientifically the instrument is put together; that you may understand how conscientiously the work on this Lauter Piano is carried out.—*Lauter Co., Newark, N. J.*

Nordheimer pianos excel in touch, tone, volume and finish. These are the four leading features of a piano, and every one has been brought to the highest point of perfection in the Nordheimer. In this piano you get the results of more than 60 years' experience.—*Nordheimers (Ltd.), Windsor, Ont.*

"Pease" a Piano With a Name.—All other things being equal, the piano with a good name and reputation is worth \$50 more than the other. The Pease name stands for fixed value and known worth and a guarantee that insures your piano from any defect. And remember that we charge nothing extra for the Pease name.—*Pease Piano Co., New York, N. Y.*

Several Sterling Pianos, used by artists on musical occasions. Use, instead of harming, has improved their tone quality and action. But our policy

never permits us to represent a piano as new that has been used in the slightest degree. We offer them at this time of year at what we call inventory reductions prior to our stock taking on July 1st. Our advertising never savors of exaggeration; it is sterling news, and this offer means a very unusual opportunity to get an excellent instrument at a genuine saving.

Also several second-hand Sterling Pianos which have been taken in exchange for more modern designs. All have been thoroughly reconstructed and are so good that they will give fifteen to twenty years of the best musical satisfaction.—*Sterling Piano Co., Brooklyn, N. Y.*

Pianos! Pianos! Are you going to postpone much longer giving your children the advantages of a musical education? If you expect your children to be hewers of wood and drawers of water all their lives, then you don't need a piano. If you refuse to buy for your little ones a piano, they can't help it; they are helpless and must depend upon your judgment. If your wife pleads for a piano and the children cry for one, don't think they are extravagant and foolish. A piano is now a necessity. Much money is a good thing to have, but because you haven't it is no excuse for not providing your home with a piano. Five dollars per month buys one of us.—*Ultey-Ultey, Buffalo, N. Y.*

To-morrow we shall inaugurate the piano sensation of the year—a sale of strictly new instruments from the best piano makers of this country at less than factory prices. An occasion that ought to bring every prospective piano buyer in Milwaukee to our corner piano store this week.—*Boston Store, Milwaukee, Wis.*

Choose a piano as you would a friend—slowly, carefully, wisely. It's a good plan to shop around. Visit all the piano stores in town. Look at their pianos and stores. Make a note of prices and qualities. If a dealer has a sliding scale of prices, beware of him. He doesn't mean to tote fair with you.—*J. W. Jenkins Sons' Music Store, Kansas City.*

Anyone can play a piano if he has a Pianola. There are never any dull moments in the summer home where there is a Pianola. That dreaded time, when out of door sports have to be abandoned through stress of weather, has lost its terrors for the far seeing hostess. The Pianola will entertain everybody, old or young, musician or layman.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The Kops pianos remain a thing of rare ornamental beauty and constant joy. They require no weak praise of ours, they speak too eloquently themselves; and the highest virtuosos have contributed to their lasting fame sufficiently.—*Kelly & May, West Superior.*

Signal of Triumph! Touch Her Off "Uncle Sam!" Let "Old Glory" Wave! Bang! Bang! Bang! Blaze Away! Blaze Away!—Let the tones echo and re-echo o'er hill and dale, the grand tones of the grand pianos made by the celebrated makers, Ivers & Pond Piano Co., of Boston—admitted by all Bostonians to excel all others, not excepting any maker in New York or in all the world, for tone, action and durability. We sold several grands for Christmas, including one full concert grand piano. No wonder we feel like booming our cannon and giving three cheers for our flag! The time has gone by when the people thought that there must be any particular old name on the name board. Like the fast horses of former days, namely Flora Temple, Goldsmith Maid, Maud S., Rarus and others who have passed into oblivion. Too slow for new blood; been beaten out of sight! Come in and see our new stock of Ivers & Pond Grands and Uprights.—*Ludlow, Barker & Co., Hartford, Conn.*

Andrew Carnegie is helping people to happiness in his own way with books and pipe organs.

But how much better it is to feel independent—to be able to help yourself—to say, "My money bought this piano."—*Wanamaker's, Philadelphia, Pa.*

Pianos that stand.—There are any number of pianos that look well and sound fairly well—at the start. You can buy cheap pianos that do that; but a piano should be made to last a lifetime. If it only "stays good" a few months it is dear at any price. Emerson pianos are of the kind that "stand." They are safe instruments to buy. They stand the wear and tear of every-day usage, and with ordinary care three generations of children may practice on one.—*W. J. Dyer & Bro., St. Paul.*

Wamelin's Pianos have been tested by years of use. Did you ever stop to think how easy it is to claim "finest grade," "highest standard," etc.? But when it comes to results—well, that's a different story. It is not our way to make exaggerated statements which we are not prepared to substantiate. We do claim that we represent a line of fine pianos that have satisfactorily stood the test of years of actual use and always

given the most perfect satisfaction to purchasers.—*The J. G. Wamelin & Sons Piano Co., Cleveland, O.*

How many people buy more than one piano in a lifetime? Very few. It is a rare event. It requires time—it requires thought—it requires investigation. The Mason & Risch piano occupies a unique position. It has received greater praise than any other instrument anywhere. It has all the best features of other pianos. It has exclusive features of its own. It will wear longer than any other. It retains its original brilliancy of tone longer than any other. These are facts claiming your attention. They are worth investigating.—*The Mason & Risch Piano Company, Montreal, Can.*

Steger & Sons, unsurpassed for brilliancy of tone, elasticity of action and beauty of case.—*Schmoller & Mueller, Omaha, Neb.*

Kimball pianos and pipe organs are recognized by artists the world over as superb instruments; for sweetness of tone and durability they have been the standard of musicians for years. Their judgment should be yours.—*W. B. Roberts, Kansas City, Mo.*

"New England pianos."—They will please you. They contain all the requisites of a strictly first-class piano. The tone is full, clear and unrivaled. The touch is unsurpassed for flexibility and precision. The scales are scientifically correct, even and perfect. The case work is elegant and original in design and superb in finish. The durability is a delight for many years.—*New England Piano Co., Boston, Mass.*

A musical education for the children should start with the purchase of a good, sweet toned, substantial piano. It's nonsense to say that "any piano will do for the little ones." Train their young ears to appreciate the tonal beauties of an Estey or a Harvard, and you won't have to undo bad work in their later musical career.—*E. J. Shafer & Co., Alliance, O.*

The piano is usually the very finest piece in any home where it goes. It is the "piece de resistance." So the case is usually considered of some importance. In deference to this demand we have styles in accordance with all the established schools of art. But, after all, the artistic part of a piano is its tone. The main object of buying a piano at all is to secure good music, and the tone is the only attribute of a piano that is musical.—*O. K. Houck Piano Company, Memphis, Tenn.*

William Knabe began building pianos in Baltimore sixty-seven years ago. They were then the best pianos in the world. To-day William Knabe's grandsons occupy the same position accorded the Knabes three score and ten years ago. D'Albert, Von Bulow, Hamburg, Sauters, Esaye and others have repeatedly expressed their desire for this piano. The Knabe "Mignon" is the most perfect miniature grand piano in the world. See these pianos at—*Ludwigs & Co.'s, Wilkes-Barre, Pa.*

Tone and touch the two fundamentals in piano making, without which any piano is almost worthless. Our pianos embody these two essentials to a great extent, and besides they are reliable, durable and artistically finished. We never sell a piano that we do not know to be all that is claimed for it. We have been in business for twenty-five years and merit your confidence. Always glad to see you.—*Kempf Bros., Utica, N. Y.*

Piano purchasers, buy direct from the maker and save money. The Matchless Cunningham and Girard pianos' prices and terms are lower for the same grades than any other house in America. Reason simple—first hands.—*Cunningham Piano Co., Philadelphia, Pa.*

No matter how low a price you are charged here for a piano or organ, you can hold this store responsible for the very best satisfaction. These are specials, good for to-day and to-morrow only.—*S. P. Dunham & Co., Trenton.*

Pianos.—Always better, year by year. We sell, in our little priced line, a better piano to-day than ever before at similar prices—better built, better tone, better finish. It's the life of our business to keep improving—keep growing.—*N. J. Dyer & Bro., St. Paul, Minn.*

The Chickering stands first among all pianos. It has always led; it looks as though it always will. Wherein does Chickering superiority lie? In strength of construction, breadth and beauty of tone, strength, yet delicacy of action, and splendid orchestral power. If it's the very best in pianos that you want, you must have a Chickering. See them—hear them—at our store.—*M. H. Andrews, Bangor, Me.*

If ever a better piano than the Steinway is made we will sell it. But until that time comes we will continue to guarantee the Steinway to be the best piano in all the world to-day. The Jenkins plan of selling saves money and makes buying easy for anybody. Come along with the crowd and buy where your money secures the most and you

have some choice, as we sell seventeen different makes, 300 pianos to choose from.—*J. W. Jenkins' Sons Music Co., Kansas City, Mo.*

Our prices are reasonable, and the pianos we carry will meet your most hearty approval, because they are "right prices." All pianos in our store are marked in plain figures, one price to all and that the lowest to be found anywhere consistent with good musical and wearing qualities. Easy and pleasant to buy of us. We want your trade. We want to sell you your piano, organ or piano-player, and we are in a position to make you "right prices," and we certainly make it easy and pleasant to buy an instrument. We have a few decided bargains in second hand pianos and organs.—*A. A. Kidder, Utica, N. Y.*

The Everett "tone."—It is superb—powerful—clear—rich! You never hear its duplicate from any other piano; you never hear a poor tone from an Everett. It takes highest skill and long experience to produce pianos of the Everett standard; that is why the Everett stands so far above the average piano of to-day.—*M. H. Andrews, Bangor, Me.*

Music loving people will tell you they enjoy the Bradbury piano because it is a piano that stands. There are any number of pianos that are fairly good at the start, when everything is new—but a good piano, like the Bradbury, will last a lifetime. They are made for every day usage and they give the best of satisfaction. If you haven't tested it's splendid qualities we would be glad to have you come in at any time and do so.—*The Hannah & Lay Merc. Co., Traverse City, Mich.*

A square deal is always given the purchaser who buys a piano at our store. We represent our instruments just as they are, and our prices and terms are right. Our pianos, The Sohmer & Co., J. & C. Fischer, and Keller Bros., are well known to the musical public and do not require extravagant statements to boost them up, but only need to be seen and heard, to convince one of their superior merits. Prices from \$250 to \$500. Call, examine and compare. Our instruments will stand the test.—*Geo. E. Snedeker & Co., Trenton, N. J.*

Quality costs, but it pays. It pays not only in the wear of a piano, but the tone quality will uplift you and make you appreciate the best in music and in life. All of our different makes of pianos are of a quality to satisfy. Easiest of installment plans.—*The Excelsior Co., Jersey City, N. J.*

Pianos.—The outlook is encouraging—selling began almost before the stock was in shape, and interest is growing daily—purchasers seemed to know what to expect—their hopes are realized, that's certain—the sales show that. Sheet music free to every caller, and piano covers and stools at cost to get you to visit the department.—*The Boston Store, Milwaukee, Wis.*

If you buy a piano buy it from a reliable house of established reputation for just dealing, and that is able to make every representation and guarantee good, and whose judgment is worth something to you in the selection of an instrument. There is one house in Tacoma of this character, where you will always get the best value for your money; also courteous treatment and perfect satisfaction ever afterwards. It is just as necessary after you buy a piano as before that you deal with the right house. During our great removal sale we are giving the lowest prices ever known. The musicians, public schools, colleges and seminaries buy here.—*D. S. Johnston Co., Tacoma, Washington.*

How do you buy a piano? Do you consider its ancestry—its family history? When in need of a physician or lawyer, the first thought is as to their ability; the charge for their services is at least a secondary consideration. Isn't that so? Buying a piano should be done in much the same spirit, looking to the services the piano is capable of rendering, for it may be the last you will buy during a life-time and you want it to remain a piano of merit for another generation at least. So select a Kranich & Bach, Kimball, Haines Bros., Marshall & Wendell, and be assured of satisfaction.—*A. A. Kidder, Utica, N. Y.*

Our pianos are sweet toned and are constructed to retain their tones. We want every prospective buyer to see our instruments before deciding what piano to buy. Our line consists of the most celebrated makes in the world. Our terms are easy and we take old instruments in exchange.—*Buckingham & Moak, Utica, N. Y.*

This disposition sale is a straightout proposition in piano selling which enables you to practice the very closest economy in the purchase of a piano or organ without sacrificing one iota of the beauty, style or excellence of quality of the instrument. Under ordinary circumstances the offerings of this great piano company are better than others. It should be so. We are manufacturers and deal direct with you. You readily

see how we can afford to undersell others. Then, in a case like this, when we want to bring about especially quick sales we simply cut our own price on our own products.—*The Cable Co., Mobile, Ala.*

During the past week we have had a sale of square pianos; a remarkable sale; remarkable because of the high class instruments offered and of the low prices at which they were marked. When the sale commenced there were more than seventy pianos to select from. They have sold readily, and to-morrow will be the last opportunity to secure one of these pianos at genuine bargain prices. This offer holds good for Saturday only; should there be any left they will be remarked at regular prices Monday.—*Sterling Piano Co., Brooklyn, N. Y.*

If you are a good musician, the Pianola piano is a splendid, responsive instrument of exceptional musical merit. If you have not technical facility at the piano, then the Pianola piano offers the unrivalled advantages of the Metrostyle Pianola—and by aid of the music rolls opens to you and to every member of your family the music of the world. The Pianola piano is the piano for everybody—the piano of the future, the piano of to-day. In the summer home it is invaluable. In the city house it is a constant source of pleasure and education.—*Frederick Loeser & Co., Brooklyn.*

See the Capen piano. Hear the Capen piano.—*Martin & Vernon Music Co., Kansas City, Mo.*

Administrator's sale? Oh, no! We are alive yet! Factory sale? Not by a long shot! But a real clearing sale of new organs, regardless of wholesale prices!—*Benedict's Music Store, Galesburg, Ill.*

Piano economy means more than the mere price of an instrument. The principal consideration of real piano economy is quality allied to price. Construction and durability determine the quality that wears and give the real worth of the piano.—*N. A. Hulbert, Scranton.*

You want a piano made by a piano firm, a firm that manufactures nothing but pianos, with the one aim in view, and that to make their piano perfection. This is the aim and ambition of the Newcombe Piano Co., Toronto, and every piano sent from their factory, by their beautiful tone, artistic design and general perfection, bears testimony to the merits of a firm that devote all their time and attention to perfecting their pianos.—*Hewer's Music Emporium, Woodstock, Ont.*

The more closely one becomes associated with the exquisite Chickering tone the less can he be patient with the tone of any other make whatever. In the tone of this remarkable piano there is a body, a volume, a singing quality, and a sweetness that can be found in no other instrument.—*Southern California Music Co., Los Angeles, Cal.*

All pianos improve with use. The sounding board gets more elastic, resulting in a freer and more sympathetic tone. However, we never make a point of our pianos improving with use, their present tone needing no improvement.—*H. F. Kent & Co., Binghamton, N. Y.*

The highest notes test the quality of a piano just as they do the human voice! If you will take the trouble to investigate, you will find that the highest notes of the Chase Bros., Hackley and Carlisle pianos are as clear as a bell—and may be sustained almost as long as the notes at the other end of the key-board. *Chase-Hackley Piano Co., Richmond.*

They run up against a big bunch of piano truth here. People are surprised when they come to our piano department. You ask why? Because they are told a lot of truth—truth about our pianos—truth about the pianos in other stores. We do not overstate the qualities of our pianos, neither do we discredit or run down those carried by other dealers. Our prices are so much less than other piano stores ask for the same qualities that there would be no object in running their instruments down. We can admit the full worth of the pianos carried by others and at the same time sell equal qualities for less money than other dealers must get because we have no "flying squadron" of expensive solicitors, we pay no commissions and we give no discounts.—*Jones Dry Goods Co., Kansas City, Mo.*

Ten dollars, little as the sum is, will start your ownership of one of the most desirable pianos of the present day. For ten dollars we will deliver to you a beautiful Heller piano, backed by our guarantee. The balance of the cost of the piano may be paid in such small monthly sums as \$6, if you wish it. We have made these unusually easy terms to enable every one to own a piano of distinctly high grade, to enable every home to have at command the influence of good music. The Heller piano is the best in its class. It has a sweet, sympathetic tone. It is such an instrument as the musician delights to use. It appeals as no other moderate priced piano does to the artistic nature. It is won-

derfully durable, also, made with unusual care and skill and its case designs are as refined and perfect as the tone of the piano is admirable. We have sold hundreds of Heller pianos in Brooklyn and from the owners of almost every instrument have come either through letters or personally the most enthusiastic commendation.—*Frederick Loeser & Co., Brooklyn, N. Y.*

That the piano exerts a broad influence in the home there can be no doubt. The great Rubinstein once said that piano instruction should be made compulsory, if only to lighten the troubles and vexations of man and woman. Certainly there's nothing that brings more gladness and sunshine into the home than a good piano. A fortunate selection, then, becomes a matter of vital importance. Have you in view the purchase of a piano? If so, can you make a wiser choice than a Wissner would be? You want a piano with tone and action that will always invite and captivate—and never repel. A pupil will make much greater progress on a piano of this class. You want a piano that has a good standing with musicians and the musical public. You will always be proud of the name "Wissner." You want a piano constructed on scientific principles, with inflexible solidity, of the choicest material throughout, to withstand years of use and the trying conditions of our variable climate. The Wissner piano will meet these requirements fully.—*Wissner, Brooklyn, N. Y.*

The distinctive tone of the Vose piano has made it essentially the pianoforte of the home as well as of the artist. Over two thousand of these pianos are being used by music teachers and their pupils in Southern California.—*Southern California Music Co., Los Angeles.*

Nothing shows the splendid quality of Hazelton pianos better than the good quality of the piano people are willing to give up in order to have Hazelton pianos in their homes. We have quite a few of these taken-in-exchange pianos now—all of them have been repaired and regulated, and many of them cannot be told from new. Seeing is free, and buying is next thing to it.—*Anderson & Co., Brooklyn, N. Y.*

The Lauter piano is an instrument to satisfy every demand of the artistic player. It has a tone of exceptional beauty, of wonderful power and liquid purity. The modulation has been pronounced delightful; there is no "break" at any point of the key-board.—*Lauter Co., Newark, N. J.*

Wissner reputation, the best way we can explain it. For many years we have been investigating, experimenting, devoting a vast amount of time and expense to the discovery of certain principles or laws of acoustics which, in their practical application to the numerous composite parts which go to make a piano in its completeness, would produce the most musical and purest tone. The popularity of the Wissner pianos with many of the greatest artists and musicians of our times and the enthusiastic indorsement of the world's greatest critics on tone give ample proof of the success of our incessant labors. Our prices and terms are surprisingly reasonable for merit of the highest standard.—*Wissner, Newark, N. J.*

The pure musical tone of the "Hardman" touches the heights and depths of human feeling; unrivaled in sweetness and power—it will not change in a lifetime. The valuable and exclusive patents of the Hardman piano permit a solidity and accuracy of construction resulting in an absolutely reliable instrument—one in which the tone and action remain unchanged even when exposed to a piano's two greatest foes—dampness and sudden changes of temperature. Considering the quality and reputation of the Hardman piano, the prices are exceedingly moderate and the instruments are sold on the most reasonable payments, if desired—a given amount each month to suit the convenience of the purchaser. We ask no notes or the signing of agreement other than the simple purchase contract.—*Hardman, Peck & Co., Brooklyn, N. Y.*

The Weber small grand, measuring but five feet four inches in length, is the latest and most remarkable creation of the Weber house. This instrument has proved a revelation to musicians who had not supposed it would ever be possible to embody such beauty and volume of tone in so small a space. It has already been installed in many homes where heretofore only an upright could be accommodated, and admirers of the tonal qualities of the Weber Grand are invited to inspect this artistic and really wonderful instrument.—*The Weber Piano Co., New York, N. Y.*

Between the action of a grand and that of an upright piano there is an important difference. In the grand the action lies in a horizontal position and hammers rebound by their own weight. In the upright, mechanism must be used to do what gravity no longer can perform. That is why there is never the

same power of repetition, the same elasticity and delicacy of touch in an upright as in a grand. The difficulty hitherto has been to make a grand piano small enough to go in the same space that an upright would take, and yet retain its full musical tone. Many tried and failed; then they said it couldn't be done. But it has been done. The house of Chickering, the house that has always been in the lead in every new development of the piano, has built an "Infant grand," which, when put in the corner of a room, takes up little more space than would be required for an ordinary upright. And yet it is full seven and one-third octaves, with a pure musical tone throughout the whole scale.—*Wanamaker, Philadelphia, Pa.*

"Can I have a couple of towels?" Landlady—"Are you going to stay all summer?" Tourist—"That depends. Have you a Hobart M. Cable piano in the parlor?" "No; but I am going to Ludlow Barker & Co.'s to buy one, for those who have bought them at this reliable music house, say they are equal to any in the world, and the prices are so reasonable." "Well, landlady, if you will buy the Hobart M. Cable piano I'll stay all summer; if we are ever to reach that sunny spot."—*Ludlow Barker & Co., Hartford, Conn.*

A certain variety of soil and climatic conditions produce an evenly grained and finely fibred spruce. It is from these districts we get the wood for the Mason and Risch sounding board. We carefully select the finest examples of this best of spruce with just the right texture and grain to give the greatest resilience. The sounding board is built up of narrow strips of spruce firmly glued together and firmly held by a series of ribs on the back. We spent a great deal of time investigating and experimenting before we brought our sounding board to its present state of perfection. The result is that beauty of tone for which the Mason and Risch piano is famous.—*H. Leach, Montreal.*

Ministers and church committees, what about your new organ? We have added a pipe organ agency to our extensive piano business; namely, the Austin Pipe Organ, which means to church music what the Steinway piano means to parlor music—perfect satisfaction. The mechanical accuracy with which this organ is constructed makes it superior to any other used in church services. Are you interested? Then let us send you full particulars. No trouble at all—it is our pleasure.—*Geo. J. Birkel Co., Los Angeles, Cal.*

Mehlin Pianos are widely known as instruments of the highest artistic standard and are considered by expert judges to be one of the finest pianos made. They certainly are creating more favorable comment than any other, and justly so because of their superior merit.—*Wm. Wander & Sons, Hartford.*

You are to spend a lifetime with your piano if it's a good one. Choose it wisely and with caution. Look all around, visit all the stores and sales, inquire and investigate, buy the best piano you can for the money. Be sure you buy your piano of a dealer who intends to stay in business here. It's no uncommon thing to have people come into our store and inquire where Mr. So and So is, from whom they bought their piano; the instrument being out of order and unsatisfactory. But there's no remedy if you happen to buy from a dealer who is not substantial.—*J. W. Jenkins' Sons Music Co., Kansas City, Mo.*

Every day makes music more and more a necessity in American life. Like light and air and fire, it supplies a want that must be satisfied. Christmas only a few weeks off could hardly be Christmas without music, and while no instrument can take the place of the piano in the home, no piano can carry the wordless language into that home with the satisfaction that the Sterling does.—*The Sterling Piano Co., Brooklyn, N. Y.*

We, the largest, oldest and most responsible music house in the entire Northwest, say to you that we are offering to you piano inducements at our present special sale which will never again be duplicated in Salem. We say this unreservedly knowing the financial inability of any other Northwestern concern to duplicate our present proposition. This is our last special sale in Salem! We have brought a limited number of our leading makes here, and offer them to you for a short time only at wholesale figures, on easy terms. If you ever intend to give your home a piano, your chance is here. We have an object in doing this. That is our side of the affair. If you get a high grade piano for what your neighbor paid for a cheap one, that is your affair.—*Allen & Gilbert, Ramaker Co., Salem, Ore.*

The piano that you buy must appeal to your ear by its perfection of tone, to your eye by its beauty of casing, and to your practical sense by its reputation for durability. Over 60,000 satisfied users are proof positive that the Hardman possesses all of these requisites. Its marvelous tone and remarkable

wearing qualities have earned for it the unique distinction of being "the piano that improves with use."—*Hardman, Peck & Co., New York, N. Y.*

Nowhere is it possible to find a collection of pianos of higher merit. From the best, moderately-priced piano to the best of the very highest class, not one of the various styles in our famous quartette can be excelled at the price—either from the viewpoint of tonal or exterior beauty. The Francis Bacon, a piano whose history goes back with just family pride to 1789, yet kept constantly in the forefront through improvements wrought by succeeding generations—each having made the piano a life study. Many folks who have known the Bacon only in the homes of friends or by repute have supposed that, like other famous pianos, its price was beyond the means of the average music lover. The Bacon piano is sold by dealers at \$400 to \$500; but we have one style in a rich, plain case, as fine as the others in a musical way, at \$325—one of the great special attractions of this new piano store. The Steck, the Krell and the Royal—are the other pianos here, each at the head of its class—the former representing the highest attainment in piano construction, the others being of well-known excellence.—*Strawbridge & Clothier, Philadelphia, Pa.*

Many pianos have a bridge made of a single piece of wood, bent and shaped as needed. This looks well and performs its functions correctly at first, but later it checks, thus loosening the little pins holding the wires and giving the piano an ineradicable rattling sound. The O. H. Houck piano is a safe-guard from ruin from this source by having the bridge built up of many thicknesses of veneering which cannot crack or check.—*O. K. Houck Piano Co., Memphis.*

The critical buyer is the one we welcome, and if you are looking for a piano or organ, that embodies in the fullest degree all the essential points, honest value, superior workmanship and splendid musical attributes, our line should be considered.—*Smythe & Benzinger, Binghamton, N. Y.*

Vose Pianos have been giving the best of satisfaction. The Vose Pianos possess a beautiful, refined musical quality of tone which is found in the Vose Piano only. It is known as the "Vose tone." The durability of the Vose Piano is wonderful, exceeding that of any other make.—*S. W. Raudenbush & Co., St. Paul, Minn.*

It has a pure, sweet, individual tone, mellowed and refined by long years of perfecting. In delightful responsiveness, beauty and durability, it stands single and supreme.—*Puntenney & Eustler, Columbus, Ohio.*

Anyone who has had a Kershner piano in the house where there were many people, some of them nervous, others sick, or perhaps where there were children asleep, would not take \$250 for that soft stop. It enables one to practice without disturbing anyone in the house. It is not the soft pedal (the Kershner has that, too), but a special stop just to the left of the keyboard.—*O. K. Houck Piano Co., Memphis, Tenn.*

You can buy other pianos for the price. But you cannot buy pianos as good. And, if this sum is about what you have decided to pay, you might as well get the best in the market for your money. This special lot of pianos is from a well-known maker. Rich and sweet in tone, durable in construction, high-class in finish. We know this piano so thoroughly, down to its smallest part, that we give it the broadest guarantee. Come and test it in any way you wish. You'll agree with us that it is the best piano at \$250 to be found anywhere—really a good \$300 value. Pay a small amount down, and \$1.50 a week thereafter if you wish, with interest at the rate of four per cent. a year on unpaid balance. Few investments for the home give such a return of pleasure, such a refined, elevated influence. If some member of the family intends studying music next winter, this is an excellent opportunity to get a good instrument for less than usual.—*Strawbridge & Clothier, Philadelphia, Pa.*

If you want a piano that will last, the Sterling satisfies. It has been manufactured for nearly forty years, and the Sterling factory is a model. There you will find the materials used in the construction of the Sterling piano selected for their artistic and lasting requirements, with the most skilled and intelligent artisans to mould and fashion them into the finished product.—*Grinnell Bros., Saginaw, Mich.*

Piano stores are not all alike. They differ as much as hotels or steamships or railways. Some are good, some indifferent, some positively bad. And there is always a best. In Kansas City and the Southwest the best piano store is the Jenkins store. Best in the pianos it sells. Best in its guarantees, best in all its dealings with you. Some piano stores pay commissions to people who bring

them piano customers. If the commission is \$25, that much is added to the price of the piano and the customers pay it, even though there is a pretence of having made the customers a special inside price. We pay no commissions. Our prices are so low we cannot afford it. We save that to the customers. You need no one to help you buy a piano in the Jenkins store. Your child could buy here as safely as you. We have sold pianos to children who came alone. We sell many on orders by wire or mail. Folks who know us know they can trust us. The confidence of the public is a great thing, and we are working to win and keep it. We save you \$50 to \$150 on a piano.—*J. W. Jenkins' Sons Music Company, Kansas City, Mo.*

The Schiller is not only better than any other Piano sold by us or anybody else at anything like the price, but it is as good in almost every particular as any Piano sold for \$50 or \$100 more. There is no better action, for instance, than that in the Schiller—the making is the best American invention can produce. The case designs are beautiful. See the Schiller once and you can judge for yourself.—*E. B. Guild Music Co., Topeka, Kan.*

Travel' many miles, find out whatever you can about pianos, and when you visit our piano department you will truly say our prices are ridiculously low. Remember we sell a piano at \$195.00 for which regular dealers are asking \$300.00 to \$350.00. This piano is sold for about one-half of its real value. It has a remarkable, sweet, rich tone, beautiful mahogany case, extraordinary easy action, constructed by skilled mechanics, and you get a \$350.00 instrument for \$195.00.—*John Mullins & Sons, Jersey City.*

This Wanamaker piano business has grown to be the wonder of the trade world. Its methods and conduct have won the admiration of artists, music lovers and the general public alike. Success has been due first, to placing piano selling on a rational business basis, and making the buying of high class instruments easy to all. Second, never for one moment has the artistic element been sacrificed to the commercial. The commercialism applied has brought large savings in cost to the public, by having done away with costly selling methods—and yet, never in all their history were Chickering & Sons and Vose & Sons so free to turn their artistic genius to new achievements in piano betterment.—*Wanamaker, New York, N. Y.*

The case, you must know, stands thus: Your family has been pressing and cajoling you for months and possibly years to get a piano. It has been pointed out again and again how desirable a piano would be as an acquisition in your home. The very conversation about the possibility of getting one has set a warmth of feeling around the dining table evenings that was good for itself alone. The expectation that a piano would be forthcoming lent a pleasant and agreeable tone to the conversation whenever the subject was brought up. You are quite satisfied, for you admit it, that the piano would mean much in the way of pleasure and quiet happiness for every member of the family. You know it would appeal to you just as strongly as to your wife or your oldest daughter and your youngest son.

All this is quite true, and our talk to-day is addressed to the gentleman at the head of the average home where there is not yet a piano. When brought to the crucial point lately of coming here to make a selection and thus end the problem for good and all, you have demurred on some flimsy excuse that would not stand the pressing and reiterated arguments of the different members of the family. Finding yourself beaten in the discussion, you have kept mum about the matter ever since.

Now this is all wrong. Your family needs a piano, and you need it as much as anybody—and you know it. Why should you insist longer in depriving your home of music when it could be had as easily as not? Why should you not either decide to come yourself and make a selection, or give your wife and daughters permission to do so? A piano bought here can be had on the most easy terms, and goes out strictly at our risk as regards quality.—*Lauter Co., Jersey City, N. J.*

It was in 1900 when the Palmer piano first became known. Since then nearly five thousand Palmer pianos are singing their own praises all over the land. There must be excellent reasons for the continued rise in popularity of the Palmer piano, and if we analyze the reasons it will be found that the Palmer pianos were built to satisfy the popular demand for a reliable piano at a moderate price. There is no point that was overlooked that could add to real piano value. The Palmer is built by piano men, and it is a piano that will endure and give the utmost satisfaction.—*The Palmer Piano Co., Toronto, Can.*

There is all the difference in the world between a piano cheap and a cheap

piano. These are good pianos sold on a special occasion at a reduction and as far removed from cheap pianos—poor, shoddy trash gotten up to sell for “as good as” some reputable make—as a diamond is from paste. Demonstrating a piano is a pleasure in our broad sales-rooms. In moderate sized, sound-proof rooms we give one piano after another a thorough test, trying out both the bass and treble of each instrument until the intending purchaser finds the precise instrument which is his or her ideal. Some purchasers care to hear only certain makes; others wish to secure the best piano for \$150, \$200 or \$300, as the case may be. In any case, our demonstration is thorough so that the purchaser is suited in every detail. No effort is too great for us in order that we may completely satisfy. For the purchase of a piano is a serious thing. A good piano lasts a lifetime and is the best of company all the while.—*Lyon & Healy, Chicago, Ill.*

The Erard is the most celebrated piano in the world. In Europe it stands for the highest type of piano development. It is to be found in nearly every house. The first Erard Piano was constructed in 1777, and since then has been absolutely without an equal anywhere. Wagner, Liszt, Mendelssohn, Gabilowitch, Rubinstein, Mark Hambourg, Harold Bauer, Mlle. Chaminade, Patti, Paderevski and others have praised the Erard in glowing terms.—*Siegel, Cooper Co., New York, N. Y.*

The windows were open! And the tones of some wonderful Piano were heard! The playing was skillful, but what could the pianist accomplish unless he was inspired by the quality of tone he was producing by the aid of a perfect action! Enquiry was made regarding the maker. Some one among the fifty listening outside said that Ludlow Barker & Co. had placed one of those wonderful HOBART M. CABLE PIANOS in the home that week. The family have given Mr. Ludlow Barker a beautiful testimonial in praise of the Hobart M. Cable Piano. A magnificent stock in different styles has just been received and will be sold at reasonable prices. For further particulars go to—*Ludlow Barker & Co., Hartford, Conn.*

An Irishman once said: “If you can't be aisy, be as aisy as you can.” Good advice—If you can't buy a new piano, buy a second-hand one; if you can't do that, buy an organ; if you can't do that—why, Tony sells Jewsharps.—*Tony Zender, Kenton, O.*

Ask any one who knows our pianos and you will be told they are all we claim for them from the all round home piano to the most artistic, each equal to the best in its class. We will be glad to have you call and thoroughly examine our instruments, learn their merits, and get our prices and terms. You will find the pianos, with prices and terms, all right.—*Geo. E. Snedeker & Co., Trenton, N. J.*

Pianolas and pianola pianos are revolutionizing the method and standard of piano playing. And not only this, but they are furnishing the means whereby everybody can experience the pleasure of playing the piano without spending years of practice and a small fortune in money. Any kind of music at any time is possible if you own one of the above. We will be pleased to give demonstration and further information to all who will call at our warerooms at any time. Remember the pianola can only be had at *L. B. Powell & Co.'s, Scranton, Pa.*

Why not have a piano? Your family craves it, and possession is easy. The George J. Birkel Co. has accomplished wonders in broadening the possession and enjoyment of pianos in homes that a few years ago would have been appalled at the thought of undertaking such an investment. The Birkel Co. policy helped in two ways—it secured and guaranteed worthy pianos at unusually low prices. Then it inaugurated the method of easy payments, without increase in price. We handle the famous Steinway, Kranich & Bach, Estey, Emerson, and other high-grade instruments.—*George J. Birkel Co., Los Angeles, Cal.*

If you want a piano; want the best piano that \$300 can buy, come in and see and hear the Heller, and we think you will be content to save the \$74.50 for something else. But don't come too late. There were only a hundred pianos and they are going fast. We got the pianos at a bargain because the big Western house for whom they were made could not take them. The casing, called the Empire model, is the most beautiful the Heller people have ever turned out. The piano part—the action, it is called—is the same fine musical instrument we have sold for several years and that has given universal satisfaction. The makers believe in it enough to give a full year's guarantee with every instrument they sell. We believe in it enough to back up their guarantee with our own for ten years also.—*Frederick Loeser & Co., Brooklyn.*

The Sterling piano is particularly a piano for the home, and through the home it has gained its great reputation. Its sweet singing tone and sympathetic touch express a volume of rich sound most pleasing in a room; its case, handsome and appropriate, always harmonizes with the decorative effects of the furnishings; its enduring qualities withstand hard usage and the rigor of a changeable climate.—*The Sterling Piano Co., Brooklyn, N. Y.*

The ultimate object of all music, in so far as a purely æsthetic vision can be endowed with an object at all, is its picturesque suggestiveness. Musical compositions are delightful not so much because of concrete harmony, or melody, as from the fact that all music, in the final analysis, is the throbbing of some soul. The tones that produce aural emotions are merely the sound-pictures of these heart-throbs, made realistic to our sense of hearing, just as the artist's brush makes realistic the form and color beauties of nature to our sense of vision. In home or concert hall, in surroundings modest or magnificent, the hand that sweeps the keyboard and with its magic touch conjures therefrom a vision of tonal beauty—paints a picture of something that the eye cannot see but yet that is—something going back to the days of romance and the simple life—some plaintive melody of a volkslied, or czarda, or medieval chant, or serenade, or love-song—something picturesque. These voices of the heart find their most perfect instrumental expression in the Mason & Risch piano.—*Mason & Risch Piano Company, Limited, Toronto, Can.*

We have in stock the largest number of pianos and organs carried by any firm in the South. We sell the Mason & Hamlin, Conover, Cable, Schubert, Kingsbury and Wellington pianos; the best and finest pianos made in the world to-day, bar none.—*The Cable Co., Jacksonville, Fla.*

Our guarantee guarantees in such a way that there can be no question about our responsibility in the matter. Every piano that we sell goes out of our ware-rooms under written warranty. But in addition we agree in every instance to exchange if not satisfactory, after extended use in your home. Our policy naturally must be to sell only satisfactory instruments. We will not let you have a piano unless we believe it will give you the greatest possible satisfaction. Our guarantee absolutely guarantees you in any event.—*Lauter Co., Jersey City, N. J.*

Parlor Maid—Marm, the cook has tipped the table over, with all the dishes on it. Didn't you hear the crash?

Mrs. Crochet—Oh, yes, I heard it; but I supposed it was Eunice playing something from Vogner.

Or "Wagner." She has been studying the "Leschetizky" method and I expect to hear that her playing will resemble most any "old noise," even the "falls of Niagara!"

One thing we are to be thankful for, we bought a magnificent Hobart M. Cable piano from Ludlow Barker & Co. and she can't "smash it" anyhow. These pianos have been tested by Barker & Co. about four years, and purchasers who are named "Legion" consider the Hobart M. Cable pianos equal to any in the United States. For what? Glad to answer the question. They possess richness of tone, a responsive action, superior workmanship, thoroughly seasoned stock. The best and choicest materials. A scale that has taken 18 years to perfect. So that equality of tone is carried out from the lowest note to the highest. In a word, it is a "Wonderful Piano!" Come to our ware-rooms and listen, listen, listen, and you will be convinced. P. S.—Those who have pianos and desire first class tuning will leave their order with *Ludlow Barker & Co., Hartford, Conn.*

Our reputation is our capital. We never speculate with it.—*The Hallet & Davis Piano Co., Cleveland, O.*

Let's talk pianos!—It's for your interest to get the very best instrument your money can buy. It's for our interest to sell you a piano that will satisfy you not only now, but through all your lifetime. Come in this week; we want to "talk pianos" with you, and show you some of the new and favorite styles in moderate-priced instruments.—*M. H. Andrews, Bangor, Me.*

It's a particularly good time to buy that piano. Good selling reasons make the best possible time for buying. In pianos that time is right now. There's broad choice to-day at strikingly reduced prices, but you'd best not risk being tardy if you appreciate a most decisive saving. New stock is crowding in—hence this remarkable offering.—*W. J. Dyer & Bro., St. Paul, Minn.*

A piano can be had most easily.—It is sometimes amusing to us to have people, despite the publicity we have given to our easy method of selling pianos, tell us that they had no idea that such a system was in force. And we are often told by purchasers that had they known previously of our easy payment system

they would have taken advantage of it. Probably the fact is that everybody knows of this in a hazy kind of way, but they allow it to escape their attention and forget that our beneficent system is applicable to themselves, and is not merely a good thing in a general kind of way. The easy payment plan is meant for you. If there is no piano in your home, you should take advantage of it. You should secure a piano at once.—*Lauter Co., Jersey City, N. J.*

Piano thoughts.—Perhaps you have settled the matter of possessing a new piano this fall; and are thinking over the question of selection during these summer days. The matter of cost has less to do now than formerly. Our method makes it easy to buy the very best pianos without paying any excess price for the accommodation. So, unless your means are quite limited, it is well to look as high as the Chickering. Of course the Chickering costs more than most pianos; but it gives ever so much more—artistic satisfaction for a lifetime, perfect tone, strength, power, beauty, all that the real music-lover enjoys and demands. It means only a few more payments, at the most; and then you have the ultimate gratification of possessing a piano that has no shortcomings, no limitations, that leaves nothing beyond to be desired. To the true musician this is everything; for any lower price is no consolation for the sacrifice of perfect tone, action or power. Think of the Chickering—see it, hear it, and save yourself the possibility of future loss or discontent, which so often follows when the Chickering is not chosen.—*John M. Gallup & Co., Hartford.*

A piano that won't stay in tune is worse than no piano. Call and examine the special features that give the popular "Behr Bros." its peculiar supremacy in this feature.—*Zender's Music Store, Fall River, Mass.*

Success is a magnet that draws good things to it. Our very great selling of high-grade pianos, and the manner of our selling, known as "The Jenkins Plan," has given us the exclusive agency here of the best pianos in all the world.—*J. W. Jenkins' Sons Music Company, Kansas City, Kan.*

Our pianos have a reputation. And you'll not find a piano that we will not match, quality for quality, at a positive saving of \$50.00 to \$100.00. A remarkable statement, but we are prepared to back it up to-day—to-morrow—any time—for we regard each of our advertisements as an iron-clad contract with the public.—*S. A. Hard, Newark, N. J.*

From quality to price. Quality at the top; price rock bottom, and both combined in every instrument that leaves the store.—*Snedeker & Co., Trenton.*

The highest notes test the quality of a piano just as they do the human voice. If you will take the trouble to investigate you will find that the highest notes of a Behr piano are as clear as a bell and may be sustained almost as long as the notes at the other end of the key board.—*Tony Zender, Kenton, O.*

Our pianos stay in the homes where we place them. We never exaggerate or misstate facts. We don't need to tell anything but the truth about the pianos we sell. They're good, reliable pianos, the best quality of tone and workmanship that cash can buy, backed by our best judgment and long experience in the piano business. The cash buying means a good saving to you on price—one price to all—easy terms.—*Barlow's Music Store, Trenton, N. J.*

The Lester piano though not as old in years as many of its competitors, fills most securely the niche of top notch excellence at the much desired medium of price.—*Walter Bonney, Utica, N. Y.*

Inventory sale of fine pianos. Select your favorite and then come and secure it at a big discount from our inventory.—*Grinnell Bros., Port Huron, Mich.*

The best testimonial to our instruments is the satisfaction they give to our customers. We carry only the best grade for the least money.—*Stone's Music House, Grand Rapids, Mich.*

The difference. A man who would sell himself is a disgrace to his Maker. A piano possessing qualities that will sell itself is a credit to the maker. The Steger & Sons pianos, speaking so eloquently in their own musical language, sell themselves. The standard of excellence is never permitted to vary. No rule in our establishment is more rigidly adhered to. We simply make prices and terms, and these are as reasonable as consistent with the best workmanship, and the quality worthy the name of the house of Steger & Sons. The immense number of Steger & Sons pianos sold this year is evidence that they talk well.—*Steger & Co., Chicago, Ill.*

The dozen low-priced makers of pianos that we sell contain some very well known names. And every instrument, even where the cost is remarkably small, is guaranteed by us to possess a certain intrinsic merit. The designs shown among these low priced pianos are varied and numerous; some of them are hardly sur-

passed by pianos of the highest cost. While these pianos do not possess the reserve force necessary in an instrument to be subjected to the most severe test in a musical way (such pieces, for instance, as Schumann's Etudes Symphoniques), for all music as high as the fourth or fifth degree of difficulty they are certain to prove acceptable. We cordially invite every prospective purchaser to pay a visit of inspection to our salesrooms to compare the artistic, popular and low priced pianos. In the artistic pianos we offer a grade of excellence that can truthfully be said to be without a parallel. In the popular and low priced pianos, in addition to insuring every purchaser the utmost satisfaction, we are able to offer many decided advantages in the way of price.—*Lyon & Healy, Chicago, Ill.*

Piano buying is a confidence. Unless you have expert knowledge of piano manufacturing you must rely entirely upon the reputation of the firm from which you buy. Thus you can readily understand what you are guaranteed by the name.—*B. Dreher's Sons Co., Cleveland, O.*

If you wish an ideally beautiful instrument we think you will like the Lauter. This instrument of our own manufacture is superb in tone, and in construction is beyond criticism.—*Lauter Co., Newark, N. J.*

Pianos! Good ones! Chickering. The wonderful regard that the whole musical world has for the Chickering piano is the best proof of the excellence of the Chickering tone. This marvelous instrument is not only the oldest established American make, but it possesses a beauty of tone that is found in no other. There is a sweetness and purity in the tone of the Chickering that no one else has been able to duplicate; a never-ending fascination for the player that seems to increase as times goes on. No discerning musical person can fail to recognize the reason for the reverence and esteem in which this world-famous instrument is everywhere held. A Chickering costs a little more than the best ordinary piano. But by the expense of that additional little, you secure, beyond all question, the best and the most exquisite piano that the musical industries of the globe can show. In buying a Chickering you secure to yourself the best it is possible to purchase—you will own an instrument that is most truly a thing of beauty and a joy. Once you hear the wonderful Chickering tone you can't forget it.—*Carl Hoffman Music Co., Kansas City, Mo.*

The best is none too good when it comes to buying pianos.—*O. Young, Grand Forks, N. D.*

Every hour of every day in the year, between sunrise and sunset, an Emerson piano is made and sold in the United States. If it's an "Emerson" that's all you need to know about a piano. "Pay while you play."—*Charles H. Loomis, New Haven, Conn.*

Piano truth tersely told.—*J. O. Lock's Piano House, Ottumwa, Iowa.*

Let reason guide you. Every dealer tells you his piano is the best piano to buy. We say the same thing—why shouldn't we? But we say more and prove more than any other dealers in New England.—*M. Steinert & Sons Co., Fall River, Mass.*

Remember when selecting a piano that quality (whether good or poor) remains long after price is forgotten; therefore, be wise and select good quality. Our pianos, the J. & C. Fischer, Sohmer & Co., Behr Bros., Keller Bros., and Bach, excel in good qualities of tone, action and construction, and our prices, from \$450 down to \$225, are right, because the quality you pay for is in the instrument. Call at our store and examine our pianos. They will please you.—*Geo. E. Snedeker & Co., Trenton, N. J.*

An extraordinary sale of used pianos. An event of vital interest to all prospective purchasers. Fifteen square pianos to be given away free. Our salesrooms are literally jammed with used instruments that were taken in exchange during the past month for new Christmas pianos. To relieve their extremely congested condition so that we can provide room for shipments of new uprights from our factory now on the way here, we will sacrifice every used piano on our floors. Practically every good make in the country is represented in this lot, and every one is in good condition. If you are on the lookout for a bargain in the fullest sense of the word, you certainly will have no trouble finding one at this sale. A very small deposit will secure one for you, and arrangements for future payments will be made to suit your convenience. We have fifteen squares in our basement salesroom we would like to have removed at once, and those who are willing to pay the cost of cartage to their home can have them free of charge. We need the room and must have it at any cost.—*Bradbury, Newark, N. J.*

Have you heard? Listen! Should misfortune in the way of sickness overtake the wage-earner of the family, we will

postpone the regular payments on presentation of the doctor's certificate. Should the sickness or accident prove fatal, we will give you a receipt in full of account, no matter how large or small the amount may be, provided you have fulfilled your part of our regular lease, and that the account was contracted six months prior to the sickness or accident. This offer to continue during the year 1907. Here is your chance to get a piano without fear of misfortune. Worry no more. Come in and talk it over with us and select your piano.—*Bruce-Surles Piano Co., Springfield, Ill.*

The soul of a piano lies in its tone. Almost any piano may look like a good piano, until the final test, tone, is applied to it. We sell pianos of complete construction—of perfect tone. Our prices are fair prices.—*Miller Bros., Charlotte-town, P. E. I.*

Walters pianos are built to last a lifetime by the Walters Piano Company, one of the most reputable piano builders in the world. Walters pianos are in reality masterpieces of piano construction—the tone is beautifully full, rich and resonant; the touch especially elastic and responsive; the mechanism perfect; the cases beautifully designed and the fittings in every way most artistic. Nothing but the best materials are used in any part of the Walters pianos, and they are guaranteed in every particular for a term of ten years, a fac-simile of this guarantee being inserted in gilt letters on the inside top lid of every piano. Walters pianos are fitted with renowned tone-lasting repeating actions, guaranteed for twenty-five years, which hold the tone deep, mellow and resonant longer than any other actions in the world. The hammers are sixteen pound, of heavy imported felt, made by the most celebrated makers in the world. The cases are highly finished in double veneer; the panels are beautifully carved in the new Empire style. Walters pianos are fitted with Boston fall-boards, continuous hinges and improved practice mufflers, and embody all the very latest improvements. It is absolutely necessary to see and hear the Walters piano to fully appreciate the superiority of the Walters pianos in this great Bloomingdale sale.—*Bloomingdale's, New York City.*

An excellent collection of slightly used and second hand pianos and players (other than pianolas) at about half price. Kimball, Knabe, Emerson, Pease, Little Jewel and other good makes included at from \$125 up. Terms \$5.00 a month up.—*D. S. Johnson Co., Tacoma, Wash.*

The day of the self-playing piano is here. The entire musical world is interested. Every home that contemplates buying a piano must think of the members of the family who cannot play by hand, as well as those, or the one, who can. The present season has marked the advent of self-playing pianos of the most artistic character, and the self-players are now being sought and welcomed by people of highest musical taste.—*The Wanamaker Store, New York City.*

At Longshore's music store can be found the oldest, most popular and well known makes of pianos that were ever put on the market. Pianos that have stood the test of years and whose very name is a guarantee of quality, of tone, finish, case and workmanship. The Prescott piano is one of these famous makes, founded in 1809 and as enduring as granite. These are found at *Longshore's Music Store, Zanesville, Ohio.*

Our pianos appeal to a refined and cultivated musical taste, in tone, action and cases. The names of J. & C. Fischer, Sohmer & Company, Behr Bros., Keller Bros., and Bach on our pianos guarantee the highest excellence. Our prices from \$225 up appeal to the purse. You cannot buy more piano value anywhere, at our prices, than we give, and you'll often get less. Come to our store and see for yourself.—*Geo. E. Snedeker & Co., Trenton, N. J.*

The Laffargue piano of New York has won and maintained a high position in the musical world for beauty of tone and case and great durability. Like all men who make a large success, Mr. Laffargue puts his whole soul in his work and is exceedingly proud of the piano that bears his name. The instrument is made in a variety of styles and cases and can suit all sizes of rooms. The regular price is from \$300 up. We are offering special prices and terms during our great removal sale. Instead of guaranteeing the Laffargue piano for a merely limited period we extend to you (and verify) the maker's warranty to make good at any time any flaw or structural defect. This is how we esteem the Laffargue piano. We represent twenty other makes of pianos and are offering the greatest bargains in all of them.—*Taylor-Gardner Co., Tacoma, Wash.*

True merit always wins. A few weeks ago I received a carload of Krell-French and Lagonda pianos. They are nearly all sold and another carload is in transit from the factory. Each instrument is thoroughly scientific in construction, and fully tested before delivery to pur-

chaser. Let us show you our line before you buy. Five makes to select from. Prices right. Terms liberal. We tune, repair and move pianos.—*W. E. Dean, Joliet, Ill.*

We give the best of piano value in the Keller Bros.' pianos at our prices of \$250 to \$300. These instruments have a pure singing, sympathetic tone, an easy, responsive action, are in beautiful cases, are warranted for ten years and we will sell them on easy payments if desired. One will do himself an injustice if he buys elsewhere before giving the pianos a thorough examination at our store. Call and see them and our other makes of pianos at from \$500.00 down to \$225.00.—*Geo. E. Snedeker & Co., Trenton.*

Latest styles in pianos. The 1907 styles of pianos shown by us are far in advance of ordinary instruments. They mark wonderful progress both in point of tone and appearance. It is hardly possible to realize the strides taken in piano building without a critical examination of these most recent models. Those who play a piano will be given every opportunity to make comparisons, and those who do not play will have careful demonstrations made for them by our salesmen.—*The J. T. Wamelinck & Sons Piano Co., Cleveland, O.*

Sterling player-piano is an artistic sterling concert grand piano double in usefulness. The player, hidden within the case, takes the place of the human fingers of those who haven't acquired technique. This does not interfere in the slightest with the use of the piano for the accomplished musician. Terms so liberal any one can own a Sterling.—*The Sterling Piano Co., Brooklyn, N. Y.*

You can form some idea of the standing and quality of our goods when we tell you that we do not keep the cheap stencil pianos on our floor. This kind of a piano is little better than no piano at all. Means dissatisfied customers. Means trouble, piano getting out of order, pianos getting out of tune. Poor economy. In the end you pay out enough in a few years to buy a good first class piano. Why not buy the good kind and avoid all trouble for years to come?—*Hern & Co., Springfield, Ill.*

The Winthrop piano has a most beautiful tone, clear, sweet and brilliant. The action is easy and elastic. The cases are very artistic—light or dark mahogany, light or flamed oak, plain or figured walnut or ebony. All double veneered. All the metal pieces, tuning pins, strings, etc., are guaranteed not to rust.—*Lit Bros., Wilmington, Del.*

Have you read about our piano insurance? Should misfortune in the way of sickness or an accident overtake the wage earner of the family we will postpone the regular payments on presentation of a doctor's certificate. Should the sickness or accident prove fatal we will give you a receipt in full of account, no matter how large or small the amount may be, provided you have fulfilled your part of our regular lease and that the account was contracted six months prior to the sickness or accident. This offer to continue during the year 1907. Call or write to us. Our pianos possess that beauty of tone, finish and integrity of construction which place them beyond ordinary instruments and make them a pleasure for all time. And you will be surprised to find how reasonable in price they are. Our liberal partial payment plan makes this price doubly reasonable and attractive.—*Bruce-Surles Piano Co., Springfield, Ill.*

The Stieff is the best piano made and acknowledged standard piano of the world. It is the greatest piano value for the price paid and consequently the cheapest piano relatively. Its market value after having been used depreciates less than that of any other make ever produced. The mere fact of the possession of a Stieff piano puts the seal of supreme approval upon the musical taste of its owner.—*Chas. M. Stieff, Columbia, S. C.*

The Heintzman & Co., piano excels in tone, as it does in touch, power and singing quality. Perfection in all parts has been the unswerving policy of the manufacturers throughout more than half a century. There is only one Heintzman & Co., piano. "Excels all others," says Albani.—*J. J. H. McLean & Co., Ltd., Winnipeg, Can.*

Quality—quality is the thing you must seek in piano buying. If you simply seek cheapness in a piano, you not only do not save, but you lose all. A piano is purchased to delight the family circle with music and to educate the ear. A thin, wiry toned instrument is bad in the beginning and constantly grows worse under usage. Buy the best at the start—buy the Starr, and piano satisfaction will be yours.—*Jesse French Piano Co., Montgomery, Ala.*

Honest goods hold trade. This is the reason why people of Mobile and vicinity come to our ware-rooms and send their friends here also for the purchase of a piano. Their experience has been that the piano purchased here was an honest one from start to finish—this is

true of every instrument sold here—honest in construction, finish and permanency of tone. Delegates to the Grand Lodge, K. O. P., and lady visitors are cordially invited to inspect our show-rooms, music-rooms and very varied selections of high grade instruments during their visit to Mobile. We can show you an honest made piano for your home to-day.—*E. E. Forbes Piano Company, Mobile, Ala.*

Choose with care. We keep at the piano buying public strongly on the importance of knowing the merits of the J. & C. Fischer, Sohmer & Company, Behr Bros., Keller Bros. and Bach pianos before purchasing another make. These pianos never disappoint those who purchase them, as they prove in use to be the best the money we ask for them will buy. Prices from \$500 down to \$225. Come into our store and see our pianos. They will please you, and it will pay you.—*Geo. E. Snedeker & Co., Trenton.*

Pianos of New Year's. Nothing adds more to the attractiveness of home than music, and no more appropriate time to buy than this. Our stock is the largest, our instruments of the best grades, and our prices the lowest. Liberal terms to all. We urge you to call to-day.—*The Munson Music Co., Zanesville, O.*

Good or indifferent pianos, organs, etc., Low price is a good thing to look for. But low prices are not everything, and unless quality goes with them they are of no consequence at all. The place in which you buy often makes all the difference between good and indifferent pianos, organs and musical merchandise—without adding a penny on the cost to you. Our great pre-inventory sale of pianos, organs and musical wares are present instances of wonderfully low prices on thoroughly worthy instruments and goods. Nowhere in this section will you find a finer line of instruments and wares than we carry constantly in stock. Therefore, when you can buy at cut prices you should supply your wants. These cut prices will only prevail until we take our annual inventory.—*Kramer's Music House, Allentown, Pa.*

Musicians jump at our pianos—first, because the quality of the instrument is pleasing to the connoisseur; second, because the prices we ask are in line with honest merchandising. The names of these pianos are a guarantee of excellence: Everett and Harvard. If you can't pay the entire sum charged when you buy, we will arrange with you on an equitable installment basis.—*L. S. Spear, Rome, N. Y.*

Melville Clark pianos satisfy the finest musical critics, not alone when new. They are dependable and durable as well, and retain after many years' use the musical qualities that made them attractive when new. They improve with age. They become more valuable to you as time goes on. The best instrument is always economy.—*The Simon Piano Co., Spokane.*

When a new piano goes into a home it is for a lifetime, or, at least, the term of years the younger members thereof remain under the roof tree. Only a piano of the highest quality will wear throughout a generation; not only wear well, but yield a satisfactory musical return besides.—*The Simon Piano Co., Spokane, Wash.*

Private circumstances have compelled the owners of the California Piano House, Inc., of Stockton, to retire from business. Their entire stock of high-grade pianos was thrown on the market to be sold en bloc. They accepted our cash offer, which was way below the market. The first and second shipments are now in our ware-rooms. The very high character of the pianos to be offered and prices we will ask will create a great stir. Every instrument is brand new—as if it just came from the factory.—*J. B. Brown Music Co., Los Angeles.*

Nothing better in a piano can be had at any price than a Stieff. It is the equal of any upright piano made. It will prove a constant satisfaction to the most critical musician by the fact that the Rondo Musical Society, composed of Allentown's prominent musicians, has placed a Stieff piano in its rooms. We represent the Stieff pianos.—*Schubert's Music House, Allentown, Pa.*

A perfect combination—a musical nature, a Forbes piano. After a day of strenuous business cares and worries, when the strain on the nerves has been kept at the highest tension, what is more soothing, refreshing, and relaxing than to take a quiet hour at the piano, playing sweet music or improvising? The cares of life and business drop away one by one, and the whole system is rested and refreshed for another day's fight in the battle of life. The Autopiano is a boon to those who have no musical education, and can be played by any one. We have the most complete line of high grade pianos, autopianos and piano-players in the South. Low prices and easy terms to all.—*E. E. Forbes Piano Co., Mobile.*

Pianos for particular people. No matter how high your musical standard, it can be satisfied here. We do not claim

the impossible—selling dollar gold pieces for fifty cents—but whatever your price—\$200 up—you have a right to your money's worth. It is here. Old pianos taken in exchange at their full value. Pay as you like.—*Barlow Music Store, Trenton, N. J.*

The Lauter player-piano is here for your inspection. You have but to see it to conclude that you wish one for yourself. Think of it, every member of your family can play this remarkable instrument without having knowledge of music. With the aid of music-rolls and treadles this becomes an easy matter for everyone to learn.—*Lauter Co., Newark, N. J.*

Without a piano your home is incomplete. The piano has become an indispensable necessity for the home. There are a few pianos which, because they are best, are naturally selected by people of wealth. These best pianos are found in this community only in the Jenkins store. There is another group of pianos worthy and honest in every way, which are within the reach of all people of moderate means. These, too, are found in the Jenkins store. We guarantee every piano we sell, whether it cost you much or little, and we save you \$50.00 to \$150.00 on a piano.—*J. W. Jenkins' Sons Music Co., Oklahoma City, O. T.*

Look into our pianos—look them all over inside as well as out, then hear them played and you will understand why professional musicians and laymen alike speak so highly of their superior tone, "action" and fine finish. Our prices are fair and you may pay for a piano in very easy installments.—*Harris Music Co., Logan, Utah.*

Playable in two ways. Loeser, Heller and Reiman player-pianos. In appearance these instruments are simply handsome upright pianos. They will delight the trained musician. They can be played by the fingers in the ordinary way. But to the unskilled musician they also open the way to making piano music of the highest grade. They can be played at will by aid of the perforated music roll. This is the complete piano—the piano which is bringing to us hundreds of ordinary pianos of the highest grade in exchange and in part payment. For the player-piano makes musicians of every one. Would not one of these instruments be the very best Christmas gift you could possibly make? Could you do better than to bring the power to play the piano to every member of your family?—*Frederick Loeser & Co., Brooklyn, N. Y.*

PICTURES

Pictures make particularly good wedding gifts; not only because they are always welcome additions to the furnishing of new homes, but also because they reflect in a peculiarly intimate way the taste and artistic perception of the giver. Brooklyn's chief collection of pictures for sale here and the prices are moderate always. But to-morrow, after extensive and careful preparation we shall have ready the most notable collection of water colors in the city at prices remarkable in littleness. There are at least 200 water colors that are especially suitable for wedding gifts. They represent the best work of both foreign and American painters. They are all artistically framed, many of them showing new ideas in the mounting that give them special individuality.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Yesterday's enthusiastic response showed the public appreciation of this opportunity to secure some of the best works of popular artists at the very handsome saving of a third on the usual cost. The opportunity comes because the importers are expecting the arrival of new supplies, and they wish to dispose of the present stock quickly. The subjects are varied enough to suit practically all tastes. The canvases are handsomely framed in gilt frames, with gold burnished ornaments, and cased in protection boxes; and now offered at these prices.—*John Wanamaker, New York, N. Y.*

There is a difference between pictures bought to sell at low prices and pictures made to sell at low prices. The former would be cheap at any price less than the regular price, while the former may be dear at any price. The pictures in the special sale were selected with care and judgment. We bought hundred lots of certain kinds, not too many of any one school or style, others in small quantities and the many lines formed into one show, making an immense and intensely fascinating exhibit. There are pictures that you will be pleased to have in your home, others that will make appropriate gifts. Pictures for favors, and you may obtain them without the least extravagance.—*John G. Myers' Estate, Schenectady, N. Y.*

One hundred and thirty-three framed oil paintings, the work of well known foreign and American artists, will oc-

cupy a considerable space in the Art Galleries to-morrow, and at prices ranging from \$15 to \$195 will present to discriminating art lovers a chance that, so far as we know, has not before been equaled. Seventy of these paintings were delayed in the Custom House so long that the importer considered them too late for his spring business and was willing to sell the entire group to us at a considerable loss. A number of the American pictures are by men with a national reputation, and, also through various circumstances, have come to us for far less than their worth.—*Abraham & Straus, Brooklyn, N. Y.*

More little and big, cheap and expensive pictures than we've ever had before, twice over and a better grade. In the finer pictures especially you will find unusual things—things that are not often sold outside of exhibitions, done by men who live in the artistic atmosphere of Venice and Rome, and know very little else than color and line.—*Schipper & Block, Peoria, Ill.*

Picture specials. Those who like decorative surroundings in their homes will welcome the inducements which make this department justly popular. We have the goods to gladden and beautify any home—the prices are right, too.—*Boston Store, Milwaukee, Wis.*

Framed pictures, fifty cents. Half a dollar is mighty little to pay for such attractive pictures as these, as you'll admit when you see them.—*The Wanamaker Store, New York.*

Pictures are "poems without words," but they speak many volumes of pleasure in a home. Come, lighten your home with a picture or two from this magnificent collection.—*Hahne & Co., Newark.*

Water-color pictures to be good at all must be handled by a master hand—an artist that knows how. Here are some—there are twenty-three in all—that we offer at a special cut price just to make a quick sale and allure you into the most unique picture gallery in this city. Among those framed are some quite original designs—aside from their own merit they may give you a suggestion to frame some of your own pictures. We will make your visit a pleasant one, whether you wish to buy or not.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Pictures are hurrying out. Many a Rochester home will be enriched as a result of this picture selling. Have you profited? Wander through the picture store and basement aisle, every picture in sight has a goodly bit of price clipped off. It's heroic treatment, but familiar pictures can't lag behind here.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Framed pictures, and much depends on the framing. You can "kill" a really good work of art by placing an inappropriate frame about it. On the other hand, a frame in good taste adds much to any picture. We have selected ours with particular regard to the proper thing in artistic framing. If you need a few handsome little pictures—spots of color to brighten up the home—take our elevator to the fourth floor. Price—well, that's another thing in their favor—a little framed etching for \$1.25, and some genuine hand-painted pastels, in gold frames, from \$2.25. Over 200 subjects to select from.—*Tull & Gibbs, Spokane, Wash.*

A good picture is a source of pleasure and satisfaction to its possessor, and we have some splendid ones at 25 per cent. off.—*F. B. Wright & Co., Spokane, Wash.*

Seems like folly to spend money advertising the splendid values we are offering in pictures during our "art sale," but maybe you haven't heard of it, so please drop in and be convinced.

Pictures that you'll never tire of seeing on your walls—priced a third to a half below exclusive picture dealers' prices.—*Kaufmann's, Pittsburg, Pa.*

Time is flying and you are getting older every day. Chances are you will never look any better than now, and it is a fine thing to have a picture made, not too hot or cold. There is a difference of opinion as to why our pictures always please better than others. The fact is, we know how to take you at your best. It isn't flattery, it's appreciation.—*Larimer Art Shop, Marion, Ind.*

Rogers' photos are a standard of excellence that only years of experience and toil could make possible. And the results are getting better all the time.—*T. V. Rogers, Binghamton, N. Y.*

There are a few of these beautiful pictures that have slight imperfections, but most of them are perfect and such an opportunity to secure pictures for the country or city home or for wedding presents does not occur very often. They are colored fac-similes, water-colors, etchings, carbons, photogravures, etc., in endless variety—gold and hardwood frames. They are taken right from our

stock and reduced to sell quickly and make way for the newer.—*Abraham & Straus, Brooklyn, N. Y.*

We have studied the popular taste of the period—caught the spirit of the "new era" and collected a stock of specimens that proves pictures do not have to be old and rare to be pretty. Pictorial art has a noble mission to fulfill, but an advertisement is not the place in which to proclaim it. We, as merchants, have done our full duty when we make it possible for dwellers in the cottage beautiful to adorn their walls with pictures that gratify the mind and the eye and do not tax the purse heavily.—*Chamberlin-Johnson-DuBose Co., Atlanta, Ga.*

The sale has justified our belief that such great values even at this season would be welcome. The homes of many Brooklyn people will be enriched with paintings which cost less than our prices could possibly be at any other season—less than they could be now, but for the remarkable chance which brought the group here.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Start thinking about Christmas photographs. It's none too early. The few days and weeks to Christmas will slip by all too quickly. You can remember more friends at a less cost, with photos, than in any other way. The man behind the camera is an important factor to consider in getting your work. A good picture of yourself or member of the family cannot fail to please. 'Twill be inexpensive, too. No troublesome posings. Snap them in a second.—*Newing, Binghamton, N. Y.*

Our showing of pictures is very attractive this season, as a glance at the windows will prove; it includes medallions, poster pictures in mission frames, beautiful water colors and black and white drawings and pastels.—*The Fair, Ft. Worth, Texas.*

Make your own souvenir photos. It's impossible to buy pictures that will appeal to you and your friends as will those of your own making. Take a camera with you when you go on your outing. The pleasure you'll derive from it will more than compensate the outlay. We have a superb stock of kodaks and Brownies, prices from \$1 to \$20. We also have everything you'll need in supplies. Photographic goods you buy here you can depend upon. All chemicals, developers, etc., are fresh and reliable. Let us fit you out.—*Vowell's, Washington, Pa.*

PLUMBING

A good rule to follow in deciding on where to place your order for plumbing work is the reliability of the plumber. The Paulin Stove and Furnace Co. are always reliable in estimates and in work. Good work always, and prices the lowest at which good work can be done.—*The Paulin Stove & Furnace Co., Simcoe, Ont.*

A shower of comfort in warm weather you can take any time you feel disposed when your bathroom is fitted up in modern style with a good shower apparatus, porcelain lined tub and good closet. Do away with antiquated old tub and wash bowl and let us put you in improved sanitary plumbing worthy of the times. If we do, it's done right.—*J. C. Bixby & Son, Omaha, Neb.*

A peep into an up-to-date bathroom is only less refreshing than the bath itself. During the summer you will the more look to the bath for bodily comfort. We will show samples, plans, photographs, etc., of the porcelain and other tubs we supply and give you estimates on our work in putting them in place—the whole guaranteed to be of the very best from a sanitary standpoint.—*Frank P. Kelly, Binghamton, N. Y.*

A model bathroom is a most essential feature of the model house, as it is a necessary comfort to any home. Better put money in perfecting the sanitary system, thereby insuring the health and comfort of your family, than spending it for fine furnishings.—*Clark Reed, Davenport, Ia.*

Plumbing as it should be done is the kind of plumbing we do—open, every joint tight, sanitary, latest style plumbing. Best of bath tubs, latest devices in water closets, sinks and everything you can think of in the plumbing line. Call us up on the 'phone, write us or see us, and we'll do the trick every time.—*Blum & Eyster, York, Pa.*

Do it now. Have that old-fashioned, unsanitary plumbing replaced by new and up-to-date open plumbing. It will repay you in the increase of health and the saving of doctor's bills. We do overhauling and refitting thoroughly. Let us give you an estimate on replacing all that old plumbing with up-to-date work that will keep out the sewer gas.—*Thos. Oakes & Son, Hartford, Conn.*

Good plumbing is being appreciated in Tacoma more than ever. The day of the cheap shoddy class of goods has passed and people have learned that plumbing fixtures of the latest approved pattern, as installed by first-class workmen, is the most economical and will have only the best. We have the finest display and greatest variety to choose from. Come in and let us quote you prices.—*Ben Olson, Tacoma, Wash.*

Putting in open plumbing in place of the old enclosed plumbing that hid the germs of disease is what we are called upon continually now to do. Winter is coming on when you will spend more time indoors. As a health precaution, let us put your plumbing in an up-to-date condition.—*Brass Foundry & Heating Co., Peoria, Ill.*

The running expenses of a house are largely added to by worn-out or poor plumbing, which is always out of repair. If you are annoyed in this way, let us overhaul it and put it in order for you, and you will find that the cost will be as nothing compared to what constant repairing amounts to. We will fit you up a bathroom or kitchen that will make your heart glad, without large expense.—*John H. Johnson & Co., Saginaw, Mich.*

Mutual satisfaction. The pleasure with which we receive your order will be equaled by the pleasure with which you receive your completed work. None of the old stories told about plumbers fit us, anyway. Our charges are not high; we don't "putter" over a job and we don't use poor material. As a plain, everyday business proposition, we find it best to do the best kind of work and do it as cheaply as possible.—*Shields & Leadley, Lansing, Mich.*

Do it now.—Have that old-fashioned, unsanitary plumbing replaced by new and up-to-date open plumbing. It will repay you in the increase of health and the saving of doctor's bills. We do overhauling and refitting thoroughly. Let us give you an estimate on replacing all that old plumbing with up-to-date work that will keep out sewer gas. We make a specialty of plumbing repair work; telephone us your orders; work will be first class and prices right.—*Thos. Oakes & Sons, Hartford, Conn.*

We would like to remind you that this is the proper time to have your heating apparatus put in good shape for next winter. We can attend to this work promptly at the present time. Call up 820 and we will do the rest. Best material and workmanship.—*Libby & Blinn, Hartford, Conn.*

If you have any plumbing, tinning or any kind of sheet metal work to do, let us give you a figure.—*J. Batchelor & Sons, Utica, N. Y.*

Let us figure on a modern system of sanitary plumbing. Whether you want to live in your house or sell it, up-to-date plumbing will be one of the most satisfactory investments. Bear in mind that our estimating entails no cost, our work no more cost than is right.—*Lexington Plumbing Co., Lexington, Ky.*

Taking a bath is more important than taking a meal with some people. Perhaps you are one of these and need the service of plumbers whose skill and experience in all matters appertaining to their line of work enable them to carry out instructions and produce satisfactory results. Sanitary plumbing has been made a study and we are successful with all jobs.—*Hamp & Simas, Reno.*

That leaky roof of yours will cause you no end of trouble if not attended to at once.—*J. C. Cronan & Co., New Haven, Conn.*

There are thousands of little things that keep cropping up in a poor job of plumbing which are the source of a great deal of annoyance and frequently hazard the lives of the occupants of the building. It may be the wrong kind of traps have been used or the back vents were not put in properly and sewer gas is continually leaking into the house. These kinds of jobs probably cost just as much as if they were done by a reliable firm like *J. Lyon & Son, Hartford, Conn.*

It does not pay to install cheap plumbing, because there is no one feature in the construction of a house that will be as unsatisfactory—both as to the fixtures and the workmanship. On the other hand, there is nothing which will appeal so strongly to the fastidious and careful housewife, and be so great a source of enjoyment, as modern high-grade plumbing.—*J. Lyon & Sons, Hartford, Conn.*

It's time to clean your furnaces and take down the pipes. The season has been so cool that you've needed a fire right along; but now the sooner it's attended to the better. It's been a long season, and a thorough cleaning is positively necessary to the good of the

heater and preservation of the pipes. The soot remaining in the pipes over summer will rust them out. Then, if you have them cleaned now they'll be all ready early in the fall. We've a force of expert mechanics in our tin shop who've had years of experience in this kind of work. Our prices are right.—*F. S. Katzenbach & Co., Trenton, N. J.*

I feel one hundred per cent. better for this splendid bath—the expression so often heard where bath tubs are. How about your home—do you enjoy this invigorating, health-giving comfort? If not, it would give us great pleasure to talk the matter over with you.—*E. P. Hirst, New Bedford, Mass.*

Plumbing that pleases. Repair work that we do is the best advertisement we could have. It is so thorough and perfect that our customers feel more than satisfied and talk about us to their friends. We use only the best materials and hire only the most experienced workmen, consequently we are able to turn out work of a very high grade. Our practical plumbing knowledge enables us to suggest the best and quickest way to handle a job.—*Waterman Davis & Curtiss, Sacramento, Cal.*

Talk on plumbing. No other part of the construction of a house requires such skill and judgment as does the plumbing. The carpenter or tinner may do a botch job on the roof, but a little rain will discover the defect to you and demand repair. The painter may do you a poor job, yet it offends only the eye. But if the plumber does not do a perfect piece of work, or if the plumbing put in your house some years ago has become unsanitary by reason of defective material, you are entirely at the mercy of the destroyer. It gives you no sign to betray its infirmity. The defects may permit the entrance of sewer gas and you cannot tell what is sapping the life of your wife and children. If you have reason to suspect unsanitary conditions exist in your plumbing system you should have an examination of it at once. Our skilled service is yours for the asking. Slate and tin roofing, galvanized iron work.—*Wm. H. Harris, Mansfield.*

Plumbing. When you give the order to us for repair work or installation of a new system, you may rest secure in the certainty of a job well done. Best work and workmen. Heating. The warm days are fading away; cool nights are close at hand. Have you settled the heating matter? Time will be all too short. Act now. Just call us and we'll call on you.—*Breen Brothers, Utica.*

Modern householders are installing in their sleeping apartments and dressing chambers, dainty one-piece lavatories. If you do likewise you will be provided with the comforts of a modern home. We would like to help make your home as comfortable as possible by installing a beautiful Standard porcelain enameled lavatory. Let us tell you the cost; the price will agreeably surprise you.—*Walton, The Plumber, Camden, N. J.*

The development of our business can be traced directly to the high quality of the work. Heads and hands are used to achieve success. Competent workmen are employed on all plumbing and heating jobs and satisfaction is guaranteed. We use the highest grade materials consistent with price. All contracts are carried out according to both letter and spirit. No detail is slighted. Get our prices before placing your contract.—*Shields & Leadley, Lansing, Mich.*

Home comfort and good health depend upon sanitary plumbing. No matter what your surroundings or water supply may be we can install a system that will give you pleasure all your days. Let us tell you what it would cost for a hot water heater, a tank, bath tub, closet, lavatory, etc.—*Wm. M. Harris, Mansfield, O.*

We are in the field for job work. What have you on hand? An estimate will be cheerfully furnished and a personal call.—*L. Farr & Co., Tacoma, Wash.*

Our business is plumbing—improved plumbing. We sell and install Standard porcelain enameled plumbing fixtures, and the guaranteed excellence of these goods backed by our own reputation assures you only the best.—*J. C. Cronan Co., New Haven, Conn.*

No matter what your surroundings or water supply may be we can install a system that will give you pleasure all your days. Let us tell you what it would cost for a hot water heater, a tank, bath tub, closet, lavatory, etc. Natural gas fitting, tinning and roofing at right prices.—*Wm. M. Harris, Mansfield.*

Every lady's dressing chamber should be equipped with a dainty snow white, one-piece Standard porcelain enameled lavatory. Have you ever stopped to consider how delightfully convenient it would be to have hot and cold running water in your dressing chamber, sleeping apartment, or first floor toilet room? Its presence would afford you the high-

est degree of comfort. We will gladly quote you prices. Our plumbers are strictly competent mechanics, honest and reliable.—*Horace R. Nash, So. Norwalk.*

A dainty bathroom. Figure on your bath room fixtures with us. We can save you money. Our work is a credit to us and a source of satisfaction to our customers.—*McKeough-Danquer Plumbing Co., Utica, N. Y.*

Wait! As usual we will have the largest and finest assortment of portable gas lamps in the city. We will have a hundred or more different patterns to select from, and there will be no question about pleasing the most fastidious. We are receiving these goods daily and in the course of a week we expect to have our entire line on display. Do not purchase before inspecting our line. Watch our large show window. We also carry a full line of incandescent goods of every description.—*Stradling Plumbing & Heating Co., Utica, N. Y.*

Your plumber is responsible for the sanitary arrangements of your house, and the sanitary condition of your house is responsible in a measure for the health of your household. Protect your health, your peace of mind, by engaging the services of a plumber who knows how to give the best work and at a moderate cost.—*Langdon & Sullivan, Hartford, Conn.*

By the aid of sanitary plumbing there is no reason why your kitchen sink cannot be kept as immaculately clean as the dishes you eat from. All dangers of disease germs, vermin or foul odors are absolutely eradicated, because it can easily be cleaned and kept so. If you are building a new house or repairing an old one get into communication with us. We will give you the latest ideas, cost, etc.—*Jas. W. Hellman, Los Angeles, Cal.*

Plumbing and heating. Overflow meetings are not always joyful. When it's an overflow from the bath tub or a frozen pipe that causes the meeting of the household heads, telephone Hill & McCray, plumbers, and if the call is urgent we will send a man at once. Promptness, reliability and thoroughness are the points upon which we pride ourselves. If we attend to your plumbing it will be done right. Estimates cheerfully furnished on all new work.—*Hill & McCray, Omaha, Neb.*

PRICES

We always suspect that certain people, in paying the price of success, manage somehow to work in the short change racket.—Puck.

Unprecedented prices.—*Mandel Brothers, Chicago, Ill.*

Price cuttings that seem almost fabulous!—*E. S. Brown Company, Fall River, Mass.*

Daniel peerless pant prices.—*H. & D. Daniel, Hartford, Conn.*

Hot prices for cold weather.—*Maas-Tussup Grocery Co., Galveston, Tex.*

Money saving prices.—*G. G. Pyle, Johnstown, Pa.*

Prices cut to a point where buying is irresistible.—*H. Eilerman & Sons, Minneapolis, Minn.*

February prices.—*Louis Beck, Lansing, Mich.*

Price surprises.—*Brown, Thompson & Co., Hartford, Conn.*

Prices sharply reduced.—*Rothenberg & Co., New York.*

Pre-inventory clearing up prices.—*The Chas. R. Hart Co., Hartford, Conn.*

Midwinter price wonders.—*H. & G. Daniel, Hartford, Conn.*

Modest and right prices rule here.—*A. Schradzki Co., Peoria, Ill.*

Prices cut to pieces.—*Boyle Hardware Co., Ogden, Utah.*

Very tempting prices.—*Willis A. Cates Co., Portland, Me.*

End of the week prices.—*Crawford's, St. Louis, Mo.*

An entire week of price slashing.—*The B. & O'Gann, Pueblo, Col.*

We've lost the exact rule for measuring price reduction, but we know that this is the deepest gash into figures we've attempted.—*The Leader, Minneapolis.*

Prices chopped in two.—*The Day Carpet & Furniture Co., Peoria, Ill.*

Radical price reduction to insure quick reduction of overplused stock.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Maximum of quality for the minimum of prices!—*Duff & Repp Furniture Co., Kansas City, Mo.*

Marked concessions in price.—*Lyon & Healy, Chicago, Ill.*

Prices shattered and shivered.—*Hart-*

man Furniture and Carpet Co., Louisville, Ky.

Ever find a \$10 bill? Well, that's just what this sale is like. At the prices we offer these suits and cloaks, it is just as good as finding half the purchase price in the pockets of the garments.—*The Bee Hive, Kansas City, Mo.*

Long coats, short prices.—*C. E. Longley Co., New Haven, Conn.*

January prices.—*The Plymouth Clothing House, Minneapolis, Minn.*

Prices take a tumble.—*J. A. Jones's, Alliance, O.*

Prices beckon to you thus:—*Romer, Lovell & Co., Bay City, Mich.*

We have turned prices topsy turvy on everything.—*A. S. Berry, Ottawa, Ill.*

Plain Prices.—All the ornaments knocked off the prices! We have been in business just six months. We have done well, better than we expected. For two weeks, plain, very plain, prices will be the rule. Plain cards in black and white prices to start with, plain reductions, plain values, plain evidences that our first semi-annual effort is going to mean money to you.—*Empire Furniture Store, Schenectady, N. Y.*

Save Your Money on the Spot, Take Your Saving Home with You, and Spend It Where You Please.—There is no string tied to The Fair's prices, no come-backs, no further reckonings. In plain figures, our prices tell the story of real economy. When you've bought, you're through, and can spend your savings for what you choose.—*The Fair, Chicago, Ill.*

Prices are quick sellers.—*N. Y. Mail Order Store, N. Y.*

Prices all cut to pieces.—*Ilten Bros. & Taege, Cedar Rapids, Iowa.*

These prices are a rare treat.—*W. F. Shelton, Jr., Kennett, Mo.*

One thing is better than our prices—our quality.—*E. M. Austin, Litchfield.*

Disastrous prices.—*W. W. Morgan, Clothing Co., Kansas City, Mo.*

Assortments that are peerless, styles that are confined to us.—*Lansburgh & Bro., Washington, D. C.*

Read these spring sale prices. Here's saving that counts.—*Livingston's, Youngstown, Ohio.*

Next to that which is next to nothing in price.—*Lazarus, Columbus, Ohio.*

A quick exit price.—*Joske Bros., San Antonio, Tex.*

A carnival of low prices.—*Meigs & Co., Springfield, Mass.*

Warmer weather brings lower prices.—*Hills & Co., Hartford, Conn.*

A Strictly One-Price Policy Wins Confidence Where a Shifting Policy Fails.—*Minneapolis Dry Goods Company, Minneapolis, Minn.*

Commanding prices.—*Kent's, Cleveland, Ohio.*

Sure-to-sell prices.—*Ackeman, Pueblo.*

Volcanic eruptions of prices.—*The Big Store, Marion, Ind.*

Prices everlasting the lowest.—*Hale's, Sacramento, Cal.*

Housekeeping prices.—*Schenectady Public Market, Schenectady, N. Y.*

Bold price cutting.—*Rothschild & Co., Chicago, Ill.*

Prices drop to the bottom.—*Evans, Munzer, Pickering & Co., Minneapolis.*

Nothing has been reserved in our men's clothing department. Every article reduced in price, some of the suits and overcoats reduced forty per cent. Just think of it, suits for about half price. All of our clothing is well made, and everything the very newest cut, but we have always made it a rule to close out goods every season regardless of price and we don't propose to carry over one winter suit or overcoat.—*The Red Front, Fresno, Cal.*

What can it profit you to pay someone else one-third more for a perhaps one-third less good—that's the proposition up to you. "Fairy Tales" may please the kids all right, but when it comes to those who do the buying, it's the World's Finest Quality they want, and they want it at the world's lowest price.—*J. D. Miller, Denver, Colo.*

This ad. contains news of useful things for the home. You should read every word. When we advertise the price must be the lowest, as Whalen Brothers will never be undersold.—*Whalen Bros., Brooklyn, N. Y.*

We have conducted many successful hosiery sales during our long experience, but the price schedule handed us by the buyer of this department for this special hosiery sale is decidedly the lowest price schedule we have ever advertised.—*Bon Marche, Washington, D. C.*

Money! why you'll be surprised how little it takes now, yes, fairly amazed at the extent of its purchasing power at "The Big Store." Fortunate for you, we bought our mammoth stocks at the discounts we did—as these prices are positively the very lowest ever asked for high-grade seasonable merchandise, making them bold examples of the greatest economy ever made possible by any concern. Read on, and on—don't skip a line or you may skip a dollar. Come!—*A. C. Barley & Co., Marion, Ind.*

One of the oldest branches of our business is that of Household and Decorative Linens. We were recognized leaders in this line fully a generation ago; and our leadership has steadily strengthened with each succeeding year. To-day there are probably less than half-a-dozen merchants in the world whose trade in Linens, wholesale and retail—equals ours; not one that has closer or more favorable relations with the chief sources of supply. And this means that our customers may always choose from the choicest patterns at lowest prices.—*Strawbridge & Clothier, Philadelphia.*

When the economists shall have devised the ways and means to establish an equation between supply and demand such extraordinary events as this will have ceased to be a phase of our system of merchandising. Until then we propose to share the spoils that come our way with those upon whom we depend for the success of our business. The offer involves the sample garments of two manufacturers who devote their efforts to garments of the highest grade, together with a number of suits and coats from our regular stock. The price concessions are, without exception, extreme.—*Saks & Co., New York.*

For genuine and resistless values there is no place equal to our splendid consumers' department, the greatest salesroom of its kind in Ohio. Each one of our Saturday specials is the barometer that indicates the lowest register of price reduction. More fine values can be found among our price marks than any drug house in Ohio can show. It is necessary usually to hunt bargains, but you get them here merely for the trouble of watching our ads.—*Columbus Pharmacal Co., Columbus, O.*

Once more we hammer down prices on stoves and heaters of all kinds till there isn't the smallest vestige of doubt left as to the money-saving chances in each lot. Such decided price cuts herald the advent of brisk purchasing.—*Seigel Cooper Co., New York.*

The continual and rapid increase in our business gives us powerful advantages. It enables us to buy in large quantities direct from the manufacturers and consequently to place before you matchless values. The purchasing power of a dollar never before reached the height to which we have forced it. Up-to-date, reliable merchandise marked at unaqualed prices, together with our many money-saving opportunities, proclaim to the people of the Inland Empire this is the store that saves you money.—*Femp & Herbert, Spokane, Wash.*

The Russia of high prices routed by the Japan of our sale. Ruthless slaughter of values continued at "The Big Store With Little Prices."—*Excelsior Clothing Co., Binghamton, N. Y.*

Fancy rents and fancy prices are invariably concomitants. Between our expenses and those of stores in the zone of dizzy rents there's a chasm-like difference—measured not by cents, but by dollars. And inasmuch as every merchant must necessarily exact a certain fixed profit it isn't visionary that high prices must support high rentals. For a better, more vivid example, note the prices quoted here.—*Ludwig Baumann & Co., New York.*

Sweeping price reductions. Every silk suit in the store is free to go at one-fourth from last week's prices—regardless of cost or value; from simple shirt waist suits to elaborate costumes—none reserved.—*James Cooper, Los Angeles.*

Six days in which to sell every piece of goods we won't count at stock-taking. Six short days of harvest for the thrifty. Prices on all lines of summer goods have been reduced far below actual cost to us. Stocks will move in a jiffy at these amazing prices. Just a hint of the wonderful bargains you'll find.—*Seigel Cooper & Co., Chicago, Ill.*

Profitless Prices Now Hold Full Sway—prices that will clear our warerooms of present stocks as a storm-wave sweeps the deck of an ocean steamer. The clearance is absolute. The goods must go. We're making room for new Fall designs so soon to arrive. It's a stupendous undertaking—a daring movement—a sale with values unparalleled in the history of St. Louis' merchandising.—*Hartman Furniture Carpet Co., St. Louis, Mo.*

A grand money-saving opportunity that shall live long in the memory of those who attend—a sweeping out of a vast quantity of odds and ends left from the spring season, through the medium of slaughtered prices. Twenty-five

per cent. has been cut from former sale prices—prices then lower than any other concern, large or small, in all St. Louis. The flood gates are now swung open—now for an unparalleled outpouring of mighty bargains.—*The Hub, St. Louis.*

Faster and faster falls the lash of lower prices—deeper sinks the spur of cut prices into the sides of our stock of broken sizes, sending sales forward with a rush that means a banner July for us—banner bargains for you. This ad tells of five Wind-up Specials.—*The Hub, St. Louis, Mo.*

And other housefurnishings at a saving reduction in price that will appeal to every wise housekeeper. We meet all competition. Our goods are always reliable and when we say there are bargains here for those who will come after them it can be implicitly relied upon.—*The Chas. R. Hart Co., Hartford, Conn.*

This remarkable, twice yearly event is looked forward to by thousands of Women, Misses and Children from all over the state of Connecticut as an exceptional opportunity to buy the latest and choicest of Millinery at much less than one-half former prices.—*R. Balterstein & Co., Hartford, Conn.*

There are still no signs of abatement of public interest in this sale. Quite the contrary—we're even busier this week than last. Everybody who hears of this sale seems to be determined to share in the wonderful bargains. And rightly so, for the prices named at this sale are far less than wholesale. Thus, while this sale lasts our customers can buy ready-to-wear apparel of every description for man, woman and child at lower prices than the dealers.—*Kaufmann's, Pittsburg, Pa.*

This combination of purity hand in hand with economy is what has made the grocery department of this store so popular. Enormous daily purchases in the best and most reliable food markets enable us to quote lowest prices.—*The 14th St. Store, New York, N. Y.*

If a man were to come into our store to-day expecting to find large varieties in style and fabrics to choose from he would likely be disappointed. This stock is very low, but to offset this fact we are making the prices very low. You'll have to hunt a bit maybe to find what you're looking for, but you may find just what you want at prices away below what you had been expecting to pay. Worth while to come and see, isn't it?—*Emery, Bird, Thayer & Co., Kansas City.*

A comparison of our goods and prices with what are advertised elsewhere will convince you and bring you to this store as a regular customer. We have built up a booming business here in Peoria, by giving you good goods at reasonable prices, and allowing you to pay for them so much at a time that no hardships have been wrought. It would surprise you to know what a dollar a week or a dollar a month will buy.—*Gately's, Peoria, Ill.*

A final clearance, in itself, means extreme reductions, new prices we paid for the weaves. So this rich picking.—*Macy's, New York, N. Y.*

We've resolved to wind up the month's upholstery business with a blaze of glory. Hence a salvo of price-fireworks that cannot fail to impress and interest the housekeeper who is bent on making her winter quarters, comfortable.—*Wanamaker, New York, N. Y.*

Some lines of goods have not moved fast enough, although the store has been thronged for two weeks. So we have gone through the stocks again, crowding down, forcing down, cutting down the prices regardless of previous markings. The result will be apparent throughout all stocks in the house when the store opens this morning for resumption of the sale.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Our buyers have been scouring the country for the past two months selecting the best productions of the best factories and securing for spot cash many special lines of goods at exceptionally low figures, which enables us to offer them to you during this sale at prices lower than their values warrant.—*W. H. Hocke, Washington, D. C.*

Another startling big price tumble. Style, quality and low price are the great considerations, and all are combined in the following items.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Come, expecting low prices—"Curtin sells it for less." No difference what others offer you, Curtin will do better.—*A. P. Curtin & Co., Great Falls, Mont.*

If you are coming shopping Saturday, be sure and come to the "Blakely." Bring along your want list (even though the items are not mentioned below) and we will be glad to show you the goods and give you the prices. We know that you will get as good values, as good treatment, and better satisfaction by purchasing your goods here Saturday. Come and get our special prices.—*The Blakely Dry Goods Co., Spokane, Wash.*

The money to be saved by making your selection from the Sanger stocks at their present greatly reduced prices is no small matter and demands the prompt attention of all who would practice economy, and at the same time dress well.—*Sanger Bros., Waco, Texas.*

We subjoin a few items to indicate how smartly we have lowered prices for our sale. As there is but one of a kind on this list to be sold at the special price, whoever comes first will get the article.—*Hahne & Co., Newark, N. J.*

An Explosion of Prices!—*The Bee Hive, 912-914 Main St., Kansas City.*

At Melting Prices.—*Wanamaker's, New York.*

Extravagant Prices and Exorbitant Profits are Strangers Here.—*Kahn & Back, Memphis, Tenn.*

Prices Knifed Again.—*Seidler & May, Hartford, Conn.*

Sacrificing Prices.—*Lasser's Store, Joliet, Ill.*

There's Nothing Greedy About Our Prices—Just the opposite.—*Horsfall & Rothschild, Hartford, Conn.*

Words fail to express how good the values of the above offers, but a few moments' examination will quickly convince you how much under price they are and will, we think, persuade you to supply yourself liberally while you have such chances for money saving.—*Brown-Thomson & Co., Hartford, Conn.*

The importance of the coming week may be gauged by these representatives of the greatest price attractions ever offered at any time by any store, specimens of thousands from which you may pick their equal in appropriateness, price reductions and reliability. Overflowing shelves and counters respond to your every need. New specials every day. Let early morning shopping be your watchword.—*L. S. Plaut & Co., Newark, N. J.*

We are clearing the stocks regardless of cost—the rebuilding operations demand additional room—nothing is reserved—all up-to-date, desirable summer merchandise must be closed out immediately—a complete clearance is our aim—we carry nothing over and prices are cut right and left to accomplish a prompt and thorough reduction of our stocks.—*H. Soloman & Co., Pittsburg.*

Prices in every instance will be decidedly under value.—*Journey & Burnham, Brooklyn, N. Y.*

Others talk "trading stamps"—value is the topic here.—*Hearn, New York.*

Prices cut in two in the middle—that means much or little, according to the store. If prices are first marked up and then bisected, you get but little saving—it's a shyster trick that many claimed-to-be reputable stores still keep "up their sleeves" for occasions. Gimbel half prices are exactly as represented—a bald statement of fact. Customers have proved it time and again; picked out a suit; waited; paid the half price—took the chance that their particular pattern or size would be sold before the half price came. But proved it.—*Gimbel Bros., Philadelphia.*

Extremely small prices.—*Abraham & Straus, Brooklyn, N. Y.*

We guarantee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If a day, a week, or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? Under any circumstances the patron of Loeser's is protected by this guarantee, which covers every line of merchandise we sell.—*Frederick Loeser & Co., Brooklyn.*

We want to say positively to those who have been waiting for our great summer clothing sale that the event begins to-day, when prices will be the lowest of the season.—*Simpson Crawford Co., New York.*

"What reason," you ask? the manufacturer of these suits is of the hopeful kind; he started out big, manufacturing "not wisely but too well," so when he at the end of the season found he had too big a stock on hand he was willing to part with it at a sacrifice. Our ready cash tempted him, and to-morrow you will see these swell suits on our second floor ready for your inspection. As they come to us, so they go to you, at a bargain.—*A. S. Knowles Dry Goods Company, Montgomery, Ala.*

Never was there such a phenomenal reduction of prices on fine furniture in the history of furniture sales in Columbus. Every article in our immense stock of furniture, carpets, rugs and curtains being marked way down. It will pay you to visit this sale.—*Home Furnishing Co., Columbus, O.*

The Jenkins one-price plan saves you patience, time and money. In the store of a sliding-price "get-all-you-can" dealer you lose time haggling and dickering and are never sure of the right price or fair treatment. In the Jenkins store a child can buy as cheaply and as safely as the most expert.—*J.*

W. Jenkins' Sons Music Co., Kansas City, Mo.

While our prices have been lower than the lowest, we have made a still deeper cut in the prices of everything in the house.—*Stockton & Company, Salem.*

These are prices that you never dreamed would be offered until the end of the season, and here the coats are, all new and ready for you to put on and wear at the littlest prices. The prices are new prices that begin to-day. We won't quote values to you. Come, rather, prepared to be impressed and greatly impressed.—*Emery Bird, Thayer Co., Kansas City, Mo.*

We mark all goods in plain figures—for many years past we have been absolutely and positively a strictly one-price house. We can afford to take this position because our marked prices indicate better value than is ever found in so-called cut prices.—*Ryrie Bros., Toronto, Can.*

No half way or half hearted low price making in this memorable week's selling.—*Cash Dry Goods Co., Bay City, Mich.*

Ladies Listen!—Spring wholesale business was bad—cash talked big when we bought these things for you.—*Jones Dry Goods Co., Kansas City, Mo.*

It's the combination of dependable qualities and low prices.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Some interesting underpricings.—*Bar-nard, Sumner & Putnam Co., Worcester.*

Don't Waste Your Money.—It's a sin to throw hard-earned money away. And paying extravagant prices is just about the same thing as squandering cash. Never continue in doubt as to where your money will go farthest. Come to Friend.—*Friend, Scranton, Pa.*

Owing to the unusual concession in buying we are enabled to quote prices that astonish wholesalers, who know how cost has advanced. In fact, we could easily sell our entire stock in bulk at these prices, but we prefer to sell them in regular retail way—they'll go fast enough.—*Hearn, New York.*

We guarantee the price of everything we sell to be as low or lower than the same article or pattern can be bought anywhere else. If a day, a week or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? Under any circumstances the patron of Loeser's is protected by this guarantee, which covers every line of merchandise we sell.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A price revision on summer suits.—*Wm. Vogel & Son, New York.*

The manufacturers are cleaning up stocks, and when goods and styles come up to our standard, we buy and give customers the benefit of our purchases.—*Hills, McLean & Haskins, Binghamton.*

Prices on high class merchandise that tell of great value giving.—We present to-morrow the strongest list of values we have ever been able to offer—quotations that for lowness have never been equaled in this city. It is impossible to tell you how great the values really are which we are offering. Just look over some of the items in this advertisement and then remember that these are the very newest goods, the latest merchandise manufactured for this season's business; but owing to the trade and weather conditions, we are forced to sell good reliable merchandise at these special prices.—*C. R. Hawley & Co., Bay City, Mich.*

Just take another look at these prices. They are remarkably small when you consider that right now is the season when we sell most of these, and the season when by all standards of merchandising we should ask biggest prices. Compare these values with any you've seen lately. These goods are of a dependable quality—the kind we are safe in saying "Satisfaction or your money back" with every purchase.—*Jones Dry Goods Co., Kansas City, Mo.*

We need the room! We need the Money!—Next month our fall stock begins to arrive. Spring and fall goods don't mix. The spring and summer stocks must go. They must all be sold, no matter what the loss may be. Not a few articles marked down, but a store brimful of splendid goods, honestly reduced in price. Investigate these great savings. Come at once, now is the time to buy.—*Lyon Clothing Co., Portland.*

A real cut in prices.—*Friend, Pittsburg, Pa.*

Money-saving prices.—*H. Johnson, Altoona, Pa.*

Great money-saving prices.—*Golden Rule, St. Paul, Minn.*

Exceedingly close prices.—*Burns-Barry Co., Memphis, Tenn.*

Prices badly frost-bitten.—*W. V. Snyder & Co., Newark, N. J.*

No trading stamp prices here.—*J. N. Adam & Co., Buffalo, N. Y.*

At a price that should create a sensation.—*Ehrich Bros., New York.*

Our cash prices are matchless.—*Fontaine & Anglim, Crookston, Minn.*

Underwear prices well worth heeding.—*Beadler & Sherburne Co., Rochester.*

Prices that help your bank account.—*Schoedinger, Fearn & Co., Columbus.*

Prices on a sell-out basis that show determination.—*Boggs & Buhl, Allegheny.*

Prices which are not likely to be repeated in a lifetime.—*Frederick Loeser & Co., Brooklyn, N. Y.*

"Jacobs stands between the people and high prices."—*Jacobs' Pharmacy of Montgomery, Montgomery, Ala.*

Powerful price-lowering in clothing section. Prices that savor more of "giving" than "selling."—*Clarke Brothers, Scranton, Pa.*

Originally our prices on imported garments have been so much less than other stores ask, that this will be an opportunity to buy gowns at prices never before seen in Philadelphia.—*Louis Stecher & Co., Philadelphia, Pa.*

Our story is this—we want the public to carefully study the prices in this ad., and compare them with the many others, and you will find that we realize that in order to continue to do the large volume of business we had this fall we must put the knife into prices deep, especially since so many real and more fictitious sales appear in this city, the reductions are in earnest.—*Goldstein Dept. Store, Youngstown, O.*

The extremely low prices we are naming will put these high grade couches in your home with very small cost.—*John Mullins & Sons, Jersey City, N. J.*

Price wonders!—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Quick cash prices!—*Perley T. Black & Co., Bangor, Me.*

Prices pitilessly punched!—*S. S. Culen & Co., Ottumwa, Ia.*

Good-bye prices!—*Hunter & Hunter, Detroit, Mich.*

Unmatchable low prices!—*Armbruster's Stocking Factory, Columbus, O.*

A terrible fall in prices!—*A. E. Forbush, Alliance, Ohio.*

Prices are abominably small!—*Hale's, Los Angeles, Cal.*

Prices almost beyond belief.—*The Modern Pharmacy, Binghamton, N. Y.*

Prices at figures that will draw crowds!—*Solomon & Ruben, Pittsburg, Pa.*

Bring your pocketbook to carry home the money you save in buying here. Dollars in merchandise for dimes in cash. We please the hard-to-please, that makes them our steady patrons.—*Hannah & Lay Mer. Co., Traverse City.*

Our prices are as low as, and in many instances much lower than similar qualities are quoted at in any of the low priced stores of the country.—*The Fair Store, Binghamton, N. Y.*

In many cases the reductions are made because the lots are small and must be closed out. Other lines are maker's samples and surplus stocks. As a rule the goods are all fresh and perfect, and no matter how low the price, each customer may be assured of receiving a worthy quality—an assurance which distinguishes this sale from all others in this class.—*The Scott Dry Goods Co., Cleveland, O.*

If you appreciate value you will have no fault to find with our prices.—*Cochenthaler, Montreal, Can.*

Savings of a degree and number to interest every lover of quality and economy will be afforded Denver citizens. Consider well all that this occasion reveals. Do not have to reprove yourself for neglected opportunity but bend to the oar.—*The Lewis Store, Denver.*

Five days of sensational cut prices. Forced to unload and thousands of articles slashed to the lowest notch because we must reduce stocks before inventory and we've made prices that will do it. From basement to roof—in every nook and corner there's bargains galore to stir you to the greatest kind of buying. Every price at the bottom—just compare—all other sales outdone. Price for price we undersell them all—for we make reductions that are real reductions. No half way price cuts at this sale—for we've started out to do the biggest week's business in our career, and if bargains ever brought crowds there'll be the greatest kind of a store crowding here every day this week.—*L. H. Goldman, Denver, Col.*

Now is the time. You who have been waiting for a general reduction of prices, here is your chance.—*Patter-Whitehill Co., Muncie, Ind.*

A great big cut in our children's department. You will save money by calling to-day, honest goods for little money.—*Henry Klaholt, Springfield, Ill.*

Here's an event that will gladden women's hearts, for it represents an exceptional opportunity to buy handsome separate skirts in both dress and walking styles at small cost—the quality of materials and tailoring being superior to any that these greatly reduced prices ever purchased before. There's a splendid variety of them at all prices quoted, but we would advise you to come early, for such value-giving as this is short-lived. Yesterday morning ushered

in the event. Come to-day.—*Sage, Allen & Co., Hartford, Conn.*

It is customary—perhaps everywhere but at Macy's—to give discounts or inside prices to tailors and dressmakers, discriminating against the patron who buys only occasionally to supply her own needs. The system obviously has its faults, and it is still further weakened by the fact that our regular prices are usually lower than the "inside" prices met with elsewhere. That we supply large numbers of tailors and dressmakers—who get no discounts or commissions here—is evidence supporting our assertion.—*Macy's, New York, N. Y.*

Prices are, after all, a second consideration to many. The great strength and remarkable growth of the Palais Royal's toilet department is due mainly to the entire absence of unreliable articles and the certainty one has of finding all of the world's best productions here. Incidentally prices average 33 per cent. less than drug store quotations.—*The Palais Royal, Washington, D. C.*

A backward season.—Cause of terrific reductions. Every department teems with a big stock which was bought with the expectation of a large and early spring trade, but the weather conditions retarded business to such an extent as has left us with more goods than we should have at this time. We expect to make to-morrow a big day in the history of this big store. To do it we have resorted to emphatic price reductions.—*The Capitol, Columbus, O.*

Prices all topsy-turvy on account of remodeling.—*P. H. Bergman & Co., Peoria, Ill.*

A great sale starts to-morrow in which the special prices on thousands of pieces and sets bear little relation to actual retail value. Large preparations have been made, and the entire field is comprehensively covered; the new and improved department is fairly overflowing with extra values. In connection with our many special purchases below usual prices, we offer numerous lots of desirable goods on hand at great reductions.—*Strawbridge & Clothier, Philadelphia, Pa.*

Investigation will develop the fact that the prices quoted herewith have been figured in every instance considerably less than 20 per cent.—*Arkansas Carpet and Furniture Co., Little Rock, Ark.*

We have gone through our stock and put the knife deep into the price of each item, which is bound to make quick selling.—*Cartwright's, San Bernardino.*

Our prices need no advertising. Everybody knows how low they are.—*James Butler, New York.*

The knife will go into the prices on our entire stock, nothing reserved. All goods will be sold at a great sacrifice, cost not considered.—*John Leith, Bay City, Mich.*

Friday our great 51st anniversary sale will have reached its climax in the suit and coat sections. Low prices have prevailed during the past two weeks, but these Friday prices are the lowest.—*Pettis Dry Goods Store, Indianapolis.*

One attraction treads on the heels of another in this section, so fast do they follow. This time it's the season's swellest autumn suits priced as you seldom see them priced at the season's ending. Our unequaled buying facilities, in conjunction with a fortunate trade circumstance, has made this remarkable offer possible.—*The May Co., St. Louis, Mo.*

We have them in all their manly and womanly beauty. Shoes, fine American shoes, for all occasions—street shoes, office shoes, dress shoes, and that name Browning on every pair is the stamp of genuine satisfaction and approval. When this store talks shoes the public listens—the proof of our words are found in the comfort, style, lasting service and finish of our shoes at the prices we charge when compared with the shoes and prices of any other house.—*Browning's, Columbus, Ohio.*

There's scarcely a woman comes into our store and examines our stock and prices that doesn't express her pleasure at having found a place where the really desirable grades of garments may be had at such low prices and that, too, without having to wade through heaps of inferior stuff to get what she wants.—*Louis Stecher & Co., Philadelphia.*

Cast your eye over these: There are good saving opportunities in every one.—*Gifford & Co., New Bedford, Mass.*

The price part, after the details of selection and decision are all over, you will find most gratifying.—*York, Pa.*

Come on. Come all. And buy as liberally as your purse will permit. Tonight's sale consists of.—*Hills, McLean & Haskins, Binghamton, N. Y.*

This present movement presents one of the finest collections of quadruple plated hollow-ware that we have ever offered under-price. The beauty of the designs, the seemingly unlimited variety and the completeness of the assortment of pieces, together with the remarkably low prices, make a store feature that

housekeepers will appreciate the moment they see the display.—*Wanamaker, New York, N. Y.*

For our 213th Bargain Friday we will offer the greatest values of the season. Never did our store better deserve the name, "The Home of Good Values," for splendid values are everywhere in merchandise of seasonable interest—assortments that far excel those elsewhere. Friday's prices on the newest of autumn and winter merchandise suggest genuine economy—the economy that pays where there is unquestioned quality. It has and will always be our greatest aim to have our customers feel that they can come to this store with perfect assurance of finding at all times the greatest variety of the most desirable merchandise in every section, and that for the same and better qualities our prices are always the lowest.—*Roberts Bros., Portland, Ore.*

We make an emphatic demonstration of the power of extraordinary bargain prices on merchandise that is in season, and which is necessary to every person and in every household. No value pretense, but the actual giving of good goods at prices lower than those quoted by any other house for the same grades.—*The 14th Street Store, New York.*

The store is ready as never before to supply your every need for the coming season. Assortments are broader and better. Styles have been more carefully chosen in obedience to fashion's mandates. Qualities have been critically selected for their dependability. Prices have been marked on a narrow margin—of profit—the lowest possible.—*The Minneapolis Dry Goods Co., Minneapolis.*

Here's why!—contracts for these goods were placed long ago—the low prices that prevailed then and the extra discounts on our immense spot-cash orders, places us in a position now, in the face of higher quotations on all these goods, to offer you bargains in bed necessities never before equaled this early in the season by any concern in Marion. A complete stock of unquestionable qualities from the most noted American manufacturers, priced at a substantial saving to you. A most excellent opportunity—don't miss it.—*A. C. Barley & Co., Marion, Ind.*

There is real economy in the way we mark these garments. Our prices are incomparably low, our stock is one of the largest and best in America—an advance showing quite unusual so early in the season.—*Lit Bros., Philadelphia, Pa.*

It seems a contradiction to good sense to say that we reduce prices right at the opening of the season, but nevertheless that is just what we are doing in this hustling young store. We are reducing the prices because we bought these garments at reduced prices and can afford to sell them for less than any regular buying store in this entire country.—*Jones Dry Goods Co., Kansas City.*

No matter how low the prices advertised by others, you may depend upon our prices being lower. Our reputation for underselling all others we sustain by as much price cutting as may be necessary. Very frequently our regular prices are lower than the special prices advertised by others. Notable instances of this continued underselling will be found by comparing Macy's prices with those quoted elsewhere.—*Macy's, New York, N. Y.*

It is seldom, indeed, that such handsome specimens take on the moderate prices that accompany these. The careful selections made by our experts, coupled with most advantageous buying, are accountable for this rare assortment of Oriental rugs being so moderately priced.—*Bloomingdale's, New York.*

This apparel is what the Model carried over from last year that we want to close out. We have reduced the prices to less than what the garments cost Kemper & Paxton. We still have plenty of those skirt and suit bargains which were on sale the early part of this week. In addition we have thrown in a big line of children's cloaks that are especially low priced for rapid clearance. We want you to read this list from end to end, because you will find savings and values that have not been equaled before.—*Jones Dry Goods Co., Topeka, Kan.*

Prices are remarkably low, even for our January sale—this year we bought as never before—prices reached the lowest ebb. In looking over the garments you will be surprised at the thorough goodness of materials, trimmings and workmanship, considering the extreme lowness of the prices. This sale will demonstrate as never before, that time and money are mis-spent in buying materials and making the garments in the home. Remember—January sale prices are the lowest of the entire year.—*Dayton's, Minneapolis, Minn.*

Prices border on sensational! Fresh, crisp underwear at most attractive prices ever quoted. Exquisite undermuslins at about cost of materials.—*J. M. High Co., Atlanta, Ga.*

The stocks are all fresh and new, just

opened for this sale, and they were bought at prices which enable us to offer them to you at very low figures, considering the excellent quality of the goods—*Donaldson's, Minneapolis, Minn.*

Sacrifice prices.—*Clucker's Clothing Store, Kenton, O.*

Wilderness of low prices.—*Symon's, Butte, Mont.*

Profitless prices.—*James McLean's Store, York, Pa.*

Price-slashing sale!—*Z. C. M. I., Salt Lake City, Utah.*

Hurry-up prices.—*Morris Gross Co., Tacoma, Wash.*

Priced for a modest purse!—*Bernheimer's, Kansas City, Mo.*

Reliable goods reasonably priced!—*Myers Bros., Williamsport, Pa.*

Another explosion of prices!—*The Ed. Malley Co., New Haven, Conn.*

Our scalping knife is almost worn to the hilt!—*Crawford's, St. Louis, Mo.*

Just a windfall, that's all. Prices blown away.—*Hackett, Carhart & Co., New York.*

Prices that insure your pocketbook against a vacuum!—*The Satisfactory, Saginaw, Mich.*

Tremendous possibilities for money-saving!—*McCurdy & Norwell Co., Rochester, N. Y.*

Prices, quantities and qualities overshadowed!—*Frederick Loeser & Co., Brooklyn, N. Y.*

Prices that make it wise for you to anticipate future wants!—*Hanan-Matthewson Co., Cleveland, O.*

Prices that appeal to the money-saving instincts of the thrifty!—*J. N. Adam & Co., Buffalo, N. Y.*

Prices on strictly summer goods go down as the mercury climbs upward!—*Stewart & Co., Baltimore, Md.*

Down goes the price and away go the profits and a slice of the cost!—*The Palace Clothing Co., Kansas City, Mo.*

Absurd prices.—*Bradley's, Bangor.*

Amazing prices.—*Joseph Horn Co., Pittsburg, Pa.*

Price temptations.—*McWhirr's Emporium, Fall River, Mass.*

Tumble-down prices.—*Wm. Hahn & Co., Washington, D. C.*

Below zero prices.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Sensationally priced.—*The Denver Dry Goods Co., Denver, Col.*

Prices that talk.—*Paul Lowenthal Dry Goods Co., Waco, Tex.*

Ruthless price cuttings.—*Hamburger's, Los Angeles, Cal.*

Dollars do double duty here.—*Miller's, Kenton, O.*

Prices cut to the lowest notch.—“*The Fair,*” *Muncie, Ind.*

Heroic price cutting.—*Columbus Dry Goods Co., Columbus, O.*

Dollar stretching prices.—*Pike & Madoc, Utica, N. Y.*

Prices blown to pieces.—*Wood Bros. & Co., Chicago, Ill.*

Some intensely interesting underpricings.—*Jones Dry Goods Co., Kansas City, Mo.*

Prices are radically at variance with the values.—*Joel Gutman & Co., Baltimore, Md.*

A rare and captivating collection of splendid qualities and bargain prices.—*Adams Dry Goods Co., New York.*

Smart things in furnishings priced to suit slender purses.—*Heavenrich Bros. & Co., Saginaw, Mich.*

These prices will spur housekeepers to such active buying that many will be gone in a jiffy.—*Stewart & Co., Baltimore, Md.*

Prices that will bind you more closely than ever to the trading center of the masses.—*The Bailey Co., Cleveland, O.*

Astoundingly small prices.—*Macy's, New York.*

Trifling prices.—*Joseph Horne Co., Pittsburg, Pa.*

Absurdly low prices.—*The Economy, Goshen, Ind.*

Price lessened.—*The Boston Store, Milwaukee, Wis.*

Helpfully priced.—*A. Edmondson, Morecambe, Eng.*

Prices are ruined.—*Edmondson-Per-rine Co., Pittsburg, Pa.*

Labor saving prices.—*Fitzgerald Dry Goods Co., Peoria, Ill.*

Prices cut and slashed.—*The Paris, Salt Lake City, Utah.*

Boldest price cutting.—*The Kleinhaus Co., Buffalo, N. Y.*

Profitless prices prevail.—*W. A. Mc-Naughton Co., Muncie, Ind.*

Friend-winning prices.—*Goodfellow's, Minneapolis, Minn.*

Prices fairly astounding.—*Schelesinger & Mayer, Chicago, Ill.*

Unmerciful price reductions.—*Hahne & Co., Newark, N. J.*

Additional bargain prices.—*Robert Wright & Co., Brockville, Ont.*

Crowd bringing prices.—*The Boston Store, Worcester, Mass.*

Emptying-out prices.—*Jones Dry Goods Co., Kansas City, Mo.*

Prices are slashed right in two.—*A. L. Nichols, Fall River, Mass.*

September price economies.—*The Scott Dry Goods Co., Cleveland, O.*

Prices that will astonish you.—*H. C. Wendland & Co., Bay City, Mich.*

Stock's price wrecked.—*The A. T. Lewis & Son Dry Goods Co., Denver.*

The zenith has been reached in price cutting.—*Hamburger's, Los Angeles.*

This sale cuts the very life out of prices.—*Family Shoe Store, Washington.*

Prices that will keep you cool, even this hot weather.—*People's Furniture Store, Des Moines, Ia.*

Prices have shrunk to a mere insignifi-cance.—*The N. P. Nelson Co., Galesburg.*

Now comes stock-taking.—You know what that means. All stocks must be carefully and judiciously reduced be-fore the semi-annual balance sheet is rendered. What is the consequence?

Half-price is still the magnet. But every day sees the gaps in the sizes widen; the variety grow less. This is one of those sales you want to attend without delay. Buy, and you'll be glad you did; delay, and you'll regret it.—*Saks & Company, Indianapolis, Ind.*

Lee-way prices.—*S. S. Lee, Trenton.*

Quick-march prices.—*Seigel-Cooper Co., New York.*

A cold cut in prices.—*Grunder & Watson, Minerva, O.*

Deeply slashed prices.—*Solomon & Ruben, Pittsburg, Pa.*

Equalizing prices.—*The David C. Beggs Co., Cleveland, O.*

Prices are amazing.—*Hudson Bay Stores, Vancouver, B. C.*

Price surrender in all goods.—*Long-ley's, New Haven, Conn.*

Prices that'll tempt slim purses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

No prices in the city so utterly re-markable.—*Hale's, Los Angeles, Cal.*

Tremendous price cuts!—*The Metro-politan Dry Goods Co., Saginaw, Mich.*

Cutting—slashing—smashing prices.—*A. Livingston & Sons, Burlington, Ia.*

Shelf emptying and counter clearing prices.—*Boggs & Buhl, Pittsburg, Pa.*

The mark-down man has made havoc with prices.—*Oliver Rothert, Altoona.*

Prices slashed from end to end.—*The Paris Millinery Co., Salt Lake City.*

Little escapes the terrible onslaught of the price cutter.—*Fisher's, Trenton.*

A price fact which needs no argument.—*Jones Dry Goods Co., Kansas City.*

Fragmentary ends at fragmentary prices.—*English Woolen Mills Co., Detroit, Mich.*

Prices "top-side, down-side," as the Chinaman says.—*J. R. Libby Co., Portland, Me.*

Here is where we have cut the jugular vein of prices.—*Petla's, Colorado Springs, Colo.*

We are pushing down prices to push up business.—*MacCarthy Tailoring Co., Omaha, Neb.*

We have cut prices in a manner that will save you enormously.—*John J. Collins, Scranton, Pa.*

Low prices entrenched behind values *par excellence*.—*The Scott Dry Goods Co., Cleveland, O.*

We just put a price on everything that moves it; and in a hurry, too.—*Robbins & Paddon, Utica, N. Y.*

If prices are "the magnets of trade" our store will certainly be filled to overflowing.—*L. F. Beach & Co., Joliet, Ill.*

A record-breaker for stupendous cutting and slashing of prices.—*The Paris Millinery Co., Salt Lake City, Utah.*

Business on the increase; prices on the decrease.—*The Metropolitan D. G. Co., Saginaw, Mich.*

Price reductions like snow in the summer sunshine. Every department has its full share of bargain offerings at matchless low prices, and, as usual, all goods put forward are right up to date in every particular.—*Globe Warehouse, Scranton, Pa.*

Sliced prices.—*Geo. Watson & Co., Newark, N. J.*

Greatly lessened prices.—*Hecht's, Washington, D. C.*

Prices that shriek economy.—*Armbruster's, Columbus, O.*

Popular prices rule throughout.—*Bernheimer's, Kansas City, Mo.*

The power of price is paramount.—*Ludwig Baumann & Co., New York.*

Luxury in dress without luxury prices.—*Smith & Ennis, Los Angeles, Cal.*

Tempting persuasive prices.—*A. Hemmway & Sons, Colorado Springs, Colo.*

Prices that tell the story better than arguments.—*Kaufman's, Pittsburg.*

Every price has been pruned to a point that means business.—*Scroggie's, Montreal, Can.*

February price reductions which may read like fiction, but are positive facts.—*Barnard, Sumner & Putnam Co., Worcester, Mass.*

These prices leave you something for something else.—*Golden Ball Dry Goods & Shoe House, Cohoes, N. Y.*

Low price inducements, unless coupled with reliability and sterling worth, are of little interest to the prudent buyer, but standard grade articles priced on a bargain basis, such as we now quote, are extremely gratifying—immense assortments and the lowest prices, make this store "headquarters" for everything pertaining to winter merchandise.—*The Williams & Rogers Co., Cleveland.*

All the small lots and broken assortments have been gathered together for a grand final sweep-up. It is not a question of price or value now. We are going to move some thousands of articles out, and if one price won't do it a lower price will. The unprecedented success of the sale so far shows how great the bargains are. This Friday and Saturday will see still greater. Prices hold for both days. Women who would profit most will find it good policy to come here and stay all day—for many of the best values in the sale, being too small to advertise, are thrown out upon tables; these are changed almost hourly, only to be replaced by something different. Mail orders will be filled while lots hold out.—*Ehrich Bros., New York, N. Y.*

This week we have prepared a feast of low prices for our customers. The quality is the same high grade they know so well, but we have squeezed all the profits out of the prices and cut them down to cost. Here are a few of the specials for the next three days, which will delight all housekeepers who believe in saving money.—*James Butler, New York.*

On Monday our basement store again took front position as the storm center for underprice offerings in New York city. With added space and new determination that this should be the most striking example of what a great store could do in the way of daily bargain displays, the store was filled to overflowing all day long. Yesterday the enthusiasm was continued, and to-day an array of new offerings is presented that will attract thousands of the readers of to-day's news.—*John Wanamaker, New York.*

As for prices, did you ever hear of one too high in this store?—*C. F. Wing, New Bedford, Mass.*

Great bargains in every department. Dollars have doubled purchasing powers here. It pays to trade at Day's.—*Day Carpet & Furniture Co., Peoria, Ill.*

An opportunity. The expansion sale has created the greatest furniture buying opportunity this store has ever offered. Everything in this large establishment has been priced at one-half the original price and some merchandise at even a lesser figure. It does not require all the cash to avail yourself of these opportunities, but a small payment down and a little each pay-day is all we ask and in case of sickness, accident, non-employment, or death we will extend your payments to suit your convenience without additional cost.—*Terre Haute Furniture and Carpet Co., Terre Haute.*

Sloppy weather brings a demand for rubbers. There is one place to get good ones cheap.—*Cleator's, Reno, Nev.*

"He who accuses, excuses himself. We have no apology to offer for our prices—our cloth dealers don't have to experience disaster for our benefit.—*W. C. Loftus & Co., New York.*

The life-giving principle of advertising is truthfulness; you wouldn't heed us if you didn't believe us. The trademark feature of our Friday advertising is price. Every article advertised for Friday selling is truthfully described. Every price is special and for one day only. You will not find a word of exaggeration in what we say. "Neither will you find a price that is not lower than the usual one."—*Gilmore & O'Keeffe, Jersey City, N. J.*

Do you realize that the average man of to-day lives with more comfort and convenience than the kings and princes of a century ago, surrounded as they were by their luxuries and servants? What has done it? Modern ways of making and selling. And he has been most successful and rewarded who points out the way. This store is moving fast. Every point, every new idea worth the having, is being focused on the store service. Can't you see it?—*Schipper & Block, Peoria, Ill.*

We make every day a holiday. It is May Day here every day of this merry month of May. The store is in gay attire—wearing its best frock and prettiest hat, as it were, all the time. The show of wearables, our grand display of gowns, the lace and ribbon displays, are always like a fair. Every time you come you see something in which you are interested. We are constantly gathering beautiful things. From all over

the globe come the fabrics and fancy goods that make happy those who finally possess them—our patrons.—*W. V. Snyder, Newark, N. J.*

A price flurry.—*Bennett's, Omaha.*

Price slashing.—*The Globe, St. Louis.*

Drastic price-cutting.—*Wolf's, Jersey City, N. J.*

A laughable price.—*McCaffrey's, Philadelphia, Pa.*

Snap prices.—*Hudson Bay Stores, Vancouver, B. C.*

Prices revolutionary.—*Jones' D. G. Co., Kansas City, Mo.*

Substantially lessened prices.—*Hecht's, Washington, D. C.*

Most tempting price concessions.—*Goldsmith's, Galveston, Tex.*

Generous price concessions.—*W. A. McNaughton Co., Muncie, Ind.*

Below ruling prices.—*The Edmundson Perrine Co., Pittsburg, Pa.*

Our prices never empty your purse.—*York Furniture Co., York, Pa.*

As against the many exaggerated claims of low prices with which our daily papers are filled, we offer our guarantee, the broadest given to the public by any house in the world: "We guarantee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If in a day, a week or a month later you find the same thing lower elsewhere make a claim upon us and it will be allowed at once. What broader guarantee can be given? It covers every line of merchandise we sell, and under any circumstances the patron of Loeser's is protected." This guarantee renders it absolutely impossible for any house in Greater New York, under any circumstances or conditions, to sell the same goods or patterns for lower prices than we do, as we are sure to discover any change in price almost at once, and then our guarantee makes good. Every claim covered by our guarantee is allowed instantly, with thanks for the information we receive. We fully realize that there is only one sentiment in business—confidence. After that the entire structure is built upon prices and quality. Every purchase made of us carries with it an insurance policy against the possible loss of a single penny under any circumstances which can or may arise within thirty days. Is any further argument needed? Can there possibly be a safer store?—*Fred. Loeser & Co., Brooklyn, N. Y.*

Puniest prices ever printed.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Appealingly priced.—*The Broadway Department Store, Los Angeles, Cal.*

Fearful slashing of prices.—*Sonnenheil-Holbrook Grocery Co., Dallas, Tex.*

Another price-smashing sale.—*White Topaz Diamond Co., Fall River.*

Unprecedented low prices for strictly new, clean, reliable goods.—*Fisher, Topeka, Kan.*

Our prices, while low, never touch the point where quality ceases.—*W. A. Nicolaus Co., Bloomington, Ill.*

Quick-step prices.—*The Haycock and Dudgeon Store, Montreal, Can.*

Prices are halved and quartered.—*The S. Carsley Co., Ltd., Montreal, Can.*

Neat prices.—*Abraham & Straus, Brooklyn, N. Y.*

Sacrificing prices.—*Chapman & Co., Brooklyn, N. Y.*

Prices run like these.—*L. Lehman & Co., Trenton, N. J.*

Positive price reductions.—*Adams Dry Goods Co., N. Y.*

Up-to-date, down in price.—*C. C. Fuller Co., Hartford, Conn.*

Nothing mean or skimped except the prices.—*Perlmutter's, N. J.*

A May parade of savings.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Prices tell the story.—*Christoffersen, Moore & Co., Tacoma, Wash.*

Quoting prices remarkable for smallness.—*Solomon's, Pittsburg, Pa.*

Prices become half prices.—*The De Wolf Store, New Bedford, Mass.*

Price reductions predominate.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Prices cut to pieces. Profits go all one way—to the consumer. These prices are worth while looking after.—*Livingston's, Pueblo, Colo.*

Smile Producers.—For Saturday buying only we name prices that will produce smiles from sheer satisfaction.—*Moch Bros., Pueblo, Colo.*

Another Day of Wonderful Millinery Pricings.—All competition knocked out—no store has the courage to meet our prices. They'll lose too much money if they do. At the prices we advertise to-day we must refuse to supply other dealers—they must pay regular prices.—*Johnson & Co., Pueblo, Colo.*

New Clothing at Bargain Prices.—The prices at which we have marked our new Spring and Summer suits, as compared with same qualities as priced by

other clothiers, enables us to claim with right that we are making "bargain" prices on our choice clothing stock for men and boys.—*Morris Gross Co., Tacoma, Wash.*

Small are the prices.—*The T. Eaton Co., Toronto, Ont.*

Footwear prices topsy turvy!—*Black's Shoe Store, Bangor, Me.*

Prices talk; no other arguments needed.—*The Z. L. White Co., Columbus.*

Stirring little prices.—*Schipper & Block, Peoria, Ill.*

Prices are influential.—*The Bon Ton, York, Pa.*

Saving prices.—*Wasson's, Indianapolis, Ind.*

One price means business honesty.—*Cromwell, Tacoma, Wash.*

Fire sale prices.—*The Hub, Portland.*

Unapproachable, persuasive prices.—*Lantz, Mansfield, O.*

Crowding prices lower and lower.—*The A. E. Pitts Company, Columbus.*

Our prices are comparatively low.—*Powers, Minneapolis, Minn.*

Low prices are most eloquent.—*Black's Shoe Store, Bangor, Me.*

Furniture prices cut as never before.—*Louis Weber & Co., Chicago, Ill.*

The prices will clear the racks.—*Chamberlin-Johnson-DuBose Co., Atlanta.*

A price that ought to tempt you to buy for future wants.—*Dinet's, Joliet.*

Prices that are backed by sterling quality.—*Morris Gross Co., Tacoma, Wash.*

Mild weather causes melting prices.—*Myers Bros., Terre Haute, Ind.*

Prices that shout.—*W. G. Putman, Peoria, Ill.*

Strongly favorable prices.—*Forquena, Temple & Co., Richmond, Va.*

A little flurry in prices, for which the weather alone is responsible.—*R. Shannon & Co., St. Paul, Minn.*

Waist prices a revelation of money saved.—*Chapman & Co., Brooklyn.*

At purse pleasing prices.—*Remnant and Mill End Store, Newark, N. J.*

Grocery prices to help you save.—*Rothschild & Company, Chicago, Ill.*

Facts and figures!—It's an absolute fact that our prices are lower than any other's. We quote our prices in plain figures, so there can be no dispute as to who is the lowest. To satisfy yourself, compare this list with any other's and see the result.—*M. Quinn, Kansas City, Mo.*

Spear's prices always lowest.—*Spear & Co., Pittsburg, Pa.*

Prices act as an incentive.—*Chapman & Co., Brooklyn, N. Y.*

A remarkable price.—*The Bedell Company, Brooklyn, N. Y.*

Prices never equalled in the category of real bargains.—*Newman, Brooklyn.*

Overcoat prices cut in halves.—*Old South Clothing Co., Boston, Mass.*

Special anniversary prices.—*Rosenbaum Company, Pittsburg, Pa.*

The power of low price is exemplified in the following items, many of which are at half price, all under the cost of making.—*Krages & Cartwright, Kansas City, Mo.*

The basement speaks of little prices.—*Abraham & Straus, Brooklyn, N. Y.*

Pounding the prices. Nothing brings customers as fast as good goods at low prices.—*The Colonial Furniture Co., Cleveland, O.*

At prices that are nothing short of extraordinary.—*Kaufmann's, Pittsburg.*

Incomparable pricing.—*Abraham & Straus, Brooklyn, N. Y.*

Plated prices.—*Abraham & Straus, Brooklyn, N. Y.*

Pruning the picture prices.—*H. A. Meldrum Co., Buffalo, N. Y.*

Prices such as only we can make.—*A. V. Roadstrum & Son, Galesburg.*

They get hilarious over our depression of prices.—*F. M. Atwood, Chicago.*

A price drop in the face of advance.—*Newman, Brooklyn, N. Y.*

No need of saying much, prices tell the story.—*Hackett, Carhart & Co., New York.*

Newsy notion prices.—*Newman, Brooklyn, N. Y.*

Walkaway prices.—*The O. T. Johnson Company, Galesburg, Ill.*

Guard your pocketbook, for prices are awfully tempting this week.—*Jas. T. Mullin & Sons, Wilmington, Del.*

Glassware prices have most certainly touched bottom.—*The Fair Store, Binghanton, N. Y.*

Prices that mean quick selling.—*W. G. Putman's Great 5 and 10 Cent Store, Peoria, Ill.*

Sensational pricing.—*Bryce Bros. & Co., Columbus, O.*

Prices are uniformly favorable.—*Strawbridge & Clothier, Philadelphia.*

Prices that almost pass belief.—*The Edw. Malley Co., New Haven, Conn.*

Prices that speak for themselves.—*Robt. I. Cohen, Galveston, Tex.*

Prices made magnetic.—*Hale's, Sacramento, Cal.*

February has melted the prices.—*Albert Elkus, Sacramento, Cal.*

Money-saving prices.—*Goldenburg's, Washington, D. C.*

February cleaning prices.—*Thomas C. Watkins, Hamilton, O.*

Queer little prices.—*Schipper & Block, Peoria, Ill.*

Springtime prices.—*Beadle & Sherburne Co., Rochester, N. Y.*

Prices nipped by the frost.—*Talbot & Co., Fall River, Mass.*

Millinery closing prices!—*R. B. Maxwell & Co., Mansfield, O.*

Rock bottom prices.—*L. S. Plaut & Co., Newark, N. J.*

Sale prices to pay you to get here to-morrow.—*Boggs & Buhl, Allegheny.*

The prices have a saving significance.—*Z. L. White & Co., Columbus, O.*

Telling price-cuts have been made all along the line.—*The Emporium, St. Paul, Minn.*

A genuine old fashioned thaw in prices.—*Desbecker's, Buffalo, N. Y.*

If seeing is believing, just look at these bargain prices.—*Gately's, Peoria, Ill.*

Prices have been most severely dealt with and are many degrees lower than those exploited elsewhere.—*Bernstein & Co., Jersey City, N. J.*

Former prices carved down to the lowest notch.—*Thomas C. Watkins, Hamilton, Ont.*

Scheuer's prices beat all!—*S. S. Scheuer & Sons, Newark, N. J.*

Magnetic price savings.—*Hochschild, Kohn & Co., Baltimore, Md.*

Prices chopped out of all semblance to their former quotations.—*The Metropolitan Dry Goods Company, Saginaw.*

Our prices are right. If there is one thing you may be sure of it is that our prices are right. You pay no more nor less than any other person does here. Our desire is to make such low prices to everybody that we could not make lower prices to anybody. Then, we never permit a higher price than our regular one price to be quoted.—*Murphy Bros. Co., Pittsburg, Pa.*

Clothing prices slashed.—*Solomon's, Pittsburg, Pa.*

Heart-rending prices.—*L. O. H. Brown, Denison, Tex.*

Sharp break in prices.—*Meigs & Co., Bridgeport, Mass.*

Next to nothing prices.—*Goldenberg's, Washington, D. C.*

Surprise prices.—*The Palais Royal, Washington, D. C.*

Unexampled price-cheapness.—*John Murphy, Montreal, Can.*

Revisions in fur prices.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Prices to entice "you"—everybody.—*Walker Store, Salt Lake, Utah.*

Move out prices in the garment department.—*J. V. Spare, New Bedford.*

The price cutter has been in every department.—*Spring-Holzwarth Co., Alliance, O.*

Prices take a big tumble for to-night and to-morrow's selling.—*E. S. Brown Co., Fall River, Mass.*

A few prices that will interest you among other things.—*Chamberlain-Johnson-DuBose Co., Atlanta, Ga.*

Prices will do most of the talking to-day, and they will make an interesting speech.—*Julius Gutman & Co., Baltimore, Md.*

The price reducing axe is at work. Chips fly off fast and furious, making our profits smaller, yours bigger.—*Hahne & Co., Newark, N. J.*

Bang! Bang! Bang! To-morrow. A noise in prices that will be heard from one end of Cohoes to the other, and reach all of the adjoining towns.—*H. H. Butler, Cohoes, N. Y.*

"The proof of the pudding is in the eating," and the proof that this is the greatest sale of its kind ever inaugurated here is shown by the thousands who crowd the store at the present writing. Don't fail to lay in a supply for summer use, as it is doubtful whether we could ever buy such garments again, without paying more for them than what we are offering them to-day. "A word to the wise is sufficient," and we offer it now. Compare our values and prices with those of the biggest New York houses and note the saving.—*The Furst Co., Jersey City.*

Our prices talk.—*The R. J. Neal Co., Plattsville, Ont.*

Slices in prices.—*Bryant & Tucker, Binghamton, N. Y.*

It's cheaper at Miller's.—*Miller's Drug Store, Wilmington, Del.*

Trade-winning prices.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Merely nominal prices.—*E. S. Brown Company, Fall River, Mass.*

The price-bars are down—flat down.—*Saks & Co., Washington, D. C.*

Prices will be cut to pieces.—*D. E. Williams & Co., Youngstown, Ohio.*

Prices sure to attract your attention.—*The Buck Store, Lansing, Mich.*

Pruning prices on stylish suits.—*Sibley, Lindsay & Curr Co., Rochester.*

Now comes the after Christmas break in prices.—*McNaughton's Munice, Ill.*

Prices touch bottom in the great clearance.—*Hecht's Greater Store, Washington, D. C.*

Price lists fail to convey any idea of the superb values offered.—*Oehm's Acme Hall, Baltimore, Md.*

Linen prices much less.—Prick up your ears to this news: The best tidings of linens that have gone out from here in a long time.—*William Donaldson & Co., Minneapolis, Minn.*

We're knifing prices.—Our shop is not a storehouse—it's an exchange—changing clothing for cash. Embrace the opportunity to save money—by spending it—here.—*Oehm's Acme Hall, Baltimore, Md.*

The lowest of lowest prices.—This is the week when prices reach their very lowest level at this establishment, for it's practically the end of the winter selling season, and we make the most of the last opportunity to be rid of the season's remaining stock. Besides, it's just the week before we take inventory, and every department head does his best to have as little stock as possible. Thus, you see there's every reason for inducing you to buy now, even at the most unusual reductions. It's only for you to decide if you prefer to settle your bills in small amounts, for we'll gladly charge your purchases, and you may pay conveniently.—*O'Neill's, Baltimore.*

Sacrificing prices.—*Chapman & Co., Brooklyn, N. Y.*

Prices run like these.—*L. Lehman & Co., Trenton, N. J.*

Positive price reductions.—*Adams Dry Goods Co., New York.*

Up-to-date, down in price.—*C. C. Fuller Co., Hartford, Conn.*

Prices become half prices.—*The DeWolf Store, New Bedford, Mass.*

Price reductions predominate.—*Brooklyn Furniture Co., Brooklyn, N.Y.*

Nothing mean or skimped except the prices.—*Perlmutter's, Jersey City, N. J.*

Our prices "As Low as Any and Lower Than Many."—*Brannen & Anthony, Atlanta, Ga.*

The carpenters rip up the floors; the salesmen rip up the prices.—*A. L. Nichols, Falls River, Mass.*

Caught up in the price maelstrom which is now swirling through the store.—*Schipper & Block, Peoria, Ill.*

The bait that catches this kind of weather and this time of year, is low prices.—*Smith, Gray & Co., New York.*

Scissors are all right for some stores; but when we go into price cutting we take the axe.—*Albert Elkins, Sacramento, Cal.*

In fact prices are so low that we do not think there's a single instance where the price represents anywhere near the actual cost.—*Mandell Bros., Chicago, Ill.*

Prices tell a story.—*O'Reilly's, Kansas City, Mo.*

Tremendous price concessions.—*The Bee Hive, Kansas City, Mo.*

Honest, convincing proof of a slashing cut in prices.—*Boston Store, Ansonia, Conn.*

Small expenses do wonders in the making of small prices.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Prices that will irresistibly appeal to every economical woman.—*Schlesinger & Mayer, Chicago, Ill.*

A skirt sale at such low prices that only a genuine clearance such as this store makes, that justifies the sacrificing of all profits. If like the majority of stores there was a lot of old plunder to work off (dear at any price), then there would not be anything remarkable in the cut of prices. But all are new and the original marks much lower than others. Thus you'll find it a good investment to buy now while there's choice of all.—*Sam Moch, Pueblo, Colo.*

When you buy what's best you need buy but seldom; when you buy what's cheap you are buying all the time.—*Sander & Recker, Indianapolis, Ind.*

We are offering the best values in the entire city on every class of winter merchandise, apparel and home furnishings. We quote a few prices to show how strong is the bargain drift here at Broadway's Big Store.—*The Berlin, Brooklyn, N. Y.*

Price surprises.—*The Bee Hive, Salem, Ore.*

Prices littlest imaginable.—*Gusky's, Pittsburg, Pa.*

Money-saving prices.—*Brannen & Anthony, Atlanta, Ga.*

Low close-out prices.—*Harned & Van Maur, Peoria, Ill.*

Prices forced down.—*Platky Dept. Store, Chicago, Ill.*

Crash! go the prices.—*Wentworth Clothing Co., Spokane, Wash.*

Prices shamefully low.—*Misfit Clothing Parlors, Louisville, Ky.*

An economy in every price.—*Strawbridge & Clothier, Philadelphia, Pa.*

We have ground prices to powder.—*The IXL Clothing Co., Spokane, Wash.*

Some of the prices which will prove their loss and your gain.—*Platky Dept. Store, Chicago, Ill.*

Austin is always a step ahead in quality—a step behind in price.—*E. M. Austin, Litchfield, Ill.*

Prices that yield an immediate cash-in-the-hand dividend.—*Ruggles & Ellison, New Bedford, Mass.*

Here's another blast that uncovers more unheard of values and marks a death line in prices, that no competitor will have the courage to go below.—*E. M. Austin, Litchfield, Ill.*

Shelf emptying prices.—*Boggs & Buhl, Allegheny, Pa.*

Economy prices.—*John N. Thomas & Co., Minneapolis, Minn.*

The limit of little prices.—*Old South Clothing Co., Boston, Mass.*

We cut prices to the core.—*Adams Dry Goods Co., New York.*

A vigorous and decisive low range of prices.—*The Fair, Chicago, Ill.*

These prices are for swift selling.—*James Shea, Hamilton, Canada.*

Merciless cutting of prices.—*The Edw. Malley Co., New Haven, Conn.*

A Lowman lesson in price cutting.—*Lowman & Co., Los Angeles, Cal.*

A price that will please you.—*Courier-Journal Job Printing Co., Louisville.*

Picnic necessities at excursion prices.—*The G. W. Robinson Co., Hamilton.*

A pinch of prices.—*The Chamberlain Furniture and Mantel Co., New Haven.*

Prices for gowns, shirt waists and suits go down, and down, and down.—*Stone, Fisher & Lane, Seattle, Wash.*

Let us give you some summer figures. Might surprise you with their unusual lowness.—*Farrell's, Trenton, N. J.*

Prices with bowed heads are these—inducements that are happy surprises for frugal people.—*Meldrum, Scott & Co., Scranton, Pa.*

Of course, it is just a passing chance at these prices, and one that isn't likely to be long in passing.—*Fourquaran, Temple & Co., Richmond, Va.*

Shortened prices.—*The Wanamaker Store, New York.*

Prices to please our patrons.—*The Hub, Marion, Ind.*

A clean sweep with low prices.—*Sage-Allen & Co., Hartford, Conn.*

Home run price.—*United States Clothing Company, Milwaukee, Wis.*

Fractional prices rule to-morrow.—*Goldenberg's, Washington, D. C.*

The store of big values and little prices.—*J. V. Ritchey, Burlington, Ia.*

Telling prices.—*The Great Atlantic & Pacific Tea Company, Memphis, Tenn.*

Prices which gratify the economical.—*Schoedinger, Fern & Co., Columbus, O.*

Prices everlastingly the lowest.—*The Broadway Department Store, Los Angeles, Cal.*

Our prices are wondrously attractive.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

A ticket-of-leave price.—*Walker Brothers' Dry Goods Company, Salt Lake City, Utah.*

"The Big Store" cuts deeply into prices, and in this way keeps up the volume of sales.—*Kaufmann's, Pittsburg.*

No matter how attractive or how worthy, nothing has escaped the eye of the price cutter.—*Siegel Cooper & Co., Chicago, Ill.*

All prices are marked in plain figures and the old tags remain to show you what the piece is actually worth. The red tag price is directly beneath to show you how remarkably you save. We invite you to share in these red tag bargains, for when you have seen the furniture we are talking about you will say it is the greatest opportunity you've known in a long time. Space prevents us quoting but a few of the offerings, but bear in mind that every piece in this great establishment carries a red tag with discounts.—*The Grote-Rankin Co., Spokane, Wash.*

At extraordinary price reductions. Not merely in isolated instances, not merely a few garments that have failed to find favor, but almost every tailored suit and semi-tailored costume which our label identifies is concerned. A most diversified series of the season's favored models, including long and short coat styles, Eton blouse, "Frocks and Frills," fitted and semi-fitted long coat and semi-tailored waist styles, fashioned of high grade voile, eolienne, Panama cloth, mohair, clay serge.

There's positively no excuse for the low prices mentioned below—we simply

have the goods to sell and you may judge for yourself the fairness of our proposition. We always give a "square" deal for a "round" dollar.—*M. F. Thompson, Binghamton, N. Y.*

You will perhaps never get a better opportunity to buy that piece of fur you've had in mind than now, for during this clearance we have cut prices unmercifully and utterly regardless of cost in order to find new owners for these garments immediately.—*Bloomington's, New York, N. Y.*

The 14th Street Store's rule that before inventory all stock must be reduced to the minimum is so positive that every department manager is hurrying out merchandise at prices so low that losses of profits are mounting into the thousands of dollars. But it's prudent to be rid of what we have for what we can get, and invest the proceeds in new goods. This law of business creates these savings for you. You're entitled to them, and now's your time to gather them in. (Mail orders filled as long as lots last.)—*The Fourteenth Street Store, New York, N. Y.*

We want you here to-day—we want to show you all the new 1905 cotton creations—want to show you the best assortment ever brought here to Tacoma—want to prove to you that we quote the lowest prices.—*The Peoples Store, Tacoma, Wash.*

Whether rainy or stormy weather, we have put the prices on this week that will bring the economical shoppers out. You will find new, clean, fresh and up-to-date merchandise here at prices that will make you wonder. Specials in all departments.—*A. F. Hardie, Waco, Tex.*

This is a distinct and novel event in the annals of merchandising, for it brings a host of worthy economies to you, served, if you please, on a platter of patriotism. The whole store is decorated in colonial fashion for the occasion in buff and blue and the most stirring savings are offered.—*Stone, Fisher & Lane, Tacoma, Wash.*

Bargain prices!—*Farrell's, Trenton.*

Stirring price!—*Armbruster's, Columbus, O.*

Tearing up prices!—*B. White, Pittsburg, Pa.*

Prices are falling!—*Gillette Bros., Hartford, Conn.*

Unmatchable prices!—*Topham's, Washington, D. C.*

Unparalleled prices!—*Jos. H. Bau-land Co., Brooklyn, N. Y.*

Sweeping cut in prices!—*Standard Clothing Co., Portland, Me.*

Prices slashed regardless of value.—*Hayden's, Omaha, Neb.*

Cut prices severely.—*Menter, Rosenbloom & Co., Minneapolis, Minn.*

Astonishing price concessions!—*W. V. Snyder & Co., Newark, N. J.*

Prices that make business all the time!—*Mistrot's, Galveston, Tex.*

Tempting prices!—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Little things at little prices.—*Hochschild, Kohn & Co., Baltimore, Md.*

At a price that will create great sensation.—*Siegel Cooper Co., New York.*

As prices go down, our patronage goes up.—*Waldheim & Co., Cleveland, O.*

Prices which tell the tale of practical appreciation for gratifying response better than we could tell it in words.—*F. Auerbach & Bro., Salt Lake City.*

Crushed prices.—*Lazarus, Columbus.*

Slashed prices.—*The Famous, Atlanta.*

Lightly priced.—*The Economy, Goshen, Ind.*

Stimulating prices.—*Hale's, Sacramento, Cal.*

Our prices talk.—*The Jas. Bailey Co., Portland, Me.*

Record-breaking prices.—*Nugent's, St. Louis, Mo.*

Prices for speedy selling.—*Batterman's, Brooklyn.*

A substantial cut in the price.—*The Wm. Hengerer Co., Buffalo, N. Y.*

Our low prices rarely encountered.—*Sauger's, Waco, Tex.*

Prices will be found rare and crisp.—*Barker's, Los Angeles, Cal.*

Our prices are down to rock bottom.—*House & Hermann, Washington, D. C.*

Style and price alike tempt you to a purchase.—*Sibley, Lindsay & Curr, Rochester, N. Y.*

Timely summer needfuls at slaughter prices.—*Polin, Colorado Springs, Colo.*

The following quotations need no proverbial grain of salt to make them mentally digestible.—*Stone, Fisher & Lane, Tacoma, Wash.*

Prices squeezed.—*Alfred Edmondson, Morcambe, Eng.*

Prices cut astonishingly.—*Sisson Bros., Welden Co., Binghamton, N. Y.*

Incredibly small prices.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

A crash in prices.—*Mallory & Co., Kansas City, Mo.*

Terrific price cutting.—*Bass, Atlanta.*

Our prices do the work.—*Robbins, Colorado Springs, Colo.*

Prices are smartly shortened.—*Abraham & Straus, Brooklyn, N. Y.*

Prices are being sliced daily.—*I. Freimuth, Duluth, Minn.*

Prices are of extraordinary lowness.—*Siegel Cooper Co., New York.*

Ridiculous cuts in prices.—*Mullen & Bluet Clothing Co., Los Angeles, Cal.*

New goods at broken prices.—*The Pacific Cloak House, San Francisco, Cal.*

Prices are the lowest imaginable.—*James Williamson, Peterhead, Scotland.*

A menu full of many strengthening values.—*S. Kann & Sons, Washington.*

The tremendous sliding scale in prices.—*Joseph Horne Co., Pittsburg, Pa.*

At price concessions that are irresistible.—*J. N. Adams & Co., Buffalo, N. Y.*

Prices that make our goods gallop from our store to your home.—*Bing's, Cleveland, O.*

Petty prices.—*Walker's Salt Lake City, Utah.*

Prices nipped.—*Meigs & Co., New Haven, Conn.*

Shortened prices.—*The Under-Price Store, Peoria, Ill.*

Terrific price sensations.—*The Hub, Milwaukee, Wis.*

Badly fractured prices.—*The Economy, Goshen, Ind.*

Savingly priced.—*Alfred Edmondson, Morecambe, Eng.*

Falling prices.—*The Scott Dry Goods Co., Cleveland, Ohio.*

A wireless telegraphy of prices.—*Whiskard's, St. Thomas, Ont.*

Obliterating the old price.—*H. J. Porter & Co., Augusta, Ga.*

Prices that move stock.—*Sisson Brothers, Binghamton, N. Y.*

These prices are for swift selling.—*Holbrook's, Columbus, Ohio.*

Summer goods at joke prices.—*McFadden's, Youngstown, Ohio.*

Quick moving prices.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Every price cut, and cut with determination.—*Hale's, Los Angeles, Cal.*

Period of remarkable price privileges.—*The Leader, Minneapolis, Minn.*

Counter clearing mark-down prices.—*John Murphy & Co., Montreal, Can.*

Powerful price lowerings in all departments.—*H. Batterman, Brooklyn.*

Prices make second savings that are interesting.—*Mandelbaum's, Des Moines.*

A wide-spread, all pervading lopping off of prices everywhere.—*Gusky's, Pittsburg, Pa.*

Imperative need nerves our hand to prodigious price cutting.—*People's Store Co., Tacoma, Wash.*

Prices of the most desirable merchandise have been cut enormously.—*King's Palace, Washington, D. C.*

Inviting prices.—*Gray & Dudley Hardware Co., Nashville, Tenn.*

Meagre prices.—*The Economy, Goshen, Ind.*

A shattering of prices.—*Holbrook's, Columbus, Ohio.*

Unparalleled price advantages.—*The Harris & Moury Co., Woonsocket, R. I.*

Prices relentlessly reduced.—*Siegel Cooper Co., New York.*

Purse-saving protection.—*Abraham & Straus, Brooklyn, N. Y.*

Values will be scattered to the four winds.—*Barker's, Los Angeles, Cal.*

Exhilarating extras profitlessly priced.—*Boston Store, Worcester, Mass.*

Cut prices on a big outpouring of bargains.—*The Jones & Knox Co., Youngstown, O.*

Our money-saving prices deserve a trial.—*Rapelye & Palmer, Hartford.*

We are clipping the price tags, but no diminution in values.—*Jackson's, Pittsburg, Pa.*

The price-chopper has been at work again—this time lowering profits almost to the cost line.—*Lansburgh Bros., Washington, D. C.*

A veritable bomb has been thrown into prices and shattered them to fragments.—*Walker's Store, Salt Lake City, Utah.*

The power of our cool cash has forced down the prices of all summer wares and has brought to our doors the biggest assortment of seasonable bargains that ever were landed in the Monumental City. Here are ironclad proofs.—*Brager's, Baltimore, Md.*

Price havoc.—*Moss Bros., Hartford.*

Pleasing prices.—*The Economy, Goshen, Ind.*

Wiping out the cost.—*H. J. Porter Co., Augusta, Ga.*

Wonderfully low prices.—*Kerr's, Minneapolis, Minn.*

Persuasive prices.—*Jay Smith & Son, Saginaw, Mich.*

Clean "sweep" prices.—*Mandelbaum's, Des Moines, Ia.*

Queer little prices.—*Friedman's, Grand Rapids, Mich.*

Priced-down prices.—*Alfred Edmondson, Morecambe, Eng.*

Equinoctial storm of prices.—*Wanamaker's, New York.*

Pre-inventory price-making.—*The May Co., Cleveland, O.*

Remnants at broken prices.—*Goldenberg's, Washington, D. C.*

An upheaval in prices.—*Mendel & Freedman, New Haven, Conn.*

Lingering lots lowered in price.—*The Boston Store, Milwaukee, Wis.*

Such a carnival of prices.—*A. Ham-burger & Sons, Los Angeles, Cal.*

Ludicrously disproportionate prices.—*Joseph Horne Co., Pittsburg, Pa.*

Price beyond precedent for littleness.—*Walker's Store, Salt Lake City, Utah.*

The bottom completely knocked out of prices.—*H. Batterman, Brooklyn, N. Y.*

Prices on them that will send them to the wrapping counter a flying.—*The Klenhaus Co., Buffalo, N. Y.*

An overstocked maker gives us this underwear sale.—*L. S. Plaut & Co., Newark, N. J.*

Lowly-priced.—*The Broadway Department Store, Los Angeles, Cal.*

Prices vigorously reduced.—*Rosenbaum Co., Pittsburg, Pa.*

Cash-converting prices.—*Charles S. Sleppy, Parkersburg, W. Va.*

Prices that are peculiarly Macy's.—*Macy's, New York.*

A goodly slice of the cost has been sacrificed.—*The Lewis Store, Butte, Montana.*

A coronation of princely bargains.—*The Economy, Scranton, Pa.*

Prosperity values at poverty prices.—*Washington Market Co., Trenton, N. J.*

Price the powerful attraction here.—*Golden Rule Bazaar, Crookston, Minn.*

You will find here a price interest that's irresistible.—*The Ferd Marx Store, Birmingham, Ala.*

More to put into your purse on account of these prices.—*The Daylight Store, Minneapolis, Minn.*

We have screwed prices down another notch.—*Emery Dry Goods Co., Danville, Ohio.*

Read what a nimble nickel will buy from what we offer.—*Nugent's, St. Louis, Mo.*

Tradewinning prices.—*Campbell's, Pittsburg, Pa.*

A choice array of wholesome bargains, sterling qualities, and close-trimmed prices.—*Krause, Butler & Benham Co., Columbus, O.*

This purchase represents a canceled lace order by one of New York's leading importers because delayed in the delivery. It is one of those rare opportunities where the outsider gets in at a ridiculous price—we would have to pay just double to duplicate the order.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Six weeks ago we bought the bankrupt stock of a chinaware concern in an eastern city at about 25 cents on the dollar. The delivery of this purchase has been made. The last shipment arrived yesterday. On Monday we will place the entire lot on sale at such low prices as were never before known in chinaware selling.—*Hunter, Memphis.*

The protracted rain period extended all over the country. A manufacturer whose business was greatly retarded by the inclemency of the weather came to us with a wash goods proposition. "Could we use an unusually large quantity of wash goods at a price?" We bought the goods at an alluring discount and we offer you during this sale the most varied line of desirable summer wash fabrics ever brought to Marion and you get the benefit of that discount.—*Boston Store, Marion, Ind.*

That is to say, our prices for the very best, the goods that are not only good to the eyes, but that will give the service, are no higher than those asked for inferior goods elsewhere. And still again we repeat, if you see goods advertised elsewhere in this paper which you want, our prices are apt to be less—at least the cost will be the same, quality equal.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Prices for the prudent.—*Wanamaker's, New York.*

Prices crushed.—*C. E. Longley Co., New Haven, Conn.*

A cyclone of low prices.—*Holbrook's, Columbus, Ohio.*

Unprecedented underpricing.—*Keeley's, Butte, Mont.*

An insignificantly small price.—*Hecht's, Washington, D. C.*

Letting down prices.—*The Boston Store, Milwaukee, Wis.*

Oddlets at oddly small prices.—*Rugles & Ellison, New Bedford, Mass.*

Everything priced to meet the requirements of thrifty shoppers.—*The Jones & Knox Co., Youngstown, Ohio.*

Swift and death-dealing blow to prices.—*Pattosien's, San Francisco, Cal.*

Prices mercilessly cut on worthy goods.—*Krieger & Co., South Norwalk.*

Your pennies would never buy so much before.—*Abraham & Straus, Brooklyn, N. Y.*

Here are prices to interest the most conservative shoppers.—*The Boston Store, Los Angeles, Cal.*

Prices always at the rock bottom but never at the sacrifice of quality.—*Lay & Lyman, Traverse City, Mich.*

If price talks there'll be loud clamoring here to-day.—*Evans, Munzer, Pickering & Co., Minneapolis, Minn.*

Prices are such that everybody with a thought of economy will come here.—*Hochschild, Kohn & Co., Baltimore, Md.*

Restful prices for the tired purse, useful and comfortable for the tired purs-on.—*John T. Clough, Colorado Springs, Colo.*

Prices already cut are cut again. Profits long ago took a back seat. Now cost is forgotten.—*Kearny Bros., Binghanton, N. Y.*

Cut-in-half prices.—*Great Scott, Baltimore, Md.*

Cheap in price only.—*McNaughton's, Muncie, Ind.*

Strenuous price concessions.—*The Hub, Baltimore, Md.*

Low expenses; low prices.—*Day Jewelry Co., Tacoma, Wash.*

Smashing prices.—*A. Livingston & Sons, Bloomington, Ill.*

Price-changes are astonishing.—*Siegel, Cooper & Co., Chicago, Ill.*

Prices anticipating the usual summer reductions.—*The Hub, Baltimore, Md.*

Prices that hurry goods into usefulness.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

There is nothing ordinary about the offerings in this house unless it be prices.—*W. S. Aaron, Altoona, Pa.*

Whether the price is large or small it will be good value for the money.—*George K. Kline, Johnstown, Pa.*

Sundry price flurries.—*Wanamaker's, Philadelphia.*

Quick moving prices.—*S. Heyman's, Newark, N. J.*

Our prices are dropping.—*Alley's, New Bedford, Mass.*

Price-slashing sale.—*Jno. R. Foster, Burlington, N. C.*

The day of high price is gone forever.—*Hart's, New York.*

Prices you'll seldom see equaled.—*Mandel Bros., Chicago, Ill.*

Prices blown away—that's all.—*Louis Saks, Birmingham, Ala.*

Down go Mohican prices.—*The Mohican Co., New Haven, Conn.*

Small prices do giants' work.—*Gilmore & O'Keeffe, Jersey City, N. J.*

The "wee sma" price prevails.—*Evans, Munzer, Pickering & Co., Minneapolis.*

Even immense lots go quick at such pricings.—*The Boston Store, Milwaukee.*

Prices that will bind you more closely than ever to the trading center of the masses.—*Schutz & Co., Great Falls.*

The touch of small prices greets you in every department of our always busy store—that's the sort of greeting that presses its way between the chinks of your pocketbook—and then filters through again into your hearts—the greeting of dollars and cents.—*Metropolitan Clothing Co., Boston, Mass.*

If you get it at Wilson's it's right—so's the price.—*Wilson, Trenton, N. J.*

The prices are the lowest possible consistent with quality.—*John A. Roberts & Co., Utica, N. Y.*

The prices are just right to make it wise to do your buying here.—*C. F. Wing, New Bedford, Mass.*

Creating a sensation. That is what we are doing on the prices we are quoting.—*L. A. Shive's Sons, York, Pa.*

The power of price is the mighty and irresistible force that is keeping this store in the front.—*Gately, Peoria, Ill.*

It couldn't be as good if you paid me or anybody any less for it. And it couldn't be better if you paid twice my prices.—*Dr. Spicer, Pueblo, Colo.*

The purchasing power of your dollar will be a happy surprise to you as you shop through the different departments, for giant values at dwarf prices are greatly in evidence.—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

Again it will be demonstrated how we manipulate the prices and allow you opportunities for big savings. Three specials culled from the many that will gladden your hearts and loosen willingly your purse strings.—*Perlmutter's, Jersey City, N. J.*

1,000 rolls china matting at about the price we usually pay in China without duty or freight charges. It was delayed in transport between Canton and Seattle by the breaking of the ship's propeller. Has just arrived, is late and must be sold.—*B. Nugent & Bro. Dry Goods Co., St. Louis, Mo.*

A week ago Friday we sold all the wash silks we had at 19c. per yard, which meant a big loss to us. Our buyer found a man in New York who was willing to sell his stock at a loss, which will be your gain, and should be taken advantage of at this unheard of figure, per yard, 19c.—*Gilchrist Company, Boston, Mass.*

Little priced.—*Solomon's, Pittsburg.*

Broken prices.—*McNaughton's, Muncie, Ind.*

Zero prices.—*Foote & Shear Co., Scranton, Pa.*

A treat in price.—*Allison's, Philadelphia, Pa.*

Merciless reductions.—*Hahne & Co., Newark, N. J.*

Close prices.—*McCormick Bros., Tacoma, Wash.*

Extravagant price reductions.—*The Fair, Muncie, Ind.*

Quickstep prices.—*Eastman Bros. & Bancroft, Portland, Me.*

Purchase now while prices are down.—*W. V. Snyder & Co., Newark, N. J.*

Prices that tell on goods that sell.—*The Bronson & Platt Co., New Haven.*

Don't let high prices drown your income.—*Clucken's Clothing Store, Kenton, O.*

When Jackson's reduce prices the reductions are sweeping.—*Jackson's, Pittsburg, Pa.*

Now as to the plan of underpricing all kinds.—*Davison-Paxon-Stokes Co., Hartford, Conn.*

Yesterday the price-tags told a different story—\$10 to \$28 higher. But that's all changed to-day.—*Wanamaker's, New York.*

Keep busy prices.—*Hearn, New York.*

Prices a revelation.—*Friend, Pittsburg, Pa.*

Wee small prices.—*The Economy, Goshen, Ind.*

Ridiculous prices.—*The May Co., Cleveland, O.*

Wind-up prices.—*Boston Store, Milwaukee, Wis.*

Tiniest prices.—*The New Store, Minneapolis, Minn.*

Big saving in price.—*The David C. Beggs Co., Columbus, O.*

Vigorous price clipping.—*Alfred Edmondson, Morecambe, Eng.*

Insignificant prices.—*Jones Dry Goods Co., Kansas City, Mo.*

Final downfall of prices.—*Hochschild, Kohn & Co., Baltimore, Md.*

Taking prices prevail.—*Droops Music House, Washington, D. C.*

Save smartly on unusual prices.—*Abraham & Straus, Brooklyn, N. Y.*

Prices entirely inconsistent with value.—*Case, Gravelle & Ervin Co., Anaconda.*

Going yet deeper into the price-wound.—*The G. M. McKelvey & Co., Youngstown, Ohio.*

Prices never before made so temptingly low.—*J. N. Adam & Co., Buffalo.*

Priced in a manner that will bewilder and delight.—*Cohn's Dry Goods Co., Salt Lake City, Utah.*

Temporarily low prices for some temptingly pretty stuff.—*Hales, San Francisco, Cal.*

Every item below a perfect sensation in price.—*Goodenows, Los Angeles.*

We knock off great chunks from the prices.—*Edw. Malley's, New Haven.*

Bargains giving surpass all previous attempts at bargain giving.—*Halden's, Omaha, Neb.*

Quality, desirability and low prices are combined in these great sales.—*Marshall Field & Co., Chicago, Ill.*

Not the price you pay, but what you get for the price that determines the value of your bargain.—*Brinsmaid, Des Moines, Ia.*

Everybody listens when money talks in such wonderful, clean sweep reductions.—*Babcock, Hinds & Underwood, Binghamton, N. Y.*

Prices all over the store have been cut and slashed until they are unrecognizable.—*Rich Bros., Saginaw, Mich.*

Forcible price inducements.—*Walbridge's, Buffalo, N. Y.*

High prices surrendered.—*Stewart Bros., Columbus, Ohio.*

Prices are emphatic.—*McCurdy & Norwell Co., Rochester, N. Y.*

Insistent price-reductions.—*Wanamaker's, New York.*

Prices keenly slashed.—*Solomon & Ruben, Pittsburg, Pa.*

Final price slash.—*Goodfellow's, Minneapolis, Minn.*

A slashing of prices.—*Bear's Department Store, York, Pa.*

Short lines—shorter prices.—*Lavenson's, Sacramento, Cal.*

Effective, durable, favorably priced!—*Alfred Edmondson, Morecambe, Eng.*

Prices that will crowd the counters.—*Yunker Bros., Des Moines, Ia.*

The cut in prices is still deeper.—*Goldstein's, Youngstown, Ohio.*

Forcing prices down to the lowest level.—*The Boston Store, Milwaukee.*

Sensible prices—not purse-breakers.—*Siegel's, Los Angeles, Cal.*

As the mercury goes up, prices go down.—*The Potts Clark Co., Simcoe.*

Attractive things at attractive prices.—*Stewart, Dawson & Co., Sydney.*

Prices crushed low beyond any possible vision of competition.—*The Boston Merchandise Co., Fall River, Mass.*

Restful prices to the tired purse.—*W. K. Lightfoot & Co., Muncie, Ind.*

At prices that make light demands upon your pocketbook.—*Scroggie's, Montreal, Can.*

Prices given such decisive blows that drive them even below the cost line.—*Saks & Co., Washington, D. C.*

Your dollars walk with a majestic stride of importance at this store. Lowest prices are what make them feel their power.—*Newman's, Brooklyn, N. Y.*

More than that: a big factory to produce—which means that every one of our 37 stores can sell direct to the consumer at lowest possible prices.—*Menter, Rosenbloom & Co., Davenport, Iowa.*

Sensational saving for this week.—*Hunter's, Memphis.*

Price will move anything.—*Chas. H. Jones, Denison, Texas.*

Morrison prices always the best.—*Morrison & Co., New York City.*

Convincing prices on ready-to-wear garments.—*The Leader, Minneapolis.*

We link together highest qualities and lowest prices.—*Stewart & Co., Baltimore.*

The house that saves you 40 per cent.—*Boston Merchandise Co., Fall River.*

Prices are graded down to the usual under level.—*Crow & Whitmarsh, Cleveland, Ohio.*

Every price inducement is of the most extraordinary description.—*Siegel Cooper Co., New York.*

You may match these prices, but never the values.—*Scranton Carpet & Furniture Co., Galesburg, Ill.*

The busy corner. Always the best of everything for the least money.—*S. Kann Sons & Co., Washington, D. C.*

We are offering special opening price inducements that will save you money at the beginning of the season.—*J. Waterman, Bangor, Me.*

Once pleased, always pleased. No cheap goods at high prices. Your money back if you are not pleased.—*Mose Cohen, Dayton, Ohio.*

Big bargains at little prices. Hundreds of useful articles to be had for the small sums of 4c. and 9c.—*W. S. Sturtevant, South Norwalk, Conn.*

41c. sale for Saturday only. The purchasing powers of this trifling sum at our stores on Saturday is phenomenal.—*McConnell & Co., Scranton, Pa.*

We won't put price first. Price depends upon quality. Quality for quality, we guarantee that our prices are lower than what you pay elsewhere. What you get for your money is as important as what you pay. No matter how low the price, it's always value received at *Moss Bros., Hartford, Conn.*

You can find what you want at the smallest kind of little prices in this department to-day. The lots we mention are broken—ideal emptying-out lots—and the prices—well, we've seen that they're in conformity with the scale established all over this store at the outset of this sale.—*Jones Dry Goods Co., Kansas City, Mo.*

Highest quality! Lowest price! Can they go together? This is a question naturally every one would ask, because to the average mind high prices would mean high quality. But is that right? No. Many stores get a reputation for high quality by charging high prices, because the idea of low prices brings the thought of mean quality. Now, Kline's is an ardent example of the fact that high quality and low prices can go together.—*Kline Bros., Altoona, Pa.*

Wednesday the day of days! House-keeper's economies in our crockery department. Everything you want at prices that cannot fail to please you.—*E. S. Brown Co., Fall River, Mass.*

We will not put price first, for price depends upon quality—but, quality for quality, we shall positively guarantee our prices to be lower than what you have been paying.—*Rosenbaum Co., Pittsburg, Pa.*

Help us clean up our stock of its odds and ends by saving 50c. and \$1 for yourselves. You can do it.—*H. A. Nichols, Binghamton, N. Y.*

What you get for your money is as important as the amount you pay, no matter how low the price no trash goes out of this store. It's always "value received."—*C. F. Wing, New Bedford.*

The knife has been used in every department. The greatest price-cutting sale ever known in Hamilton still going on at the *John Campbell Co.'s Dry Goods Store, Hamilton, Conn.*

A grasshopper whose husband earned

good wages but never had anything to show for it, inquired of the ant how it was she was always comfortable, and her husband only earned half? "I manage," replied the ant; "for instance, I saved 20 per cent. on carpets last month and the same this month on furniture at P. J. Kelly & Co.'s special sales and on easy payments, too, and I forgot to mention a new stove." The moral stands out like a sore thumb. Call to-day.—*P. J. Kelly & Co., New Haven, Conn.*

Here's value with a vengeance. It's the boldest slash yet, something for competition to copy, if it can.—*Gusky's, Pittsburg, Pa.*

If there's anything you want to buy in second-hand furniture you can depend on finding it here and at the right price.—*Will Ommert, Fall River, Mass.*

More than we want in many lines of furniture tells the story of some mighty good bargains to be had here during the next week.—*Davenport Furniture, Carpet Co., Davenport, Ia.*

Little shoes for little people at little prices.—*Morris & Smith, Charlottetown.*

Our prices appeal strongly to the man or woman of an economical turn of mind.—*H. B. Beard & Co., York, Pa.*

Some special bargains in the dry goods line. Look at the prices.—*Arneson Mercantile Co., East Grand Forks, Minn.*

All are sold with a guarantee to give satisfaction, at prices that are absolutely a saving to you on every pair.—*Bernheimer, Kansas City, Mo.*

Hot shot. From the booming bargain guns of this progressive store. High prices surrender and economical buyers will this week triumphantly fill their household wants at the lowest prices ever recorded. Marvelous values, matchless offerings, powerful drives are in abundance in every department. The "May" store is "the" store for economical buyers.—*May & Co., Columbus.*

Half-price is still the magnet. But every day sees the gaps in the sizes widen; the variety grows less. This is one of those sales you want to attend without delay. Buy, and you'll be glad you did. Delay and you'll regret it.—*Saks & Company, Indianapolis, Ind.*

Now is the time. You who have been waiting for a general reduction of prices, here's your chance.—*Potter-Whitchill Co., Muncie, Ind.*

A great big cut in our children's department. You will save money by calling to-day, honest goods for little money.—*Henry Klaholt, Springfield, Ill.*

Cast your eye over these: There are good saving opportunities in every one.—*Gifford & Co., New Bedford, Mass.*

The price part, after the details of selection and decision are all over, you will find most gratifying.—*York, Pa.*

Come one. Come all. And buy as liberally as your purse will permit. Tonight's sale consists of.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Star distribution sale. What does it mean? It means the distribution of all kinds of dry goods at saving prices, it means the selling of the best kinds of dependable merchandise at cut rates. It means increasing the buying capacity of your purses. Come and do your shopping here and you will realize the true value of its meaning. We demonstrate this every day and on every purchase you make.—*Jas. McLean & Sons, York, Pa.*

Making room for spring goods arriving daily from all points of the compass is a problem that finds easiest solution in wholesale price-cutting of incomplete lines and designs that are overplentiful; therefore, a sweeping sale. Only a hint here.—*Ludwig Bauman Bros., New York.*

We'll let these prices talk.—*M. Lowenthal, Los Angeles, Cal.*

Koch's uptown prices make downtown shopping an extravagance.—*Koch & Co., New York.*

Prices which spell economy! They spell economy because the quality is staunch and true.—*Moss Bros., Hartford, Conn.*

The following prices are made extremely low to induce extensive purchases this week.—*Blowenstein & Bros., Memphis, Tenn.*

These prices hint at the savings to be found on Monday in every section of Broadway's big store.—*The Berlin, Brooklyn, N. Y.*

Davis cuts the price. Haven't got time to tell you why he cuts it, but here are some prices to show you how he cuts it.—*The Davis Bargain Store, Knoxville, Tenn.*

If we don't put up a value sign and drive a "price-nail" during this sale the surface will be too hard to penetrate with any pointed price tool. Theory is a mighty good thing, but a practical illustration is better.—*Hartigan's, Schenectady, N. Y.*

Remnants of "Quality" on which the prices have been chopped almost to pieces. You are not limited to quantity, nor grade, but can have your choice free

from all restraint for a mere song. Here are some of the good things to choose from.—*S. Kann Sons & Co., Baltimore.*

Our bargains know no bounds! We are plunging ahead, captivating more and more people every week with our surpassing bargains. It's your privilege to choose freely from these values now! Better ones couldn't be—"as good" ones are hard to find—and if you do find as good they won't be as cheap as ours.—*Scharps, Galesburg, Ill.*

Successive busy days spur us on to greater efforts. Thursday will be no exception to this rule. We're going to continue to demonstrate our prowess as value givers, and this remarkable combination of values and prices should be a strong magnet in drawing you to Washington's brightest and busiest retail establishment.—*S. Kann, Sons & Co., Washington, D. C.*

There never was a store so full of saving chances. Never one so crowded with interest—diversified good things that will appeal to thousands. The spring stocks are wonderfully complete and in harmony with "The Leader's" ways, priced substantially under value. Study our store news for the coming week. You'll find it rich with timely suggestions and fruitful in economy.—*The Leader, Minneapolis, Minn.*

Pleasingly priced.—*Geo. K. Kline, Johnstown, Pa.*

A seasonable slash in prices.—*Tull & Gibbs, Spokane, Wash.*

Cretonnes for little enough.—*Joseph Horne Co., Pittsburg, Pa.*

Ridiculously marked down prices.—*Simonton's, Rockland, Me.*

Price so low that you will say "Satisfied."—*The Goldstein Clothing Co., Binghamton, N. Y.*

A summer shower. Come in and enjoy the rain of price drops—they're truly refreshing.—*Foote & Shear Co., Altoona, Pa.*

We quote a few prices, but if what you want isn't in print don't think it isn't at a special sale, for it would be impossible to quote the many great values being offered.—*The Metropolitan Dry Goods Co., Saginaw, Mich.*

Our low prices and excellent values will be particularly satisfactory to patrons.—*Gross, Straus & Co., Worcester, Mass.*

In the interest of your pocketbook don't wait any longer—take advantage of this greatest of half-price sales.—*Graves, Cox & Co., Lexington, Ky.*

There are two schools of merchandising. One takes pride in commanding high prices. The other, Macy's, strains its energies in the opposite direction. We feel much pleasure in giving big money's worth as you feel in receiving it.—*Macy's New York.*

A tempting list of rare bargains. Tomorrow's business is to be characterized with a snap and a vim. We have made the prices so attractive that they will tempt the most prudent to buy. The store is filled throughout with the brightest and best of spring merchandise.—*S. Kann, Sons & Co., Washington, D. C.*

This business is being builded for the long future—not for to-day only. It is our rule, our recognized purpose to so conduct every sale, every transaction that the custom of that patron will be even more strongly united to this institution. The momentary possible small profit is of very slight importance as compared with the good will and enthusiastic friendship of that patron for the long future. We cannot afford to do otherwise than you would fairly wish us to do. We cannot afford to sell a single item at a price higher than is quoted elsewhere. We can afford to, and do in innumerable instances every day sell goods at prices decidedly lower than similar qualities are sold for elsewhere.—*Marshall Field & Co., Chicago.*

Again it will be demonstrated how we manipulate the prices and allow you opportunities for big savings.—*Emery Bird, Thayer & Co., Kansas City, Mo.*

A spring story. It's a tale of new goods, telling of tasty things to wear, of new fashions and correct styles, placed within easy price reach. * * * Spring prices are smaller here than anywhere else.—*Gilmore & O'Keeffe, Jersey City.*

Assortments and prices wonderfully attractive. Everything everybody wants, whether it be for a dressmaking campaign or a simple bit of home sewing. Besides, all the handy and useful things that the comprehensive word notions covers. The new items we print for tomorrow merely hint of the thousands of others.—*Siegel-Cooper Co., New York.*

We don't believe there's a class of people anywhere who know a round dollar's worth so well as the Scranton public. And there's no class that appreciates real bargain merit so well as they. Our increasing business indicates this clearly. Bargains like these make the shrewd shoppers come here more than ever. We'll expect you.—*Goldsmith's Bazaar, Scranton, Pa.*

Matchless values for early April buyers.—*Rothenberg & Co., New York.*

Broadest guarantee in the world. We guarantee the price of everything we sell to be as low or lower than the same article or pattern can be bought anywhere else. If in a day, a week, or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? It should make your shopping very safe, and especially as we deal only in the very best of everything.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We present for perusal to-day an array of interesting figures. Study them. When representing lower prices in commodities needed in the home, figures become fascinating. The articles to which they are appended are to be sold at reduced prices—away down prices in some instance—genuine reductions. It is our introductory sale to give the public an idea of the aggressive policy we propose to inaugurate, to convince buyers of our determination to sell dependable goods at the lowest possible price, to lead, to grow, because right prices mean the approval of the masses to which we cater.—*Keith-O'Brien Co., Salt Lake City.*

The name of Mandel is synonymous with the high standard of merchandise sold and an assurance that the prices are at all times the lowest possible to quote on qualities of equal merit.—*Mandel Bros., Chicago, Ill.*

A price-upset.—*Wanamaker's, New York, N. Y.*

Closing prices.—*T. Lucey & Bros., Ottawa, Ill.*

Strenuous price cutting.—*Kauffman, Meyers & Co., Galveston, Tex.*

A clean sweep with low prices.—*Sage-Allen & Co., Hartford, Conn.*

Price reductions very tempting.—*Thompson & Co., Nashville, Tenn.*

A vigorous and decisive low range of prices.—*The Fair, Chicago, Ill.*

An assemblage of the most amazing money-saving opportunities the shoppers of this city ever saw.—*High's, Atlanta, Ga.*

At full prices, it's economy to buy Mathewson's. At present prices, it's the limit of economy.—*Burke, FitzSimons, Hone & Co., Rochester, N. Y.*

Broad and sweeping price-changes. No matter how attractive or how worthy, nothing has escaped the eye of the price-cutter.—*Siegel, Cooper & Co., Chicago.*

The store of big values and little prices.—*J. V. Ritchey, Burlington, Ia.*

Sleds are not the only things sliding down the hill. Prices are gliding, too.—*The Wanamaker Store, Philadelphia, Pa.*

The wage worker's dollar often represents hours of arduous toil. When that dollar is spent it should command its fullest buying power. To give it that power is one of the vital principles of this business.—*Haskell & Tripp, New Bedford, Mass.*

A dollar saved is a dollar made. Let us save you enough dollars on your spring buying to enable you to get that something nice for the house that every housekeeper has been promising herself for so long, but thought she couldn't afford.—*Reps, Jungk & Co., Davenport, Iowa.*

A Saturday bargain symposium in The Under-Price Store. One definition of "symposium" is "a collection of brief essays on the same subject." The subject under discussion in the items given below is "economy!" and they show you in most alluring fashion how several sections of the store compass timely economies for you to-day.—*The Wanamaker Store, New York.*

Don't delay. Life is short at best. Why not enjoy it while you can, and what else is there that will bring you and your family so much pleasure as a nice piano. See what a little money will buy.—*Orton Bros., Great Falls.*

"Confidence and good will are our greatest assets!" The unfaltering desire to serve you better than any other house in America, the constant inclination to give you greater incentive to trade here than elsewhere has given our stores, Minneapolis and St. Paul combined, the greatest exclusive retail clothing business in America.—*Palace Clothing House, Minneapolis, Minn.*

Seventh anniversary sale an event of more than passing interest. The potency of unheard-of low prices, attached to merchandise of worthiest qualities will be tested this coming week. This anniversary sale will be the most aggressive trade movement we have ever launched. Our department managers, twenty alert, aggressive men and women, have united in the determination to make this sale the greatest event in the long line of successes that have marked the development of this store. Bold and fearless underpricing will prevail in every section.—*The Broadway Department Store, Los Angeles, Cal.*

There is no getting away from the

fact that we are selling goods from one-fourth to one-third less than the other fellows, because we bought them that way in our big \$29,000 purchase for \$17,000.—*Hirschman's, Salt Lake City.*

A special study in economies for Monday. The strict definition of economies is the science of household affairs. Now, we take upon ourselves to broaden this meaning and apply it to personal wear and combine both in a special sale of much magnitude.—*Joseph Horne Co., Pittsburg, Pa.*

Special Saturday snaps, stupendous saving chances. Each succeeding Saturday has to eclipse the former in money saving opportunities—that's how it is these sales have become so popular. People know that everything we offer as a Saturday snap, is a genuine bona fide bargain, coupling dependable merchandise with very low prices. Saturday will be no exception to the rule, and a list of bargains is offered that will loosen the purse strings of the most thrifty buyers.—*Hudson Bay Store, Vancouver, B. C.*

Prices not much higher than the ready made. Give us a look and see if we can't save you dollars on your purchase.—*Glackner's Clothing Store, Fall River.*

The money-saving spot is at *Chas. E. Stevenson & Co., Vancouver, B. C.*

A pointer for you. Excellent value at small cost.—*W. Froelich & Sons, York City, Pa.*

A sale that smashes prices, but does not injure quality.—*Wm. Stallcup, Alliance, Ohio.*

Fresh, bright goods, straight from our new lines, in full pieces and in full selection, unchanged in any respect save that of price, but with their prices greatly changed.—*The Edward Malley Co., New Haven, Conn.*

There is money for you in following bits of news. The goods are up-to-date; are perfect in every way—nothing in the world is the matter with them except the price, and that's all in your favor. Never mind the way of the price cut. It takes too much space to tell it. Here are the facts to interest you.—*Minneapolis Dry Goods Co., Minneapolis.*

You owe your pocketbook the consideration of investigating the following exceptional bargains.—*H. V. Monahan, Brooklyn, N. Y.*

It's not so much what you pay as what you get for what you pay. The best for the money. You get what you pay for.—*H. S. Chase & Co., Valley Junction, Iowa.*

Prices that must give us indisputable leadership.—*H. Batterman, Brooklyn.*

Jaccard prices when once put upon goods are never changed to meet personal requests or to gain personal favor. Every article in our store has its legitimate value, and is worth just the same to one buyer who wants it as it is to another. Our one price system recognizes the claim of every customer to our consideration, and upon it you can base your confidence in the integrity of our goods and the values we place upon them.—*Jaccard Jewelry Co., Kansas City.*

The strong purchasing power of a dollar will surprise you if you observe these prices, and then come examine the quality of the goods we're giving.—*Kemper & Paxton, Topeka, Kan.*

Here they are. The greatest bargain offerings of the season. They go on sale to-morrow morning. All new and desirable spring and summer merchandise at decidedly cut prices.—*Au Bon Marche, New Bedford, Mass.*

Thirty-six pointed price arguments. That should convincingly appeal to all Monday shoppers. Each item quoted represents just the sort of merchandise most in demand now, and from a money-saving standpoint is of paramount importance to you. Don't overlook a single one.—*The Beehive, Kansas City, Mo.*

Prices touch every home. They mean so much to the man who works for wages, and the man whose business or profession forces economy. We have set the pace in low prices. They are everywhere discussed. When goods and prices are compared, shoppers realize the benefit low prices make possible.—*Keith O'Brien Company, Salt Lake City, Utah.*

Here are certain savings. For the economically inclined, this store opens up many broad avenues of substantial savings, and besides you're not restricted to narrow, out-of-date, hour sales. Our bargains are for all day or days. Just so long as they last. Read the below-mentioned price list and see the very good reasons why you should come here to-morrow.—*Bejach, Memphis, Tenn.*

Little price offers.—*The Economy, South Bend, Ind.*

Shortened prices.—*The Wanamaker Store, New York.*

Economy prices.—*John N. Thomas & Co., Minneapolis, Minn.*

Our usual, small margin, quick-selling prices.—*Guskey, Pittsburg, Pa.*

Prices below the cost of importation.—*Adams Dry Goods Co., New York.*

Our prices are dwarfs! Our values are giants!—*The Hub, Kansas City, Mo.*

We make prices that stagger combines.—*The Owl Drug Co., Sacramento, Cal.*

Moderate prices that you'd never equal for lowness.—*Graves, Cox & Co., Lexington, Ky.*

Our prices are wondrously attractive.—*Burke, FitzSimons, Hone & Co., Rochester.*

Prices, because our orders from the makers were so large, are very low.—*Mandel Brothers, Chicago, Ill.*

There is such an economy in the prices as will appeal to all people of thrift.—*The Wanamaker Store, New York.*

Stocks whose goodness outshine the past and prices so low as to half repudiate the goodness.—*Scroggie's, Montreal.*

The low prices are bound to win the admiration and confidence of all conservative people.—*The Economy, South Bend, Ind.*

Price is always a strong attraction for customers. We know how to combine quality and price.—*F. Lapointe, Montreal, Can.*

Decoy prices. The absurdly low prices for dental work that are sometimes advertised are not real prices. They are decoys, and their object is to entice the unwary within the "shooting" range of the advertiser's suave arguments. Almost the first thing that you will be told about these less than fair prices is that they "are not for the kind of work that you want." The best work does not need to attract by such decoys—and fair charges do not need to hide behind them.—*Dr. M. E. Spinks, Los Angeles, Cal.*

Since giving a notice of a price reduction the response has surprised us. Hundreds of customers are alive to the fact that they can now buy overcoats, suits, pants, furnishings and fur goods at most popular prices.—*Fralick & Co., Hamilton, Ont., Can.*

Some of the largest factories in the country producing high-grade furniture wanted to dispose at once of all or portions of their stocks. Our offers to take at once their entire lots on hand, and to pay spot cash, enabled us to secure extraordinary price concessions from the usual wholesale prices, and we have marked every piece in the same proportion as we bought.—*Lit Bros., Philadelphia, Pa.*

Keep track of our price-making.—*Emery-Bird-Thayer & Co., Kansas City.*

Price surprise.—*A. Lisner, Washington.*

Note the underprices.—*Dils Brothers & Co., Parkersburg, W. Va.*

Proper price inducements.—*Emery-Bird-Thayer & Co., Kansas City, Mo.*

Another strenuous price-event.—*Hackett, Carhart & Co., New York.*

Wee sawed-off suit prices.—*Geo. Watson & Co., Newark, N. J.*

Dried-up prices.—*Rosenthal & Newmark, Newberry, Mich.*

Prices as low as we know how to make them.—*Beal & Martin, St. Thomas, Ont.*

You will notice that all prices quoted are even prices, no 23c. or 49c., etc., etc. The reason for that is that the qualities are so satisfying and so uncommonly good that every garment sells on its merits at a regular price. Besides, what's the use of buying a "cheap" garment, one or two cents lower than a really wearable and satisfactory one?—*Strouss & Hirshberg, Youngstown, O.*

The prices quoted at our great clearance sale are in many cases below actual wholesale cost. Spot cash tells the story.—*Clarke Brothers, Scranton, Pa.*

Selling to the consumer at wholesale prices is the thing that brings the people to this big store daily. Why not come here and buy at wholesale instead of buying elsewhere and at retail prices?

Compare these prices with the prices charged at other places. You will readily see that a dollar here will buy almost as much again as it will most places.—*R. H. Williams, Kansas City, Mo.*

The popular price limit.—*Walker Brothers, Salt Lake City, Utah.*

Delightful low prices.—*Jas. Paton & Co., Charlottetown, P. E. I.*

High-grade goods at lessened prices.—*W. H. Keech Co., Pittsburg, Pa.*

We have named below prices which are prizes.—*L. Hammell & Co., Mobile, Ala.*

The prices won't interfere with your buying.—*Novi-modi Costume Co., Montreal, Can.*

It would be wise to buy for a long time to come at these prices.—*The Fair, Chicago, Ill.*

Ten dollars in every detail but the price card.—*N. Snellenburg & Co., Philadelphia, Pa.*

Prices here are figured with strictest regard to economy.—*E. G. Brown, Bayonne, N. J.*

Aristocratic clothing for plebeian prices.—*MacCarthy-Evans Tailoring Co., St. Louis, Mo.*

Compare our prices with others and you will find them always lowest.—*Gately & Donovan, Saginaw, Mich.*

Prices that eliminate most of the profit

for us, but mean big saving chances for you.—*Kaufman's, Pittsburg, Pa.*

There is nothing ordinary about the offerings in this house unless it be prices. We prefer to sell a good article at a fair margin of profit and court the friendship and future business of the present buyer.—*W. S. Aaron, Altoona.*

Hurry-out prices.—*Charles H. Bear, York, Pa.*

Time for broken prices.—*Heinrich's, Minneapolis, Minn.*

Half price will buy any one.—*Wanamaker's, Philadelphia, Pa.*

Prices that mean big saving chances for you.—*Hunter's, Memphis, Tenn.*

The price is the most welcome part.—*J. N. Adams & Co., Buffalo, N. Y.*

Prices lowered to the last notch.—*Giddings Bros., Colorado Springs, Colo.*

Our prices always lower than elsewhere.—*Mendel & Freedman, New Haven, Conn.*

Prices worthy of an immense business that's sure to come.—*McNaughton's, Muncie, Ind.*

Our prices are lower. We never sacrifice quality to quote a low price, but we make low prices.—*Frank N. Simmons Co., Cincinnati, O.*

What is that? Sounds as if something had dropped. Yes, something did drop—it was the price on a lot of our odd, light, summer suits and trousers.—*Dou-thett & Graham, Youngstown, O.*

A woman reads an advertisement in the newspapers about cheap linens. She goes to the store, and finds a table cloth marked \$14, with a stroke through the figures, then \$7 with another stroke, then \$3.50 unstroked. She buys it for she cannot resist \$14 for \$3.50. When she gets home she finds a hole in the cloth and the linen not good. And growing suspicious she goes out to another store, and finds a much better cloth selling regularly at \$4.50. No \$14 with a stroke through it. No \$7, simply \$4.50, regular price. Moral—When you open your purse don't shut your eyes.—*Connolly & Wallace, Scranton, Pa.*

Prices much diluted.—*F. M. Atwood, Chicago, Ill.*

Prices fixed by economists.—*Hahne & Co., Newark, N. J.*

Small prices invite large sales.—*Kaufmann, Pittsburg, Pa.*

Prices that clinch the argument.—*Boston Store, Milwaukee, Wis.*

Our little prices are cutting a big figure.—*The Continental, Boston, Mass.*

Our prices will be a pleasant surprise.—*Gately & Donovan, Saginaw, Mich.*

Lower prices have never been met with.—*Stone, Fisher & Lane, Tacoma, Wash.*

Prices that cannot be equaled for lowness.—*Blowenstein and Brothers, Memphis, Tenn.*

The flashing of a string of sensational prices will not tempt a thoughtful clothing buyer. He wants value at a fair price.—*N. Vinje & Co., Morris, Minn.*

In this list there is not a regular price. Everything has been reduced to the sale level and that level is a Malley one, which does not count pennies when it is possible to cut dimes.—*The Edw. Malley Co., New Haven, Conn.*

To-day starts the third week of the boldest and most decisive price-reducing event to which you have ever been invited. Our desire is to show you how cheap we can sell you a good article, and how good an article we can sell cheap.—*Reynolds, Troy, N. Y.*

Ruthless price cutting.—*Armbrustler's, Columbus, O.*

"Hurry-out" prices.—*Oliver Rothert, Altoona, Pa.*

Little prices with loud voices.—*Hearn, New York.*

How the prices have tumbled!—*The Guarantee, Muncie, Ind.*

Unmercifully cut prices.—*Kaufman's, Colorado Springs, Colo.*

Prices cut to shreds.—*Kahn Tailoring Co., Indianapolis, Ind.*

Extraordinary and unheard of price cutting.—*Kerr's, Minneapolis, Minn.*

Irresistibly low prices!—*Benoit Clo. Co., Bangor, Me.*

Prices notably little.—*Boston Store, Milwaukee, Wis.*

Special price winsomeness.—*Goldsmith's, Scranton, Pa.*

The harder it storms the lower the prices.—*Sherer's Worcester, Mass.*

The clothing price-bars are down—flat down.—*Muller & Bluett Clo. Co., Los Angeles, Cal.*

Here are some price sayers that should appeal to you. Read them.—*Robbins & Paddon, Utica, N. Y.*

No feminine eye ever beheld more potent argument than is presented in our prices.—*Joyce's, Pittsburg, Pa.*

A few plain price facts.—*Globe Warehouse, Scranton, Pa.*

Household necessities at saving prices.—*Rothschild & Co., Chicago, Ill.*

Massive couches secured at a big cut

in price.—*People's Outfitting Co., Chicago, Ill.*

Prices. Great grocery goodness at mighty little prices.—*Moore Bros., Galveston, Texas.*

Every piece going at just one-half regular price.—*Hariman Furniture & Carpet Co., Chicago, Ill.*

It abounds in novelties combining utility and beauty with inexpensiveness.—*R. J. Horner & Co., New York.*

Wanted—Housekeepers to appreciate the Palais Royal's special sale prices.—*The Palais Royal, Washington, D. C.*

Prices the lowest that can possibly be quoted for furniture of standard quality and merit.—*R. J. Horner & Co., New York.*

Snappy specials. Magnetic values. You may match these prices, but not the values.—*Geo. H. Plumer, Newburyport.*

The price marks will prove no less a revelation than the beauty and comprehensiveness of the styles.—*Rothschild & Co., Chicago, Ill.*

"A penny saved is a penny earned," and the maxim becomes true in dollars when applied here.—*Fred S. Tucker, Colorado Springs, Colo.*

Sacrifice prices. We are determined that nothing shall be carried over to another season. This is your opportunity.—*H. Rosenour & Sons, Frederic, Md.*

Final reduction. Unusual low prices. But the usual end-of-the-season opportunities.—*Nicholas & Morse, Haverill.*

Every item quoted has experienced a double reduction, which will insure a speedy riddance of all our odd lots.—*Inter-State Mercantile Co., Council Bluffs, Iowa.*

Values that amaze. To-morrow this much talked of February sale swings enthusiastically into its second week of success. The prices quoted are revelations to the most experienced of buyers. Astonishing possibilities. Values that amaze.—*People's Outfitting Co., Chicago.*

It's your own fault if you do not take advantage of the special low prices which we are making on the most desirable merchandise for man, woman and boy. Our determination to make this clearing sale a successful one has met with the most substantial approval of the trading public. Now we are going to continue for one week longer these sweeping reductions in men's, ladies' and boys' clothing; therefore, we say to you "It's your own fault" if you don't profit by these continued low prices.—*The Hub, Great Falls, Mont.*

We have a good list of values for to-night's selling. These bargains should interest you if you're a cash buyer.—*The Big Cash Store, St. Thomas, Ont.*

Prices sent skyward.—*Stone, Fisher & Lane, Tacoma, Wash.*

Sentimental price-tune.—*Cohen's, Richmond, Va.*

Unheard of prices.—*Household Credit & Auction Co., Pittsburg, Pa.*

Prices that hardly touch the pocket-book.—*Frank Edmondson & Bro., Atlanta, Ga.*

Near-to-nothing prices.—*Brooklyn Furniture Co., Brooklyn, N. Y.*

Prices degraded below the limit of respectability.—*F. R. Slocum Co., New Bedford, Mass.*

Prices that cannot be gainsaid.—*The Scott D G. Co., Cleveland, O.*

Prices to rouse your enthusiasm to a high pitch.—*Modern Merchandise Co., Worcester, Mass.*

Listen! Did you hear something drop? We did, but it was only prices.—*Young & Schaffer, Grand Rapids, Mich.*

Now comes the power on wreckage from every department.—*Bay City Cash Store, Bay City, Mich.*

Price figures, but quality is the real test of cheapness.—*Fitche Goettinger Co., Dallas, Texas.*

The thrifty buyer knows that Graham's is the money-saving spot, and these clean-up prices will make such active buying that all lines will go in a jiffy.—*A. E. Graham & Co., Hillsboro, Tex.*

"Who killed high prices?"—"I," said the shoddy-maker, "with my wool substitute—I killed high prices!" "Not so," said the cotton-spinner. "With my deftly woven threads in two per cent. of wool—I killed high prices!" "Hear me!" said the cheap clothing manufacturer, "I killed high prices. By cutting and pulling and pressing unshrunk cotton and shoddy fabrics into semblance of shapes, I killed high prices!" Then up spoke the people: "Wrong, wrong! All of you are wrong! By selling the best styles of clothing, cut and made by intelligent tailors, from pure wool fabrics—with the guarantee of rightness for every garment sold, or money back—Brill Brothers killed high prices!"—*Brill Brothers, New York, N. Y.*

Low price clearing sale. Wonderful opportunities to save does this store offer you. Will you be one of the fortunate ones to anticipate on these low prices?—*Neidig & Miller, Frederic, Md.*

It is now but a question of days before

spring clothing crowds out winter garments, so we make unusual price reductions in order to help the winter goods to move.—*Benner, Begg & Garvin, Grand Forks, N. D.*

If you think these values good you will find many others here just as good or better. We never fail to match or better any "one day specials" elsewhere offered. We are alive; very much alive.—*Hearn, New York, N. Y.*

We prefer to close these lots out rather than carry them on our inventory list, and so for Saturday we say come and take your choice at these most extraordinary prices.—*Au Bon Marche, New Bedford, Mass.*

We have just instituted still another marvelous reduction that excels all other previous record-breaking efforts in this line. We have combined many of the gems of the highest grades of those suits and overcoats remaining from our wonderful green tag sale, and to-morrow they will go on sale at so low a figure that it will amaze the trade. Take advantage of this sale now, for we have reached the season's limit for low prices.—*Richardson Clothing Co., Kansas City.*

Reductions so drastic as these may well cause surprise among men who wear good clothes and those who are in the retail trade, because they are so much greater than would be expected, considering the quality and general desirability of the garments. But the 14th Street Store has counted stock and these lots have come to light. They've got to go at once, which accounts for these immense price-cuts. On some we have gone way below actual cost. On others exact cost has been marked. But no matter where you choose you will secure splendid bargains.—*The Fourteenth Street Store, New York, N. Y.*

Our anxiety to effect a clearance of the greater part or all of our stock that we may make room for the first arrivals of spring styles, expected shortly, has led us to make price concessions so remarkable that they will appeal to every man and young man in Milwaukee, if the quality of the clothing offered is taken into consideration. These price reductions are most important at this time, inasmuch as they include hundreds of suits and overcoats of medium weight that may be worn at any season of the year. The recent advance of 25 per cent. in the cost of manufactured woolen goods should prove another incentive to buy now when great values are so apparent.—*Stumpf & Langhoff, Milwaukee, Wis.*

Merchandise of style and quality—many kinds of good merchandise—at reduced prices. This means a great saving, and much interest, to you. The bare facts are sufficient; briefly, concisely told, just as they are. Shows that a genuinely important sale is not to be determined merely by words. Every item is correctly quoted from regular stock, and of course worth all that was formerly asked.—*Davison-Paxon-Stokes Co., Atlanta.*

Shortened prices.—*Wanamaker's, New York, N. Y.*

Prices bow their heads.—*Sparling's, Detroit, Mich.*

Surprise prices.—*Goldenberg's, Washington, D. C.*

Prices shattered.—*The Leader, Minneapolis, Minn.*

Lessened prices!—*L. S. Plaut & Co., Newark, N. J.*

Corking little prices.—*Joseph Horne Co., Pittsburg, Pa.*

Prodigious price cutting.—*Polin's, Colorado Springs, Colo.*

A batch of price facts.—*A. Brown & Son, Schenectady, N. Y.*

Prices to make competition quiver.—*The Globe, St. Louis, Mo.*

Generous price concessions.—*W. A. McNaughton Co., Muncie, Ind.*

The incubator of cut prices.—*The Owl Drug Co., Los Angeles, Cal.*

These prices will speak for themselves.—*M. Quinn, Kansas City, Mo.*

Broadside slashing prices.—*The Paris Department Store, Burlington, Ia.*

Lowness of price is a powerful magnet.—*Goldsmith's, Memphis, Tenn.*

Welcome news for purse-wise shoppers.—*The Boston Store, Worcester, Mass.*

Prices that will amaze the people.—*The Williams & Rogers Co., Cleveland.*

Seasonable goods at reasonable prices.—*McNamara & Harding, Binghamton.*

Price inducements worth considering at once.—*A. D. Matthews' Sons, Brooklyn.*

Imperative need nerves our hand to prodigious price-cutting.—*Goldenberg's, Washington, D. C.*

We have broken the monopoly of high prices.—*The Mills Tea and Butter Co., New Haven, Conn.*

These price reductions ought to bring us the patronage of every thinking economical shopper.—*Hunter & Hunter, Detroit, Mich.*

Surprising prices.—*Wanamaker's, New York, N. Y.*

Paltry prices.—*The Economy, Goshen.*

Cut down prices.—*Simpson's, Toronto.*

Small-profit prices.—*Robertson's, Saint John, N. B.*

Prices extraordinarily attractive.—*Kaufman's, Trenton, N. J.*

Primed prices.—*F. R. Slocum Co., New Bedford, Mass.*

Bankrupt prices the attraction.—*The Boston Store, Milwaukee, Wis.*

An introductory price that is interesting.—*Mertz, Washington, D. C.*

Prices which gratify the economical!—*Kaufman's, Pittsburg, Pa.*

A great slash in prices.—*John G. Myers, Albany, N. Y.*

Price economics are absolute.—*A. Brown & Son, Schenectady, N. Y.*

Our regular prices are decisively lowered.—*Abraham & Straus, Brooklyn.*

Our price defies honest comparison.—*Garbade, Libaud & Co., Galveston, Tex.*

Everything priced to meet the requirements of thrifty shoppers.—*Whitehouse D. G. Co., Spokane, Wash.*

We cut our own prices just to keep up our habit of cutting.—*The Owl Drug Co., Los Angeles, Cal.*

No lower prices in Winnipeg. Our prices are always the lowest. We are never undersold, because no dealer can sell for so little profit as we and keep his store open. Close buying and our enormous purchases have accomplished this. You save money by it. The price of drugs at wholesale is largely regulated by the quantity. We buy in carload, hogshead, barrel and bale lots, where the small dealer cannot afford to buy more than a box, gallon or pound. The result is we can sell you at a price as low as the small dealer pays for his goods. We've cut out two profits—wholesaler's and retailer's—and given you the benefit. Our advantage lies in the enormous amount of business we do annually by this method, and in the quality of goods. Thus we have earned the confidence of the public. Don't fail to take advantage of the money saving sale which is going on at our four stores, closing Thursday night, July 18th.—*Gordon Mitchell Drug Co., Winnipeg, Can.*

A merry time we have planned, a happy time, bargain time, and timely time for all to supply needs in little necessities and wear things for months to come. We have peeled and pruned and pared the smallest prices in town into smaller ones. Oceans of notions have swelled our usual stocks into overflowing.—*Nachman & Meertihf, Montgomery.*

Plain *prices*. Every article in our store marked in plain figures. We have but one price; the lowest, which we make to every one.—*Brent's, Los Angeles, Cal.*

We will offer at specially low and attractive prices, every sort of dainty whitewear—whitewear made in the finest whitewear factories in Canada—whitewear that's cut to fit, whitewear that's sweet and clean—made under the most wholesome sanitary conditions—and at prices so low that no woman can afford to waste the time and trouble entailed in sewing at home.—*Prowse Bros., Ltd., Charlottetown, P. E. I.*

Judge our drug store by two tests—quality and value. The store that was first—and out of its own initiative—to bring prices down to a small profit and quick turnover basis, and at the same time maintaining the highest standard quality, can always be safely trusted with your orders.—*T. Eaton & Co., Winnipeg.*

Big slices have been cut off the original *prices*. In many instances they have been cut to half. Hundreds of women have taken advantage of these sweeping reductions. Consequently many numbers have been entirely sold out. Owing to the fact of an unusually good season almost every garment on sale is but a recent arrival. Therefore, the very last suit, skirt or waist is just as good, just as sightly and just as low-priced as the very first one selected in the first hour of this sale. All our garments are the latest style, cut and material, but profits are sacrificed to make a clean sweep of every article.—*Louis Einstein & Co., Fresno, Cal.*

Keep \$2 of every \$10. In our great sale this week—in annex—you can keep two dollars out of every ten you intend spending. Think what a big saving that is. Twenty cents of every dollar stays in your pocketbook or goes toward buying something else you need. The carpenters will be ready soon to start their work in cutting the big archway between our two stores, and we must make room for them. That's why we offer you 20 per cent. on all these beautiful goods. The Allen stock is known to be one of the most select ever brought to Columbia. All this stylish lot of goods is being sold out regardless of everything, simply to make room at a saving to you of 20 per cent. less than our low sacrifice prices. If the stock is left here while the work is going on it means complete ruin. Even the shelving will be torn down and remodeled. We can't afford that, so have decided to let you share in the benefit by you saving 20 cents from every dollar

you want to spend. Linens that Allen sold as cheap for \$1.25 we reduced to \$1. You can buy them during this sale for 80 cents per yard. And so it goes throughout the entire stock.—*The James L. Lapp Co., Columbia, S. C.*

To-day we quote a few *low-price* suggestions that point a sure way to the proper place to do the bulk of your Saturday buying. The store is stocked with high-class merchandise for spring and summer, so, no matter what the weather proves to be, the hours spent in this store will be bright, cheery and full of plans for summer days.—*The Edwards Store, Troy, N. Y.*

A clean sweep to be made of everything in the holiday stock. Our before Christmas prices were lower than you ever knew them, but now they are discounted from 1-5 to 1-3—yes, even half price takes many of the pieces. Interested buyers are culling from our display tables. Be quick to get your share.—*C. F. Wing, New Bedford, Mass.*

Though cotton *prices* are soaring, values are good. In these days when cotton prices are soaring skyward it is a difficult matter to obtain *undermuslins* of the right kind at prices which would permit giving the values we desire and that you would expect in this great May sale. But it has been done and you will be delighted not only with the styles, but with the surprisingly good values to be seen when you come to-morrow.—*The Crescent, Spokane, Wash.*

The prices were cut—cut—cut, till there was no room for doubt that every one would prove a magnet that would introduce the article advertised to some customer who had never used it before. The heads of departments grieved to see good goods offered at such low figures, but we blue-penciled the reductions they made and cut the prices still lower. Thousands of women await this announcement every week, to avail themselves of the economy opportunities presented. Every woman who scans this half-page of values will find the temptation to buy will be irresistible.—*Woodard, Clarke & Co., Portland, Ore.*

Price and quality. Purchases where price is more than quality are made at all times—the price paid for anything is not always in conformity with quality. At our store *prices* are always right and in conformity with quality of goods bought. Whatever you buy of us you will get full value—right price and right quality with every dollar spent in our store.—*Reaves-Hamm Department Store, Montgomery, Ala.*

Doctors tell us never to try sleeping on a full stomach. Good advice; but here's better: Sleep on a full pocket-book. Greatest sedative ever known. We'll help fill the pocketbooks with "change back" and furnish the sleep-easys at reduced *prices* Friday.—*Olds, Wortman & King, Portland, Ore.*

Yes, our prices are moving the goods rapidly, you are invited to respond promptly to these offers as they are genuine bargains. You must remember, however, that this entire stock is being disposed of at correspondingly low prices, bring your list of needs and we will save you large sums of money.—*W. H. Rileys, Memphis, Tenn.*

A week of continual surprises. Astonishingly low *prices* for its high quality, fine store—every department ready with its share. Any woman with an eye to economy may be gratified in almost every need. A feature of these last days is the great sale of remnants and odd lots.—*L. S. Plaut & Co., Newark, N. J.*

Scores of shrewd shoppers are now taking advantage of the low *prices* we are now offering. The influx of our midsummer styles in linen and other tub suits and summer fabrics compels us to offer the balance of our spring stock of tailored suits and covert jackets at prices in most cases way below cost of making.—*C. J. Gutgesell, St. Paul, Minn.*

If these goods were not cheap, or just as we represented them to be, will you tell us why the people were so patient in waiting for their turn to be waited on?—*Goldsmith's Bazar, Scranton, Pa.*

The greatest store and the greatest business in Brooklyn have risen here on the foundation of public satisfaction with the best service, the best assortment and the lowest prices.—*Abraham & Straus, Brooklyn, N. Y.*

Because we've only a few of a kind of these coats and suits, in most cases only one or two, we are anxious to close them out quickly and so make this further cut in their already reduced prices. To realize what a great bargain chance this is you must remember that the present price of each suit and coat in this lot is a third to a half less than what it was earlier in the season and this additional reduction of one-quarter is from the present reduced prices.—*Snellenburg's.*

Here's just a few, picked out from our large stock. To-morrow we are slaughtering the prices in every department. Values will be given that will surprise you at the smallness of the price asked. This is, indeed, a golden opportunity

and one that you should not miss. We guarantee every article we sell to be as represented and if you're not entirely satisfied we cheerfully refund your money.—*Au Bon Marche, Montreal, Can.*

Visit this store early Monday morning, it will doubly repay you, as almost every department of this entire store offers you wonderful special lines. Read this advertisement carefully, and after you have completed your list from this advertisement, look further before leaving the store, there are so many things to be had at a saving just now, the lots being too small to take special space for in the papers.—*R. McKay & Co., Hamilton.*

Rich prizes, in the form of high-grade and most desirable merchandise at very small prices, await the throngs that will come to-day and to-morrow for the myriad of good things at this after-inventory sale.—*J. N. Adams & Co., Buffalo.*

At the regular price this is the best ready-for-service clothing made—stylish, perfect in fit, made with punctillious attention to the minutest detail of tailoring. No need, therefore, to insist on the splendid bargain character of this offering at the reduced price.—*Mandel Bros.*

Prices are fully a third less than they should be.—*The May Co., Cleveland, O.*

We've gone through the stock again and virtually added everything to the Half Price Suit Tables. These include the finest grades of worsteds—making the assortment better and more complete than at any time during the sale. We are determined to clean up every suit in stock even to the last garment. All sizes from 33 to 46 in all the lots together—and wonderfully good picking for big men.—*D. J. Kaufman, Washington, D. C.*

More doubting Thomases wanted.—Do you remember how the wisecracs shook their heads when we discarded the obsolete charge-and-pay-when-you-can system of merchandizing and adopted the new way? Well, not a day passes but what one or more of these doubters is converted to the wisdom and economy of 20th century methods. Why? It's the only way. The advantages in buying and the elimination of "bad debts," collecting expenses, and such considerations from the profits—make our dollars and your dollars bigger—much bigger.—*A. Bushnell & Co., Watertown.*

Cash business has advantages for our customers and for us. It makes business economies that make our low prices possible.—*Sabin Bros., Belvidere, Ill.*

RAINCOATS

Until recently rubber-lined garments have been in disgrace with the majority of buyers. They were unreliable, in winter stiff enough to stand alone, in summer sticky, not to mention the objectionable odor. These new garments are made by an English maker who imports the fabric, of fine *peau de cygne* with lining of odorless rubber. This remains pliable winter and summer, and renders the coat especially valuable for automobilists.—*Wanamaker, Philadelphia, Pa.*

The new raincoats are here. It's too bad to call them raincoats, for keeping you dry is only one of many purposes for which they're intended and used. The new ones are made of fine cravenetted light weight cloths, that are both rain and dust proof. Several styles are shown in loose and fitted backs, all made with belts; nearly all are box-pleated; some show shirring; shades are grays, tans, olive, brown and black.—*The Crescent, Spokane, Wash.*

Men's raincoats. There isn't a bit of sentiment about these raincoats for men and you don't pay for any. You just buy all the style and comfort and service that can be crammed into a swell coat made of "Priestly Cravenette" by first class New York tailors. Now, if you are one of these fellows who see visions and dream and look for the style of a coat in the label inside of the collar, don't come here. If you are a judge of fashions and know something about quality, and don't mind saving five or ten dollars, here's your chance.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Raincoat overcoats. The weather man says "rain and cooler" for Thursday, and slight changes for Friday. He may be wrong, but that won't spoil this story. It will be cooler, and it will be wet—if not to-day or to-morrow, many other days, and many other to-morrows. While you're thinking of a fall overcoat, take a look at the smart new raincoats we have just received. Handsome, stylish, and light in weight as a top coat; but a safe protection when you get caught in the rain. The raincoat fits perfectly, looks smart and clean-cut; and is not overheating after the rain is over.—*Wanamaker's, New York.*

In the main floor store for men to-morrow you will find one of the best values

of the whole season—a shipment from our best makers of 58 fine top coats and 38 raincoats that in other places would cost from \$3 to \$5 more than the \$10 apiece for which they will be sold. The top coats are our distinguished Chesterfield model, knee length and especially graceful. Fabrics are excellent oxford and black coatings. Serge lining for the body of the coats and satin lined sleeves. 34 to 46 chest measure in regular and stout sizes. The raincoats are made long and full, with snug fitting collars, broad shoulders and gracefully draped back. The fabric is a fine oxford coating cravenetted. Shoulders and sleeves are trimmed with a fine Venetian cloth. Sizes 34 to 46 chest measure.—*Abraham & Straus, Brooklyn, N. Y.*

One of our best manufacturers, finding himself heavily overstocked, came to us last week for assistance, and as a result we shall offer his entire stock of high-grade garments at the lowest prices ever quoted on goods of equal quality. The lot contains every imaginable rainproof fabric in all the most wanted styles and in a complete assortment of sizes and colors. This is not an offering of shopworn garments, but of new, fresh goods, in perfect condition. There's hardly a coat in the lot which would not sell readily for \$15.00, but we prefer to give our customers the benefit of the best purchase we have ever made, and so make the price on all indiscriminately, \$7.98.—*R. H. White & Co., Boston, Mass.*

Take along a raincoat.—When you go away on a vacation, or even for a picnic, it's a wise thing to take along a raincoat. You are likely to run into a shower any time that will damage your clothes.—*The Utica Clothiers, Des Moines, Ia.*

Blow high, blow low—the Raincoat holds its own. While by design it is a heavy-weather rig, it is equally an admirable mill-pond sailor—for sunshine, in other words, as well as for rain.—*Wanamaker, New York City.*

Postponing the purchase of a raincoat in anticipation of dry weather is depriving one's self of the needful.—*Swift, New Bedford, Mass.*

Showery? What of it? Get one of our raincoats made to last, and let it rain.—*Wells & Morgan.*

Men's raincoats. Not the hot, heavy, ill-fitting coats that you have been accustomed to have thrown at you. The goods we offer you are light, stylish and comfortable. They are like top coats that good dressers wear.—*D. W. Downey, Brockville, Ont.*

Women's raincoats and rainskirts. One naturally suggests the other. It is just as reasonable that a woman should have a rainproof skirt as that she should constantly have to wear a long coat in order to be protected from a shower. The rainskirt can be worn with any short jacket, and protects as thoroughly as a raincoat.—*Wanamaker, New York, N. Y.*

Just think of the comfort a cravenette overcoat gives in such wet, drizzly weather as we've had, and will have. Certainly you should own one. And when it does clear up, you're still attired in a right smart manner. All the little points of fine tailoring and style are insured.—*Vogel Bros., New York, N. Y.*

As exponents of the fine art of tailoring our top coats and cravenettes stand forth as rare examples. One cannot imagine overcoats to possess lines that are more correct or more graceful. Those essentials to a good overcoat—shapely shoulders, snug-fitting collars, smooth-setting fronts, perfect fit, are truly distinguishing and characteristic features of these new models in top coats and cravenettes. Prices range from \$10.00 to \$30.00.—*I. I. Goldsmith & Sons, Binghamton, N. Y.*

A raincoat is better than rheumatism and costs much less. Pneumonia comes cheap but goes high. A genuine cravenette raincoat on the back is worth two umbrellas in the hand. The cravenetting process don't make the fabric air tight—nor yet deluge proof; does make it non-absorbent of moisture and odorless—all without changing its appearance.—*Geeley Clothing Co., Hartford, Conn.*

A raincoat is just the thing when the nights begin to get a little cool and you feel the need of an outer garment. They are the best looking overcoats and yet they are so absolutely waterproof they keep you dry in the severest storm.—*Scotch Woolen Co., Troy, N. Y.*

One might as well be without an umbrella as a raincoat on a rainy day, but unlike the umbrella the raincoat gives splendid service, rain or shine, until the weather becomes cold enough for furs. Nowadays no woman is without one.—*Wanamaker, New York, N. Y.*

The weather man says "rain and cooler" for to-morrow, and slight changes

for the day after. He's a pretty good weather man, yet he may be wrong, but it won't spoil this story. It will be cooler and it will be wet—if not to-morrow or the day after, then other to-morrows and days after. While you're thinking of an overcoat, take a look at the smart new raincoats we have just received. Handsome, stylish and light in weight as a top coat, but a safe protection when you get caught in the rain. The raincoat fits perfectly, looks smart and cleancut, and is not overheating after the rain is over.—*The Nebraska, Kansas City, Mo.*

The past few days have demonstrated that a wrap of the above character is indispensable to a lady's wardrobe. No matter how many coats or jackets a lady may have, a rain or traveling coat is always useful, whether it is during the rainy season or the dry, dusty days of the summer. Especially if you intend going camping or traveling or driving you will need one of these useful garments. We have gone through our stock of these garments and taken out all odd coats that the sizes have been broken and made very liberal reductions.—*The Crescent, Spokane, Wash.*

Raincoats they are called, but they are as good for bright days as for dark ones. As different from the old, rattling, ill-smelling mackintoshes as an automobile from a wheelbarrow. The materials are all wool, rainproofed by a process that leaves the fabric soft and does not change its appearance. The styles we show are the newest—tailoring is the best—weaves and coloring the most fashionable.—*Keely Co., Atlanta, Ga.*

A raincoat is needed for the fall rains. Aside from sheltering one's self from the rain, these cool evenings make this same kind of coat very comfortable, and are quite the proper thing.—*Woodward & Lothrop, Washington, D. C.*

A striking feature about these smart, graceful garments is the delicate shades of the materials. There are the beautiful olives—puzzle you to tell whether they are greens or greys, and those popular French greys, the dainty Oxfords and other colors of equal beauty, as browns, blue greys, etc. These coats are made three-quarter or full length, with or without capes, in military styles, lapel and collarless effects, with natty box plaits on back and shoulders, and trimmed with nobby little buttons, self-covered, oxidized or brass. A decidedly new feature on some is the shirring on sleeves and waist.—*T. Eaton Co., Toronto, Can.*

For rain or shine, for shine and rain the Raynshyne. Once when it rained style and dressiness were thrown to the winds. The raincoat was a severely plain and unlovely thing. No wonder one didn't care to be seen after all. But now is the reign of the Raynshyne!

Pretty name, isn't it? But just the one that describes the Eaton make of the beautiful modern modish Cravenette coat. An exceedingly dressy and serviceable spring, summer, outing garment. Suitable for all weathers; and you'll not dread a sudden spring shower if you are wearing this dressy, useful and convenient garment, which is perfectly shower-proof, but has not any of the disagreeable qualities of rubber. It is dust-shedding as well as being impervious to rain.—*The T. Eaton Co., Toronto, Can.*

The stuffed bird in the raincoat window is still on guard, but the raincoat hasn't leaked yet. You will enjoy a "Yates-made" raincoat as much as the swan, frog and goldfish. It keeps the water in for them; it will keep it out for you.—*A. C. Yates & Co., Philadelphia.*

Mackintoshes. Prepare now for the wet season—showers, etc. 'Tis human nature to neglect things not needed for immediate use. Don't let it happen in this case—the weather prophet can not predict economy to you.—*Giddings Bros., Colorado Springs, Colo.*

Think of the old-time black gossamer! Then look at these stunning raincoats! A Cinderella-like transformation! Scores of styles in the finest cravenetted materials; coverts in tans and grays, and the ultra-modish greens from the lighter willow to bronze; and any number of the herringbone, indefinite stripe and plaid and flecked mixtures in low-toned effects; so smart that it is no wonder that women wear them as "rain-or-shine" coats.—*Strawbridge & Clothier, Philadelphia, Pa.*

It's really a pity to apply the term "raincoat" to the garment that now sells for rainy day wear, because bright weather by no means calls for a discontinuance of its use. An outing cloak for all sorts of weather more fitly describes the general utility of the garment.—*W. A. Murray & Co., Toronto.*

Only one out of some two hundred makers of raincoats that we interviewed found it possible to turn out these raincoats the way we wanted them at a price which would enable us to sell them for \$8.75—many wanted as much for them wholesale as we're asking you now.—*Bloomington's, New York, N. Y.*

"Rain or Shine" coats. The most sensible coat a man can own. Made of English cravenette cloth, thoroughly waterproof. We make them without any lining and some half lined and some lined throughout. The only coat you need from now until next November. Four nice dark shades, and two light shades to select from, all sizes, \$10 to \$20.—*Oak Hall, Hamilton, Ont.*

These are the days when you start picnicking or riding with the sun gloriously shining and just reach the worst place when Old Sol deserts you and Jupiter Pluvius soaks you unawares and unprotected. That's why a rain coat is necessary.—*Abraham & Straus.*

The rapidity with which the six hundred raincoats were sold out last week started us trying to find more to meet the demands of people who were unable to share in the offering, because the raincoats were sold out before they got here. We discovered that the manufacturer had two hundred and twenty-five coats which were just coming from the hands of the tailors. These we have secured to sell at the same price, \$12 each. All are fresh and new, just finished, in the very latest styles, and in a very wide variety. Those who were disappointed before will come promptly now, as this is the last that we shall receive, and they are likely to go as quickly as the previous lot.—*John Wanamaker, New York, N. Y.*

Distinctive raincoats for men. Special at \$15.00. You might treat a piece of cheesecloth to the process, fashion it into a coat and with perfect honesty term it a "cravenette." The mere process promises nothing beyond the proofing—it adds nothing to the character of the character of the cloth nor does it influence the tailoring. Our standard does. It insures fabrics of an exceptionally high grade, perfectly cravenetted and tailoring of the very highest order—tailoring which leaves the garment with every earmark of those made to order—distinctiveness, character and the little knacks which tend toward individuality. To send this great truth home we have elected to offer raincoats in the fifty-two inch box model, fashioned of worsteds in four new gray mixtures. Special at fifteen dollars—twenty would still be modest.—*Saks & Company, New York.*

We have a fresh lot of Cravenette raincoats, and we are sorry to say that the weather guessers believe that there will be ample chance to use raincoats through this month.—*The Edw. Malley Co., New Haven, Conn.*

REAL ESTATE

When giving us a description of your property for the purpose of placing it on our "for sale" list do not exaggerate. Nothing is so disgusting or detracts more from the sale, than when we send the purchaser several miles to look at the property and he finds it has been misrepresented by its owner. He thinks there is much more he don't see, so he don't buy.—*Southwick, Dunkirk, N. Y.*

The addition is supplied with large trunk sewers, and arrangements have been made for luxuries and conveniences, such as gas, electric lights and the like. It is intended that the houses shall set on a terrace, overlooking the streets on Iuka and Indianola Avenues. Every possible effort will be made to preserve the trees in the addition. A great many lots have been sold and a number of fine houses will be erected upon them. This is strictly a residence district, with a restriction against double and business houses. Select your lot now and secure your location. This addition affords every possible chance for profitable investment, and there is no finer location in Central Ohio for a home.—*Hammond & Hammond, Columbus, Ohio.*

All sorts of wealth takes wings except real estate, and that's why we want you to invest your money in Mother Earth, because it can't depreciate. The investments we offer are desirable, and are in the line of increasing values.—*Charles W. Gooding, Wilmington, Del.*

Of course you know what an unstable thing a scheme to inflate real estate is. Therefore you turn to real land values and come to us. The property we now offer is certain to increase in value, and has every essential of a paying investment.—*Bourke & Snyder, Crafton, Pa.*

Every one should strive to own a home.—Hundreds of people possessing moderate means have easily reached the goal of owning a home. If you'll tell us about the size and kind of home you want and how you wish to arrange the payments we'll meet all your requirements with a genuine bargain. Selling homes to home-seekers is a big feature of our business. We are continually adding to our list of properties, so that we are always able to meet every demand.—*H. R. Howerstein, Washington, D. C.*

Christmas bargains.—Has it not been

your wish for a long time to own a house of your own, to feel that you have a home that you can call HOME? Christmastide is the time when you can call up all your efforts and BUY one. Call and see us. We have what you want. Can't we compromise? Now is the time!—*A. J. Baechle, Utica, N. Y.*

Here are some notes on bargains in real estate that are worth noting. An opportunity for you to chase your dollars into good property and own a little piece of the earth. You may have it if you will take it, and the dollars you put in now will earn you a fair interest, while the property increases as the years go by.—*Clarke & Fisher, Binghamton, N. Y.*

When you buy a home—unless—the—title—is—right—you—just—part—with—your—money—and—then—get—out. If you buy of us there will be nothing to be sorry for. So—you—just—look—out.—*Southwick, Dunkirk, N. Y.*

"Opportunity" irrigated land is selling at \$250 per acre, and those who bought this spring will easily pay for their land with this crop. Some of them will do much better than that—they will have a surplus left over. This property is easily worth \$500 and it will be hard to get any next summer at that price, because the owners can clear that much on one year's crop generally. You made a mistake when you failed to buy this spring. Don't make another mistake and miss the greatest chance you ever had to make money. Besides having the finest soil in the world and plenty of water for irrigation "Opportunity" has water for domestic use under good pressure, piped throughout the entire district, electric light for the homes, daily mail delivery and telephone connection with Spokane. Eighteen electric trains serve "Opportunity" daily.—*Modern Irrigation & Land Co., Spokane.*

The Leonard Grove property consisting of several choice lots on Murray street and one 66-ft. lot on Oak street is now placed on the market for the first time. For many years past this property has been sought but never before has been offered in parcels to suit purchasers. The most conveniently unimproved centrally located residential property on the market. We invite your inspection. Prices and terms on application.—*Gaylord & Co., Binghamton, N. Y.*

We have desirable properties in all parts of the city. Will have two modern houses ready for occupancy about Christmas. They are up-to-date in every way. See them on Lydia street. Only ten minutes' walk from the Telegram office. What a nice present one of them would make to your wife or just married daughter or son!—*H. W. Davis, Youngstown, O.*

There is no better place to-day in which to invest your money than San Diego, and "The Coming Home Spot" will be Grand View. There are many reasons why you are sure to realize a profit on every lot purchased. In the first place, the eyes of the home-seeker will soon be turned to this spot. A great demand will be created for this property by the grading of Thirtieth Street, which is sure to come. Added to this the assurance of an electric car line, and up will go the price. We are selling choice lots to-day at \$75.00 which we are certain will sell for double that price the moment the grading of Thirtieth Street actually begins. Make up your mind to-night and buy a lot to-morrow! You are welcome at Grand View.—*J. Frank Cullen & Co., San Diego, Cal.*

Invest surplus money in income real estate. We can show you bargains in business property, flat buildings and houses that will bring you a greater income than bonds or stocks, and there is no risk of losing your capital. Better than government bonds, because they produce a greater per centage of income. Real estate is the basis of all values. Wall Street juggling does not jeopardize your capital when it is invested in income houses and lots and farm lands. Let us show you what we have to offer.—*Schwahn & Brater, Saginaw, Mich.*

We have almost completed a full page descriptive list of May *real estate* offerings and shall be pleased to talk with any property owners who will trust us with the sale of their real estate. If property is worth what is asked for it, we can find the buyer. No commission is charged unless we make the sale. We will widely advertise all property listed and will send a description of all our May offerings to every home in the city. Come to see us before our new advertising lists are completed and distributed. Fire insurance, money to loan, bank stock and municipal bonds to sell.—*C. S. Hoskinson, Zanesville, Ohio.*

You buy *real estate*. There's more money in it than in any other investment. Real estate values here have just started—the Panama Canal when completed will

triple the population of every city on the Gulf; the Warrior river locks and deep water will make Mobile the largest coal-ing port in the world; the entrance of the Frisco system makes Mobile one of the best railroad centers in the South. These are some good, solid reasons why property will increase in value; the reasons given by those who do not think it will increase are "just because it is too high now."—*Hughes, Morrell & Lyons, Mobile, Ala.*

Building lots at \$100, \$150, \$175 and up; homes ready for occupancy at \$1,000, \$1,200, \$1,400, \$2,000 and up to \$5,000 or \$6,000; we sell on easy terms. Is there reason why you shouldn't own a home? Pay rent to yourself from this time on. We'll arrange matters so you can do so. Come in and see us about our offerings.—*E. J. Lauder & Co., Grand Forks, N. D.*

Money saved is money made. You can save exactly \$1.70 on each one hundred dollars you have if you will buy a slice of the Bradley small farm sub-division, as it just misses the city tax grabber, and besides it's such a beautiful place to build a home, and is nice enough for a wealthy man or the average man. The farm is so divided that you can get anything you want from an acre to forty acres upon terms of seven equal annual payments. Most of this land is old blue grass sod and has a liberal frontage on the pike. The carfare is only 5 cents, and a thrifty family can raise so many nice things on a few acres of fertile land. In the language of a man who has lived on many pikes out of Lexington, the land is richer and the air sweeter on the Georgetown pike than any other. If the day is fine, please take a car out to this beautiful division and stroll through the pretty woodland. Each corner to each small tract has a red flag so you can see where you are without a guide. Take the Georgetown car and stop when you see the many red flags.—*C. K. Oldham, Lexington, Ky.*

A profit proposition. There is a chance in my office for every man who is now paying rent to pay the same amount towards a roof of his own. Two houses have just been placed in my hands, that I intended to offer to clients who take all my best bargains. Then I decided to advertise them in the hope some buyer wanting a home with a possibility of soon selling at a higher figure might see them.—*N. B. Millard, Binghamton, N. Y.*

We have several good tenants wanting to rent a farm. If you want a good man on your place let us know and we will send you one.—*Southwick, Dunkirk.*

Entirely different. If you are simply looking for a lot upon which to build a home, and are not particular about surroundings, outlook, neighbors, drainage, etc., you can find several thousand lots that will answer your purpose; but if you want something different, unusual, more desirable, pick one of the Berkshire Hill lots. To-day, discriminating people seek high ground. It is a delight to be able to look from your porch, or downstairs windows, over the tops of the houses that cluster in the valley, to the hills and to the sea. The altitude of the Berkshire Hills compares with the foothills of Hollywood, the high ground about Westlake Park and the orange groves of Monrovia and Sierra Madre. Not too high and not too low—just right. The class of people who are being attracted to the Berkshire Hills are those who love an exclusive neighborhood, those who delight in a home which is a little different from the 50,000 homes built on flat, low lots. In Berkshire Hills you can secure a lot which is two blocks from the street car, and up a 4 per cent. incline, easy to walk, and only twenty minutes' car ride from the center of the city. This tract was formerly one of the most fertile fruit ranches in the Eagle Rock valley, the trees are still there and are in good bearing condition. Berkshire Hills tract has every advantage that other tracts have, and many in addition. One-fourth of the lots are already sold. Prices will soon be advanced. Buy now while you can get a choice lot. People who are buying are home builders, and not speculators.—*Berkshire Hills Co., Los Angeles, Cal.*

For sale or exchange. Situate within a mile and a half of a thriving manufacturing city of Connecticut we offer a country gentleman's home consisting of a modern house of eleven rooms, with hot air heat, hot water and bath, six open fireplaces with imported mantles; three large barns and work shop, with running spring water in the house and barn and 80 acres of land, which has many natural advantages. An ideal place for either home or investment, as this property could be sub-divided and sold to advantage, or an ice pond of large proportions could be constructed upon the place with but very little expense, as a splendid trout stream of mountain spring water runs directly through the place. This property will be sold for about two-thirds the value of the buildings, if taken at once, or the owner will exchange for desirable city property in Hartford.—*The J. M. Brady Realty Co., Hartford.*

No slack in real estate here! It's a

notion that we must have dull seasons in real estate—for instance, the hot summer or cold winter months. We believe it is so because we expect it to be and by our resulting lethargy we make it so. Not so in this office. Bargains every day, and we are delighted to show them every day (except Sunday) morning, noon or night. Fargo is a prosperous, growing city—famous for its jobbing industries, general business, bank clearing and fine homes. Here are fine opportunities for wise investments in good real estate. We would be pleased to have you visit our property, located in almost every part of the city. Trolleys run to or near every piece, and city conveniences are at hand. Our prices are very reasonable—cash or easy payments. This hot weather is the time to buy.—*Wheelock & Wheelock, Fargo, N. D.*

Just a little each month. That's all! and at the end of a few months you become the possessor of a piece of property on University Heights. It will increase in value while you are paying for it. There is "substantial satisfaction" in the expenditure of money on real estate, because you can't help realizing a profit upon the investment if you buy just a little ahead of the march of improvement. The best place to buy is University Heights, for either home building or speculative investment, because it is becoming more rapidly improved and is more desirable than any other residence section—each month sees more buildings put up and a corresponding increase in values. If you want to get the most for your money you must buy now before prices are again advanced.—*Ralston Realty Co., San Diego, Cal.*

Don't be a spendthrift. There'll probably come a time when you'll need the money and need it bad. Invest it in a home which may mean much to you. Better look over our list and start now to save. We have satisfied others. We can please you.—*Southwick, Dunkirk.*

Our real estate department is merely a headquarters for all people having property for sale to make it known. And all people wanting to buy can come and see what property is for sale in this part of the country. This method is practical, and free from fraud or deceit by any of the interested parties.—*Southwick, Dunkirk, N. Y.*

Trying to catch a bird by putting salt on its tail amounts to as much as it would to go in a drug store to buy a house and lot. If it is a home you want consult one who has them for sale.—*Southwick, Dunkirk, N. Y.*

The old story. You have heard many people say, "Had I bought real estate in Spokane three years ago it would have been a very profitable investment." The same thought will be expressed three years from now. Be one of the wise ones and invest now.—*Chamberlain Real Estate and Improvement Co., Spokane.*

When you want to sell your property there is no better way than to arrange with us, for both the buyer and seller are found here in large numbers. Therefore our opportunity to produce a purchaser is superior to many.—*Southwick, Dunkirk, N. Y.*

Is your money earning 6 per cent? If not, you should put it in The Alabama Home Building and Loan Association. We issue Special Certificates which pay 6 per cent. per annum, paid semi-annually, and the amount paid in may be withdrawn at any time. Apply to—*W. V. M. Robertson, Birmingham, Ala.*

The man who would know the fullest measure of success must not become wedded to his old way of doing things. He should keep an open mind, and adapt what he reads in this column to his own "wants." Do first—what others do last—come here and select a home. You will find our list large and prices right.—*Southwick, Dunkirk, N. Y.*

Real estate in Johnstown is a good investment. Do not buy elsewhere. Our many hundreds of patrons have profited by our advice. A satisfied customer always proves to be a permanent customer. To secure his satisfaction, the property we sell him is proof against criticism, by a competing agent, or otherwise. We can sell you real estate at prices and terms that cannot be equaled elsewhere.—*Cauffiel Bros., Johnstown, Pa.*

Trenton is a prosperous growing city—famous for its manufacturing industries and fine homes. Here are good opportunities for wise investment in real estate. We would be pleased to have you visit our property, located on Brunswick, Pennsylvania, Ohio, Indiana Avenues and Olden and Spruce Streets—where we are selling very desirable building lots. Trolleys run through property and there are city conveniences—near the new shops of the Pennsylvania railroad, which afford steady employment. Our prices are very reasonable—cash or easy payments. Now is the time to buy. We also have factory sites for sale at consistently low prices.—*The Enterprise Land Co., Trenton, N. J.*

It's a notion that we must have dull

seasons in real estate—for instance, the hot summer or cold winter months. I believe it is so largely because we expect it to be so and by our resulting lethargy we make it so. Not so in this office. Bargains every day, and delighted to show them any time (except Sunday) morning, noon or night.—*Chas. E. Williamson, Omaha, Neb.*

Stop renting. It seems almost a crime against a workingman's family to continue the dreadful expense—rent—when there is any way to avoid it. Why not investigate "Evelyn Houses," built at actual cost at rent rates—one installment down.—*Geo. W. Brown, Portland, Ore.*

Diamonds free? Well! not exactly so, but we can offer you some bargains on Grand Avenue property that are better than giving away diamonds. One is improved with 10-room house—the other is an elegant vacant corner.—*Wm. R. Staats Co., Pasadena, Cal.*

In the trend of the city's growth and greatest improvement—and in the city, not half way to somewhere, but with a new car line now being built, notice this now being built. Until the new car line is finished, take Maple Avenue car to Fifty-third Street—one short block to Main Street, where you will find our branch office on the tract.—*The McCarthy Co., Los Angeles, Cal.*

On the Long Beach line, the fastest and best equipped electric railway in America! Just beyond the city limits, at Seal Gardens station; only about 12 minutes' ride. Closer in by one or two miles than any other subdivision selling on our terms. Level land, most fertile soil; will grow every product. Artesian water in abundance for both domestic and irrigating purposes. Large lots, 135 to 190 feet deep to an alley; plenty of elbow room. Immediate possession; live on your lot while paying for it.—*Conservative Realty Co., Los Angeles, Cal.*

If you buy a home of us, depend upon it—you'll get good value for your money; a home that will meet all requirements, be convenient in every way, and as to price, we can meet them all.—*Southwick, Dunkirk, N. Y.*

Attention, business men!—Do you want a home next summer where you can keep cool and comfortable?

Many have already bought and intend to build early in the spring.—*Spokane-Washington Improvement Co., Spokane.*

Don't pay rent and have nothing but a rich landlord to show for it.—*The Loan and Savings Company, Hamilton, Ont.*

If so, buy a lot or two on or near Manito Park, which comprises 95 acres of shady groves and cool, secluded places in which to rest up from a busy day.

A magnificently equipped free train will run direct to the town bearing the crowds of eager investors. There will be plenty of shelter in case of rain, and a bounteous lunch will be served free.—*West Pittsburg Realty Co., Youngstown.*

Pay rent to yourself. It seems very unreasonable to keep on paying rent and getting no further ahead when you might be paying for your home instead. You needn't pay all cash when you buy from us—so much like paying rent, and so much more satisfaction.—*E. J. Lauder & Co., Grand Forks, N. D.*

It does not matter what your "want" may be so long as it is on the list. If the thing wanted is on the list at the time, we can supply it at once; if not, it will be supplied as soon as it comes in.—*E. F. Southwick, Dunkirk, N. Y.*

Apart from the earning capacity of these properties, they possess considerable speculative merit, and in some instances it is possible to resell them in the near future at a good advance over present prices. We would like to have an opportunity to demonstrate to those who are unfamiliar with the subject the ways of making money out of West Side Realty investments without taking the slightest risk.—*Slawson & Hobbs, New York, N. Y.*

Looking for a snap in real estate? A home? Well, you don't want to go to anyone but me. I've got it; can show you exactly what you want and at the right prices. I believe I can sell you house and ground for less than you can build the house for to-day.—*W. B. Bancroft, Atlanta, Ga.*

The man with real estate to sell should not hesitate in the least in regard to putting his proposition before the public at large. That is just what you are doing when you get it on our list. It is being demonstrated every day that entire satisfaction is the result from deals which take place in this manner.—*Southwick's, Dunkirk, N. Y.*

We don't charge you anything unless we sell, so don't be like the man who goes without his dinner to save money. For that is like trying to sell the property yourself to save the commissions.—*Southwick, Dunkirk, N. Y.*

It is worth to you all it costs to have the title of your property looked up and made perfect. In our law department we are very thorough in searching

titles. We may be the means of saving you much trouble and expense.—*Southwick, Dunkirk, N. Y.*

A hint to the wise. This is to those who do not wish to buy real estate at market prices but who would buy at prices sufficiently below the market. "Faxon's Addition to Evergreen" will be, what we term, "ready for the market" by about May 1st, 1905, that is, it will be an absolutely up-to-date, finished subdivision. The granolith walks, curbs and gutters are there now, all lots are terraced and sodded; sewers and water are available. Every lot is high, is terraced and sodded and is 160 feet deep. Remember this property is right by the beautiful Overton Park, and the Grand Park Boulevard, which is now being graded, and every indication is that it will double in value before many months.—*F. W. Faxon & Co., Memphis, Tenn.*

To sell your house and lot you need our services. Finding prospective buyers being our business, and the fact we do not charge them anything makes it to their best interest to look over our list. If your property is listed with us their attention is called to it, and in this manner the purchaser is procured.—*E. F. Southwick, Dunkirk, N. Y.*

Cheaper than rent!—Yes, cheaper than rent is our plan of building or buying a home for you. Besides, you can build just to suit yourself. If you own a lot, we require 20 per cent. down, and if we buy a lot and build for you we require 25 per cent. down. In either case, balance at the rate of \$8 monthly for each thousand dollars we invest for you, and in a few years you own your house, and the landlord does not. Don't that beat paying rent? Come and talk.—*Hatcher Brothers, Grand Forks, N. D.*

"He that waits upon fortune is never sure of a dinner."—Franklin. Neither will he own a home. Make haste and buy a lot—only two more days' sale at Sylvan Hills. There was a time when the most valuable property on Chicago Street could be had by paying the taxes. We are told this almost every day by men who do not now own a foot of property. They let the opportunity pass. Others seized it and are rich to-day. If you are wise you will profit by their experience. We offer you a lot at almost nothing, with no taxes and no interest to pay. If you should die before you have completed payments your heirs will receive the property without further cost. If you build a house on the lot within six months, a discount of 10 per cent. will be made.—*E. E. Antram, Joliet, Ill.*

Ten dollars secures any lot, and that's really the hardest part. No hardship to pay \$1 or \$2 a week for the balance.—*W. T. B. Roberts & Son, Philadelphia.*

Own your home or pay rent?—We are not offering you land that will remain as deadwood on your hands for the next twenty years, but a home for yourself and family, which we will build at once.—*The Halley Land and Improvement Company, New York.*

Now is your opportunity, so act at once! A great financier once said he attributed his success to the fact that when others were thinking he decided, and when others had decided he had executed. If you have no money sense, follow the great financial geniuses who have invested in land adjoining that of the United States Realty Company. Take advantage of their good judgment. When they invested in land adjoining that of the United States Realty Company they used their money sense, which made them millionaires. The United States Realty Company offers you the following investment for your savings, which, no matter how small, will enable you to make an absolutely safe and profitable investment.—*United States Realty Co., Washington, D. C.*

Taking the first step is always the most important, whether it be the dearly beloved baby's graduating from the creeping class or a project involving millions. If the first step is well thought out and well taken those that follow will come easier, surer and safer. To the everyday man the investing of his earnings gotten together by hard work and economy, whether it be in a home or otherwise, is one of the most important steps of his life. He should look well into an offer before going ahead. Knowing that what we place before the public is one of the best propositions that has ever been made, we invite the keenest investigation. Buy lots at Arlington, the ideal home site.—*Fuller Land and Imp. Co., Arlington, N. J.*

Little by little the rent payer increases the landlord's wealth and adds nothing to his own. Why not reverse this? Be your own landlord. Buy what you want. We have property of every description at all prices. Can arrange terms of payment to suit you.—*Elmendorf & Elmendorf, Spokane, Wash.*

Don't be deceived into buying residence property in a location that is nothing more than a monument to misplaced investments. You don't want any man to turn over to you his unfortunate purchases when property can be secured that

is sure to enhance in value.—*Carpenter & Huggard Land Company, Crookston.*

The last ten days our number of buyers have been rapidly on the increase and we are in need of more farm property to supply them with. If you will list your property here, we will send them to you.—*Southwick, Dunkirk.*

Why we sell lots so cheap.—We buy for spot cash; try to use good judgment in our purchases; have no lazy partners with whom to share our profits; every member of the firm (there being but one) is a worker, and there is no labor performed by any of his employes that he cannot and will not perform if necessary. Add to this the possession of capital and sixteen years' experience in the House Lot Business, and you have a combination that cannot be beaten in any line of effort. This gives you the whole inside of the business.—*J. W. Wilbur Co., New Bedford, Mass.*

We sell these lots, which are 50x100 feet, at \$1 a week or \$2.50 a month, if you prefer. If these terms do not suit you, come in and name them yourself. Come in and select yourself a nice lot under the cool, shady pines, within sight of the dashing, falling and mighty waters of Silver Creek. Breathe the cool and refreshing mountain air and drink from the placid stream. It will only cost you \$1 a week or \$2.50 a month. Buy a lot which borders on the stream, from which you can coax the wary trout from his rippling haunts.—*Salem Abstract & Land Co., Salem, Ore.*

Lots selling so fast in Manito Park during the last few days that we have not had time to count them. At the last count it had passed 190.

There are many reasons why people are buying these lots. It is a great success and will be built up with nice homes and then prices will go up. The thing to do is to get your choice now for \$150 to \$250, any kind of reasonable terms. Call for a map and descriptive pamphlet of this addition and post yourself thoroughly in regard to it.—*Spokane-Washington Improvement Co., Spokane.*

When you are thinking of buying a home, whether it be a house and lot or a farm, call and see what we have; it will do you no harm even though you do not find what you want. You will be better acquainted with what property is selling for.—*E. F. Southwick, Dunkirk.*

There is no fee charged unless the "want" is supplied, and then it is so small it is not considered an expense, but a money maker on legitimate lines.—*E. F. Southwick, Dunkirk, N. Y.*

This department for the renting and management of property offers you absolutely the best service you can obtain. We're successful at renting houses and keeping them rented, for we have facilities for reaching people most likely to be interested in what we have to offer. We collect the rents and remit them to you promptly. You'll find your houses paying the limit of their earning capacity under our management.—*Moore & Hill, Washington, D. C.*

It's a selected list. Each property has been added to it because its value is more than its price. We've sought to get control of many of these houses because we recognized their values and the fact that they'd sell quickly. We offer them to-day with a full knowledge that a great part of them will be sold before the month is out; for any one who investigates with an idea of investing in a substantial home property will buy.—*Stone & Fairfax, Washington, D. C.*

We are having considerable inquiry for city and farm property, and possibly your property will suit some of our customers. Let us know what you have to sell in Saginaw and adjoining counties, either improved or unimproved city and farm property, and we can dispose of it for you. If you want to buy city or farm property, see us.—*The Frank Lawrence Real Estate Exchange, Saginaw.*

There are hundreds of families right here in Sacramento who are living in their own home and paying for it with the same money they would have to pay for rent. You could do the same thing with your rent money. Don't you think it is time for you to start in and get a home of your own? If you do, come in and see us. We'll help you.—*Wright & Kimbrough, Sacramento, Cal.*

No family surroundings are complete without a home, and there is no reason why you should not have one now. We have a few on our list to-day that the price has been reduced below what it cost to build the houses four years ago, and you know it cost much less to build them than now.—*E. F. Southwick, Dunkirk, N. Y.*

You can buy a house and lot much cheaper than you can buy a lot and build, provided you use judgment in making a selection. The houses we are offering for sale were not built to sell. They are being sold because the parties want to make some change or are leaving the city.—*Arthur D. Jones & Co., Spokane, Wash.*

The general run of houses offered for sale are not new and thoroughly mod-

ern and most people prefer to buy a lot and build after their own ideas so as to have all the modern improvements combined with their own ideas. It is seldom that you find such a list of new and up-to-date places as the following. We know you cannot buy the lots and build such houses as these for the money we ask for them, and if you are really in search of a home in a choice location it will pay you to investigate these.—*Curtis, Carmichael & Brand, Sacramento.*

We have facilities for calling property to the attention of probable tenants that are unequaled. The department is in the charge of a man thoroughly versed in all questions pertaining to the management of real estate. We have numerous applications for houses of all sorts, for tenants look to this office, as buyers and sellers of property do, as the one most likely to meet their demands.—*Moore & Hill, Washington, D. C.*

While we have a large list of real property for sale, we have some purchasers that our property does not suit. If you wish to sell, come in and talk with us, for your property may please some of these parties wishing to buy.—*E. F. Southwick, Dunkirk, N. Y.*

To make a fair deal it's necessary to make the same requisition that the bully old ocean makes upon the stomach of a "First Voyage," it makes him give it all up—keep nothing back; makes him tell all he knows about his property, and why people should buy it. These are the requisites of an honest transaction.—*Southwick, Dunkirk, N. Y.*

It will be readily seen that by placing your wants on our list, they become concentrated with others to one center. We then classify them in their proper order and it is at this point we are able to bring the right parties and their wants together.—*E. F. Southwick, Dunkirk.*

A brief description, with prices, of some of the best places now in the market. Some splendid houses that speak for themselves when examined. Look them over with us at once.—*Pearl & Dennett, Bangor, Me.*

Columbia certainly do grow! Wonderful advance in prices of Main street property. The old Greenfield building again sold at a splendid price. That's the way it's going to be from now on—rapid and brilliant advances. Buy now. Don't wait and let the other fellow make it all. We have for sale several valuable pieces of Main street property. All rented. If interested, call us up or see us.—*Walker, Ravenel & Co., Columbia.*

Some people do not value their money until it is gone. It will cost you nothing to come in and talk with us before you have to part with it. Save during youth and buy a home of us on easy payments and have comfort in latter years. No one is above saving, and no beginning is too small.—*Southwick, Dunkirk, N. Y.*

Acre tracts. We are just placing on the market several hundred acres of the finest land to be found in Spokane county. This land lies about one and one-half miles from city limits on the new Spokane and Inland Empire Railroad. There are several beautiful sites for residences, and with the excellent service on the Inland system it is only about a twenty-minute ride to and from the city. The only ideal residence district for the business man. Can be in his office at 8 a. m. each morning and home again at 6 p. m. We can certainly suit you. Come in and see us.—*J. J. Browne, Spokane, Wash.*

High land, slightly, beautiful. Orange and lemon trees in profusion. A section where intelligent development has utterly changed the face of the country. A place where improvements are of a uniformly high character, where every property holder is protected—nothing like it, this wonderful La Cadena Park.—*Cochran & Ridenbaugh, Owners, San Bernardino, Cal.*

If you purchase speculative *real estate* and mining stocks promising returns in excess of a fair rate of interest, you are not safeguarding your surplus funds; you are simply departing from the sound and conservative limits of the investment field into the wide and uncertain scope of speculative propositions. If you purchase good bonds recommended by experienced investment bankers, you will not only protect your capital, but will also participate in the legitimate growth of sound investments.—*Spencer, Trask & Co., Hartford, Conn.*

We have for sale the house and lot of John S. Verner, located southwest corner of Senate and Barnwell Streets, Columbia, S. C. One block from car line. The house has eleven rooms, with two bath rooms, with modern conveniences, and lighted by electricity. It has high ceilings, broad halls and piazzas. Barn on premises. Mr. Verner desires to sell to reinvest in country property. This place is beautifully located and is in one of the most desirable neighborhoods in the city. Can be bought on easy terms. For further particulars apply.—*Walker, Ravenel & Co., Columbia, S. C.*

Have you seen those big lots on Ship-

man's subdivision Hamstramck? If not, you better hurry, for they are going fast. We give you a lot 120-foot frontage for \$500, 60-foot frontage or \$250, including cement walks, water, shade trees and sewer; \$5 down and \$5 per month, and will build for you when \$100 is paid in. These lots are in the growing section of the city and within walking distance of the many factories around Milwaukee Junction, making you one of the best investments of to-day. Come out and see for yourself. Take Chene Street car to railroad crossing, cross the track, and there is our big sign directing you to the property. Agents on the ground Sunday.—*Underwood & Innis, Agents, Detroit.*

If you propose buying fruit land in the Kootenay, why not buy the best? Robson is the cream of the Kootenay. Robson is one of the very few districts in the Kootenay where you have rail and steamer transportation, telephone and telegraph, post-office, with daily mail service, sawmill and brickyard. Plans are now under way for the erection of a church and school house. Have you seen our new Robson map, showing subdivision of 3,500 acres? Let us send you a copy of it with our illustrated booklet. They are free.—*McDermid & McHardy, Nelson, B. C.*

Terms easy. Every one can buy farm lands. Farm lands for sale in a splendid district in Manitoba, only ninety-five miles northwest of Winnipeg, ten miles from old settled district. Railroad nearly completed which is within from one-half to two miles from land. Good water and lots of wood. First class hay land, \$4.50 up. First class arable land \$8.00 to \$10.00. Terms, one-fifth cash; balance nine years at six per cent. For full particulars address *F. H. Hesson & Co., Winnipeg, Can.*

If you want a home in Winnipeg or vicinity see us. We sell six different term contracts. Easy monthly payments and without any hardship. Why pay rent to a landlord when you can pay rent to yourself and lay the foundation toward independence and perhaps wealth? We buy the lot if you don't own one, or we will build on your lot to your own plans. Make application now for spring building. Call, write or 'phone us at once and learn our terms of contracts which are within the reach of every one.—*Provincial Contracting Company, Limited, Winnipeg, Can.*

We buy, sell or rent or exchange any kind of real estate. We make money for our clients. Titles guaranteed.—*Hugh A. McKinnon, Winnipeg, Can.*

REMNANTS

More business means more remnants. We like the business but don't like the remnants. At the moment, we have quite an accumulation of wool dress goods remnants. That means specially low prices to get rid of it. All lengths from 1½ to 6 yards are included. In fact, anything less than a full dress pattern is a remnant, yet there are little women. The collection includes the most desirable fabrics of the season, colors and black. Your choice at one-third off marked prices.—*McCurdy & Norwell Co., Rochester, N. Y.*

Remnants! Remnants!—Big selling has made lots of remnants—and we will add for Friday a lot of waist and suit lengths, all of which will be subject to a discount of 50 per cent.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

“Give-ups” in colored dress materials for Half Prices.—“Give-ups” is a store term for different lengths of any stuff that has been sold down to where only a few yards remain in a piece. We have 1,000 of these lengths—some enough for walking skirt, others with enough for traveling dress or house dress—in such fabrics as multi-yarn suitings, novelty homespuns, fancy tweeds, plain and fancy mohairs, voiles and desirable weaves in plain colored suitings, and these will all be thrown on special tables Monday for half former prices.—*Joseph Horne, Pittsburg, Pa.*

Don't overlook this: The best selling goods become remnants. The goods must have merit, else the bolt wouldn't be cut into. Must be attractive and priced fairly. Now as soon as the bolt is all sold except a short end, we take the remnant, measure it and mark it at a reduced price. If there is enough in that piece it is just as good and worth as much to a woman as though she had selected and had it cut from the full bolt. She buys it much less than regular. It's a bargain. We've hundreds of these short ends—all the way from a half yard to ten. All plainly marked—under price.—*O. M. Co., Portland, Ore.*

To you, these remnants and small lots that constitute this sale are of as great value as if bought from a complete stock, with the difference that the price is but a fraction of the original one. To us, the remnants and small lots are hin-

drances in the way—taking up valuable space that's the real reason why we cannot consider cost nor profit. I there is anything you can use in this sale—and there surely is—come and have a share in the great money-saving event.—*Sneltenburg's, Philadelphia, Pa.*

An immense pile of remnants accumulated during the fast and furious selling of the bright month of May. Now the tracks must be cleared for a still greater business during June. Listen, ladies! This is the best lot of white remnants we ever offered.—*M. Rich & Bros. Co., Atlanta, Ga.*

Great sale of remnants.—Some half, some less. Two large tables are filled with remnants that have accumulated during our tremendous May business. They are all marked from a fourth to a half their regular value.—*O. M. Co., Portland, Ore.*

Odds and ends find no resting place on our shelves or counters; everything of this kind goes at a price. This week we're to clean up on all Odds and Ends throughout the entire store at July prices.—*Prins, Marion, Ind.*

One of the penalties of doing a very great business is that the frequent accumulation of oddments is inevitable, and of course that means that the broken lines must go quickly at any sacrifice.—*Lee Hall, Marion, Ind.*

They're as good to you as if cut from the full roll at the full price, but to us they are remnants and must go at remnant prices. Some rare, fine things among them. Best picking to those who come early.—*C. H. Guinan Co., New Haven, Conn.*

Here are rare bargains in remnants and odd lots—scores of emphatic reasons why you should come to-morrow to the economy headquarters of St. Louis.—*B. Nugent & Bro. Dry Goods Co., St. Louis, Mo.*

Had your share of the cotton dress-goods remnants? If not, better come to-day while the assortment is still good. Plenty of lengths at half price.—*Wanamaker, Philadelphia, Pa.*

What's the particular pattern of which you want only so much? Likely as not it's to be had in these remnants, and perhaps half to pay, or a fourth to be saved.—*Gimbel Bros., Philadelphia, Pa.*

In healthy growing stores odd lots and remnants accumulate very fast—in some stores faster than others—faster than they can be sold in the ordinary way. Such is our case, so we have decided to make Friday remnant day—a day of clearing out in which the first cost of this sort of merchandise is not considered—a day of profit to all who come and a day of loss for all who stay away.—*Dayton's, Minneapolis, Minn.*

Never had a better opportunity to buy your embroideries for such small expenditures as here and now. These are remnants left from our superlative stock, and will be found, even though left-overs, to be just as perfect as ever.—*The 14th St. Store, New York, N. Y.*

The great volume of business which has been done in our silk and dress goods departments during the season which is now nearing a close has left us with an accumulation of short lengths. These represent the choicest patterns and weaves we have had this season, also the best sellers, which accounts for there being but a remnant left. All lengths, from that suitable for a jacket for a toddling tot to a full-dress gown, may be found in the assortments—which include all styles, all colors and all qualities. For to-day only, one-half usual prices.—*Olds, Worthman & King, Portland, Oregon.*

To make it easy for you to help us clear out our silk remnants, we have tied each length up in a package, and marked on them the price for the piece. Pieces run 1 to 11 yards and include desirable silks for waists and skirts.—*Gimbel Bros., Philadelphia, Pa.*

Remnant prices are halved. These short lengths must go before inventory. Lots of opportunities to choose waist or skirt lengths from the season's most popular fabrics at a good round saving.—*Gimbel Bros., Philadelphia, Pa.*

Short lengths at one-half to one-third of regular prices.—We've grouped all the short lengths of black and colored dress goods into lots and you can buy them at one-half to one-third of the early season's prices.—*Snellenburgs, Philadelphia, Pa.*

Remnant linoleums, oilcloth and matings will be ready for your inspection to-morrow. It is no awkward squads either, except in varying lengths. If you want to cover two or three small rooms handsomely for a fragment of cost, here is a fine choice. Suppose you attend the parade?—in the morning, if possible.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Qualities and patterns to suit the most refined taste—prices to fit the slimmest pocketbook. New impetus will be given the Remnant Sale Monday by these new prices. If you've a yard of washable goods to buy, don't delay longer than to-morrow; make your selections from this immense assortment before your neighbor has the pattern you want. 'Twill pay you to buy for next season.—*Schuneman & Evans, Saint Paul, Minn.*

Every remnant in the stock, no matter whether the price has been \$2.00 yard, or only 50c.—not a large lot, but there will be some good things for first comers.—*The New Store, Minneapolis, Minn.*

The annex manager says it's the biggest lot of remnants he has ever had; they're the best, too. There's hardly a material shown in this department of which you'll not find one or more remnants in the sale to-morrow. To mention them would be to catalogue the stock. Last week's phenomenal sales made a monster accumulation, which it has taken several days to measure and mark. They'll be on sale all day Saturday. You'll find plenty of lengths for waists, children's dresses and occasionally a dress length for yourself.—*The Crescent, Spokane, Wash.*

Five hundred remnants of wanted silks; wanted lengths; some containing enough for a waist and others of sufficient quantity for a skirt and some few suit patterns; in the lot are Cheney Bros.' foulards, and fancy suit silks; all the wanted colors are represented; first choosing will be best, so come early.—*The Broadway Department Store, Los Angeles, Cal.*

That \$1.50 long cloth, \$1, steadily melting away. Twelve yards in each piece, all thirty-six inches wide and going at the rate of less than nine cents a yard. Of course people are hurrying in from town and country to get it, for doesn't every woman want fine underclothes? You do, we know, so come, mail or 'phone your order, and while this lot lasts we'll see that it's filled.—*Wanamaker's, Philadelphia, Pa.*

The way scissors have been snipping off flannel the past few weeks means an accumulation of short lengths of the most desirable kinds. Here they are today at exactly half the original prices. In the lot are plain and printed French flannels, wash flannels in pretty designs, Eiderdowns—nearly every branch of the flannel family is represented. It's a yearly event eagerly awaited—women get such pretty flannels for blouses, petticoats and underclothes for so little.—*Strawbridge & Clothier, Philadelphia, Pa.*

You may be sure the styles here are correct, also they would not be cut down to a single dress or waist length. Every new spring and summer wool material is here in some length or other; dress or skirt patterns, coat lengths, waist pieces, lengths suitable for children's frocks or for most any other purpose, and the range of colors and weights is broad enough to meet any possible need; every class from the thinnest, sheerest silk and wool crepes and challies to the heavier, more substantial English and Scotch tailor suitings, French broadcloths or kerseys. Black goods and white goods in all the new weaves; light, medium or heavy weights in every length. Popular colors of every line from the most delicate on down the line to black. Many a woman will choose her fall suit from this lot, and save enough on the purchase price to pay for the making.—*N. B. Blackstone Co., Los Angeles, Cal.*

They are too good to be called mere remnants. No silks off the piece could be more desirable, more fashionable, or more durable. The lengths are just what you need for waists, dresses and skirts. Practically our entire stock of 75c to 1.50 silks at less than half-price is the story of this wonderful clearing sale briefly told.—*Simpson Crawford Co., New York, N. Y.*

Burnham silk remnants very much under price.—The ends run from one to ten yards in length, and every popular weave in black and fancy silks is represented. Too many different kinds to quote prices.—*Journey & Burnham, Brooklyn, N. Y.*

All remnants from a half yard to twelve yards are measured and placed on special tables and counters. Each piece is marked in plain figures, so that you can practically "wait on" yourself. Retail prices and costs to us are not even considered. A price is put on each one that will sell it, and sell it quickly.—*Adams Dry Goods Co., New York.*

We've no use for thousands of remnants—Have you? What a joy for the women folks here this week! A chance at the accumulated remnants of three months past, and three busy months, too. And you know how deeply we slash prices on such occasions. Take, for example, the reduction on black dress goods, where you get a third off! Everything else is cut down in about the same proportion—here and there we must face an even greater loss. But these are "Remnant Days," so we don't mind. We want to get rid of the odd lots and you want to own them—a happy state of

affairs that will call crowds H. A. Meldrumward.—*H. A. Meldrum Co., Buffalo.*

We have gathered together all the silk remnants from our wholesale department, comprising salesmen's samples, the many small pieces that have accumulated and various other oddments, and shall place them on sale to-morrow in our retail department at a fraction of wholesale prices.—*Strawbridge & Clothier, Philadelphia, Pa.*

First there's a round-up of thousands of Remnants of Embroidery, each piece ticketed with the number of yards it contains and its new price.—*Wanamaker, New York, N. Y.*

About every sort of summer white goods that our stock contains is represented in this half-price sale of remnants, from plain India Linen to fine *Embroidered Swiss Muslin*.—*Wanamaker, New York, N. Y.*

Inventory urges clearance, and clearance makes remnants. We've "rummaged" through the entire stock for all the broken lots; all tossed and tumbled and soiled lots of the present season's stock. Past experience tells you how extravagantly deep we cut the prices on these goods manufactured for us by the best Paris house, besides many distinct novelties, especially designed for us, will be shown. The goods are all new, fresh, soft and predominating.—*The Crescent, Spokane, Wash.*

Every woman knows what a convenient way of saving money our remnant sale is. A great many men also have found it out. Those on the hunt for bargains will find much to interest them to-morrow. There's a splendid collection of remnants—short ends, small and odd lots, broken sizes and assortments, etc., and they are marked to sell quickly.—*Woodward & Lothrop, Washington.*

Remnants bargains.—We have prepared a special table of remnants, where you will find remnants of all kinds of goods at about half of their former value. Waist and skirt lengths.—*Israel's, San Bernardino, Cal.*

Ransacked for remnants.—We've gone from the top to the bottom of the store—into every department—seeking every odd and end and broken lot—for a grand clearing up of the remnants of the present season's stock. This is the crucial sale. The prices are made by impulse without consideration of value. We don't promise size or assortment. But we do promise quality and the biggest kind of a bargain in everything that's offered.—*Saks & Co., Washington, D. C.*

RESTAURANTS

"I see Smith takes five minutes for lunch."

"Oh, yes! Smith has been out of active business for some little time, now."—Puck.

The oyster season.—Those who like oysters like also the way we cook them. Oysters require different treatment than any other food, and we give them just the attention that assures best taste. Our patrons like our service and our cooking. We believe you will like them, too.—*Gem Restaurant, Great Falls, Mont.*

A sunny smile cannot come when the stomach is out of order, but the stomach is never out of order when the meals are taken at our peerless restaurant, for the food is so perfectly cooked, and of such anti-dyspeptic kind that it restores and promotes health.—*The McRae Cafe Co., Colorado Springs, Colo.*

Permanent guests will find the Mammoth Hotel their ideal residence, restful and enjoyable. The cuisine is excellent, for the table is bountifully supplied with all the delicacies of the season. All the guest chambers, whether single or en suite, are of outside location, well lighted and well ventilated with improved sanitary plumbing, steam heat, electric lights, running water, hot and cold, and open grates for those cheerful little fires that so enliven a room and lend a home-like atmosphere. All the furnishings are new, and attentive service that pleases is within easy call.—*The Manhattan Hotel, San Francisco, Cal.*

A tempting breakfast can be served your guests without much trouble—if your meats are ordered from Brauer's, and your chef knows his business! Our meats are toothsome, delicious, tender and juicy! We sell especially to the hotels, clubs, cafes, restaurants, summer resort hotels, and ship to families in the country.—*H. C. Brauer, Richmond, Va.*

Well fed men are invariably of a happy disposition. Those who patronize us are well nourished.—*Coleman's, Newark.*

Folks all gone away? Come in and take breakfast, dinner, supper with us. We'll give you as delicious a meal as you want—serve it appetizingly—with no vexatious delay.—*Fox & Adams, Bangor.*

What to eat, when to eat, and where to eat are very important questions. The last is easily answered by all who have

tried *White's Restaurant and Cafe*, and if you eat there your appetite will tell you when to do it. Then there are so many good things subject to your order that you can easily tell what to eat among so many teasers of the appetite.—*Spokane, Wash., Restaurant.*

Perfect service is only one of the many comforts upon which you can depend at Statler's. The best food, best of cooking and exceedingly reasonable prices are other advantages. Statler's is a first-class restaurant at the price of others not so good.—*Statler's, Buffalo, N. Y.*

Your wants supplied. If you enjoy good eating, or if you merely eat to insure health and strength, you'll get what you want here. Our menus are attractive. Our service is excellent. You get a good meal at a slight price and have the satisfaction of knowing what you eat is right.—*The Viking Restaurant, Logansport, Ind.*

Luncheons. If hunger begins to assert itself while you're down town, visit our cafe. Here you may have anything, from a dish of ice cream or the daintiest of dainty little luncheons, to the good, big, substantial meals. Every article of food is served in the most appetizing manner possible. In this clean, bright, cheerful room you may sit and eat the good things set before you, with a zest born of the tempting dishes, and with a satisfaction found only in our cafe. Fourth floor.—*The Jones Dry Goods Co., Kansas City, Mo.*

Just like home. To lunch in our place is to lunch in peace and comfort—"just like home." Electric fans to keep you cool. We cater to the tastes of all. We have dainty little dishes, choice chops and steaks, cutlets, salads, etc., for those who want just a pick—and substantial but equally toothsome roast and broiled meats, entrees, fish, vegetables, for the hearty eaters. All of high quality, well cooked, and served in the best manner. Our buttermilk is simply delicious! Our frozen watermelon is sweet and juicy! Friday's special: Clam Chowder.—*Ward's, Norfolk, Va.*

Seasonable delicacies are found upon our bill of fare all the year around. And they are cooked to a turn and served daintily.—*White's Spokane, Wash.*

The up-in-the-sunshine restaurant on our 4th floor—perfect cuisine, varied menu and modest cost for a dainty meal, full and plenty.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Shoppers' lunches are a specialty with us—and greatly appreciated by the shopping public. You know yourself how a cup of hot coffee and a light lunch refreshes and satisfies you on these wintry days. We are always ready to serve these "shopper lunches" any time of day—have a first-class, fully-equipped restaurant. Best of food; quick, clean service; no high prices.—*Fox & Adams, Bangor, Me.*

Good service is one of our strong standbys in making a bid for popular favor for our restaurant. It goes without saying that the soups, meats, vegetables, ice creams, ices and other desserts must be the acme of perfection in their line, but we also use our best endeavors to treat you with courtesy, to serve you with deftness and dispatch. Our bill of fare will show our prices to be very, very reasonable. Wanted a few boarders at a reasonable rate.—*Elite Restaurant, Waco, Tex.*

Begin now and enjoy yourself by taking your noon lunch at Watson's. Our chef thoroughly understands the art of preparing a dainty lunch. It's only 40 cents and you can have your table reserved from day to day. Smoking and coffee rooms in connection.—*Watson's, Winnipeg, Can.*

Come in the cool of the morning. Lunch here if you wish, returning home refreshed and unfatigued.—*Hearn's, New York City.*

If you ever eat one meal here you will come back for the second one. If you are going to a picnic come here and let us prepare your lunch. Come any time, we are always glad to see you.—*Cary's Restaurant, Kenton, Ohio.*

The most enjoyable meal and most satisfactory, too, is served here. Ever try one? Those who haven't, miss much that is good. Home cooking is excellent, because we have experienced cooks trained in producing palate tickling dishes. Prices are popular.—*White's Restaurant and Cafe, Spokane, Wash.*

This great oyster parlor is a thermometer to the society and business talent of the city. There are seats for a thousand, and rooms and every convenience; elec-

tric fans, light as day, quick, gentlemanly service, and the best things to eat from the ocean, land and air, cooked and served without a fault. This is the proper place for ladies after the theater. They accept with gladness an invitation to dine at *Levy's, Los Angeles, Cal.*

All cooks look alike to a hungry man. But it's a different matter when the man isn't hungry and has to rely on the cook for his appetite. Our cooks bear no resemblance whatever to each other.—*Levy's, Los Angeles, Cal.*

There's a homelike feeling about our dining-room. The excellence of the food, cooking and service satisfies the most particular. Patrons are treated courteously and supplied with liberal quantities of choice and seasonable food. Popular prices.—*White's Restaurant, Spokane, Wash.*

Our big restaurant.—It is not only the shopper who finds our restaurant on the fifth floor so handy and convenient, but the business men of the neighborhood have quickly recognized its many advantages, its tempting cooking, its varied menu, its prompt service and moderate prices.—*Hoyt, Kent & Sefton Co., Cleveland, O.*

To lunch in our tea room is to lunch in peace and comfort, and with thorough enjoyment. Being on the fifth floor and thoroughly ventilated, it is naturally cooler than places of refreshment on a level with the street. And then, electric fans keep a cooling breeze constantly circulating.—*Stewart & Co., Baltimore, Md.*

When you are hungry and want something real good to eat, just come here—we have most everything you can think of on our lunch counter, day and night. Big electric fans to keep you cool. Our regular meals, also, are quite a treat.—*Cary's, Kenton, O.*

We cater to the tastes of all. Have dainty little dishes, choice chops and steaks, cutlets, salads, etc., for those who want just a pick, and substantial but equally toothsome roast and boiled meats, entrees, fish, vegetables, etc., for the hearty eaters. All are of high quality, well cooked and served in the best possible manner.—*White's Restaurant and Cafe, Spokane, Wash.*

What refreshment if the food is of fine quality, the cooking excellent and the service perfect.—*White's Restaurant and Cafe, Spokane, Wash.*

A fastidious place for fastidious people. Take your friends to Levy's for the little theatre supper.—*Levy's, Los Angeles, Cal.*

Lunch at the "Busy Bee" Restaurant any time you feel hungry. They serve everything that's good to eat. Their regular meals will make you wonder why you hadn't been there before.—"*Busy Bee*," *Kenton, Ohio*.

The Japanese tea room where luncheons are prepared in the best of American style and served in surroundings distinctively, daintily Japanese. The room is like a garden in Japan. Is not the prospect alluring? To anyone with a soul above the commonplace it most certainly is. Then there's the harp recital every day—to add to the pleasure of lunching. Private luncheons arranged for if you like. Prices moderate.—*The Anderson Co., Buffalo, N. Y.*

It is a quaint and cosy place, and the food is excellent.—*The Flemish Restaurant, New York, N. Y.*

Have you ever breakfasted at the Criterion? Fruit—egg (cooked on the table so you can time it yourself)—bacon—roll—all delicate.—*Criterion, New York*.

Hard shell crabs that are not the first of this season—they're the first really meaty ones we've had so far. Enjoy picking a portion this evening in our cool dining rooms. A pair to the order.—*Hildebrecht, Trenton, N. Y.*

For tired shoppers, luncheon, luxury and little prices at the Woman's Noonday Club, a place quite different from any other in New York, with trifling cost as its most astonishing feature.—*The Woman's Noonday Club, New York*.

Restaurant is up near the clouds—on the eighth floor. Like the rest of the store—it is cool and inviting.—*Simpson Crawford Co., New York, N. Y.*

Yes, you really and thoroughly enjoy a meal at my house. Everything prepared is the very best, and the service is excellent.—It must necessarily follow that you relish every bite. With your wife or family join the many at the noonday meal in my private dining room upstairs. You'll like it, I'm sure.—*Moran, Troy*.

Lunch at Bullock's is enjoyable. Imagine a restaurant seven stories up in the pure, fresh air, with a superb view of Los Angeles stretching away in the distance. Imagine an appetizing menu with just the things you like best, prepared and served perfectly—and come to lunch at Bullock's to-day. Music from 11:30 to 1:30.—*Bullock's, Los Angeles*.

The small prices at Hildebrecht's are the subject of considerable favorable comment. As a matter of fact, there is no restaurant that we know of anywhere, which gives our class of service and

charges so moderately for it. And yet we want to emphasize quality rather than low prices. We invite your confidence and a trial order, at least. Test our good cookery and dainty service. The rest we shall be glad to leave to you.—*Hildebrecht Catering Co., Trenton, N. J.*

No matter how much of a hurry you may be in, what you want is served so quickly at The Essex that you will be perfectly satisfied. And no matter how particular you may be, Essex things are so delicious and appetizing that you will be perfectly satisfied in that respect, too.—*H. J. P. Hampton, Albany, N. Y.*

The daintiness of the Hildebrecht service is one of the very superior features of our new dining room. It appeals to men as much as to women. It enhances one's enjoyment when dining, and it is positively not put into the bill. One secures a light lunch or a hearty meal for as little cost as is asked in cheap restaurants. Variety is superb, the cookery of the finest, and nappery spotlessly white at all times. We seek the patronage of those who prefer these features. Two "own baking" specials this week. Very superior products, made by experts from the finest ingredients secureable. 40c. old-fashioned pound cake, 35c. fresh rhubarb pie, 25c. Two of our very popular sellers.—*Hildebrecht Catering Co., Trenton, N. J.*

For June weddings we have unequaled facilities for taking entire charge of preparing and serving wedding feasts. Linen, china, silverware and repasts of which you may properly be proud, all furnished at moderate cost. Engage our services as far ahead as possible.—*Chitberg's, Pueblo, Col.*

The small prices at Hildebrecht's are the subject of considerable favorable comment. As a matter of fact, there is no restaurant that we know of, anywhere, which gives our class of service and charges so moderately for it. And yet we want to emphasize quality rather than low prices. We invite your confidence and a trial order, at least. Test our good cookery and dainty service. The rest we shall be glad to leave to you.—*Hildebrecht Catering Co., Trenton, N. J.*

The best Thanksgiving menu will be served by Al. Campbell, of course. We serve the best every day and we'll surely eclipse all others on this great national feast day. The best domestic and imported wines, liquors, cigars and beers are to be had at our bar, or served with your meal.—*The Al. E. Campbell Catering Co., Birmingham, Alabama*.

RIBBONS

Hot weather ribbons.—Fine variety. Fine ribbons. Less than usual to pay. Perhaps it is because people have learned to know that the biggest assortment of the ribbons they want is here and at the smallest price that brings so much of Brooklyn's ribbon business to this store.—*Abraham & Straus, Brooklyn, N. Y.*

Preferred ribbons.—It's a ribbon season, sure enough, but there are some kinds you want and some you don't. You'll be safest coming here—but if you choose to go somewhere else, you'd better take this list as a guide—it will keep you right as to styles, though you will not get equal ribbons at these prices.—*Hochschild, Kohn & Co., Baltimore, Md.*

The new ribbons.—Miles of glistening ribbons for every use. Ribbons full of brilliance and beauty. All the hand-somest of 1902 weaves and colorings are on sale in profusion. Not only the freshness, color and weave recommend our ribbons, but the prices play an important part. They're so wonderfully reasonable that every woman will do her best to think up every possible ribbon need.—*Austin Bros., Westfield, Mass.*

Fresh ribbons.—Just as the water in the brook runs on with never a hint of stagnation, does this ribbon business go on, the swift selling carrying off the stocks at such a rate that there is never anything old or undesirable in the whole section.—*Hochschild, Kohn & Co., Baltimore, Md.*

Summer ribbons.—Ribbons and ribbons and ribbons, the scissors are kept busy all the time. But the price-shears here have done some of the most notable cutting we know of. To-morrow, for instance, here are some of the most wanted colors that at present are demanding full prices everywhere.—*Abraham & Straus, Brooklyn, N. Y.*

To-morrow will be ribbon day.—The ribbon store will be a veritable rainbow show Saturday. Thousands of yards of the daintiest hued ribbon you ever saw will flutter away to adorn many a trim Sunday frock. This is your chance to freshen up that thin dress of yours and save a bit besides.—*Dunn, Taft & Co., Columbus, O.*

The ribbon flurry. We told you the story when we first offered them: How Paris got the idea that moire would be

prettier than anything else; sent the word along to us. We went to the mills with the samples from Paris and had these ribbons (moires and satins) woven just like the samples, and because we did it when they were dull, we got them for ever so much less—a third less than usual. The ribbons are soft, lovely, satiny and rich, as good ribbon as you can buy anywhere for a third more even now.—*Wanamaker's, New York.*

Beautiful ribbons under price.—It isn't necessary to say much about them.

Ribbons that give a "telling touch" to the summer outfit.—*Bimble Bros., Milwaukee, Wis.*

Twists in ribbons.—Choose your ribbon. Unlimited choice in our great ribbon store. A twist of the wrist and a few twirls of the fingers, and your ribbon appears in a sash, a corsage rosette or a hair rosette, as you may wish. No charge for the tying.

All these ribbon things are beautiful; some amusing. Two perky little ribbons on a hair rosette look like rabbit's ears; another bit of satin ribbon makes a perfect wonder of a rose; alleged sweet peas, crushed roses, knots and bows are produced at command. This is just an incident of our ribbon business.—*Wanamaker's, New York.*

Midsummer sale of ribbons.—This sale of ribbons affords our customers an opportunity for supplying their wants in summer ribbons at about half the usual price. The assortment is large and the qualities, styles and colorings the best we have offered this season.—*Marshall Field & Co., Chicago, Ill.*

All Philadelphia knows by this time how quickly this store made use of the hints that came over from Paris before the birds had returned from the South. How we found the soft, brilliant ribbons were going to be needed by every woman who wore summer gowns. How we had thousands of yards made to our order and got them to sell for a third less than usual.—*Wanamaker's, Philadelphia, Pa.*

Ribbons in all their glory, but we don't forget quality; in fact our "motto" in ribbons is to give best qualities at the same price that other stores give less worthy. — *Chamberlain-Johnson-DuBose Co., Atlanta, Ga.*

A sale of ribbons remarkable for its diversity of values and low prices.—*The Howe & Stetson Co., New Haven, Conn.*

Ribbons—the kind that the Perlmutter shop dispenses can only be had here. Every speck pure silk, honest widths and qualities—and every desirable kind that's good.—*Perlmutter's, Jersey City, N. J.*

One can never have too many ribbons—in fact to lay in a goodly stock of these would be in the nature of an investment, for the prices are quite as low as strictly reliable ribbons ever reached. And the following prices tell only a portion of the story.—*L. S. Plaut & Co., Newark, N. J.*

We're in Ribbon trouble and to get out of it have reduced the prices for our clearing sale as follows:—*B. Nugent & Bros. Dry Goods Co., St. Louis, Mo.*

You can't talk of reductions in our ribbon stock such as we are making in terms of yards. We're clearing most of a mile of the prettiest kind of ribbon Monday—not at the rate of a mile a minute exactly, but still at these prices speedily enough to warrant early coming.—*The Robert Simpson Co., Toronto, Ont.*

A Bargain Whirl in Ribbons.—*Metro-politan Dry Goods Co., Saginaw, Mich.*

The most important ribbon event of the season. Do not miss it.—*The Howe & Stetson Co., New Haven, Conn.*

There's an extravagant variety of shades. It's a color show from which the buyer can reap the most practical benefits.—*The Scott Dry Goods Company, Cleveland, O.*

Those lovely summer ribbons. Helter-skelter, yard after yard—how they went tumbling out of the store yesterday!

Only some unusual conditions among ribbon-makers could send us the freshest and best ribbons to sell for so little right at the beginning of summer.—*Wanamaker's, Philadelphia, Pa.*

The ribbon sale continues. And such a sale. A woman comes in—then hurries home with an armful of ribbons—and tells her neighbor. Down comes her neighbor—and so the story of the sale spreads. The sales of the third day were heavier than those of the first day. The white ribbons are selling like hot cakes. Think of a sale of fine white ribbons when the demand for white ribbons is at its height.—*The Howe & Stetson Co., New Haven, Conn.*

Ribbon making is an art when such products result. The flowers, rich or delicate, are so marvelously reproduced that they look as if you could pluck them. From violets to magnolias. And

the colorings and arrangements are superb.—*Wanamaker, New York, N. Y.*

The new ribbons for spring are here. "Prettier and daintier than ever before," you'll say, when you see them.—*H. A. Meldrum Co., Buffalo, N. Y.*

Satin liberty ribbons at special prices. An early shipment of Easter ribbons out to-day at attractive low prices.—*Dils Bros. & Co., Parkersburg, W. Va.*

The summer dress simply must be embellished with velvet ribbon, and the very best velvet ribbons to use are Giron Freres' G. F1.—*Journey & Burnham, Brooklyn, N. Y.*

Our ribbon section is justly the mecca for all ribbon buyers who are at all critical, for the reputation of our ribbon section assures the purchaser absolute satisfaction.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Never such high-grade ribbons for so little as will be found in our third annual sale of ribbons. Ribbons are in greater requisition this season than ever—you see them everywhere—on everything—and such surpassingly pretty ribbons have never been produced. To meet this demand in the fullest sense, at a time you'll appreciate it most, we have bought liberally, and very closely, from the world's greatest ribbon centres, ribbons of every style, every width, every shade, for every purpose—and will place them on sale at a clean saving of half and near it.—*Jordan Marsh Co., Boston, Mass.*

Half prices—to-morrow and Saturday—but we rather think choice will be limited Saturday—for half prices will give ribbons swift wings.—*Joseph Horne Co., Pittsburg, Pa.*

Dolly Varden Ribbons 45c yard. Some of the prettiest ribbons you most ever saw, just received. The new Dolly Varden satin ribbons, all colorings.—*Dils Bros. & Co., Parkersburg, W. Va.*

Ribbons, liberty satin. The ribbon in demand to-day. On the end of the regular counter, just as you enter Temple Place. Special space devoted to this lot.—*Shepard, Norwell Co., Boston.*

Great ribbon sale to-morrow. Five-inch wide pure taffeta silk ribbon, very soft of finish. No need to hint to women the many uses to which this wide ribbon can be applied. You could give us pointers.—*Joseph Horne Co., Pittsburg, Pa.*

Our new spring goods are of such handsome designs, that we feel confident of your being pleased if you make your spring purchase of us.—*The Ribbon Store, Cohoes, N. Y.*

Ribbons? Right this way! Bangor ladies appreciate our ribbon department. The business here has gone ahead steadily and splendidly. We have all the wanted widths and shades of ribbon—but only in best grades, for we do not carry any other kind.—*C. W. Coffin, Bangor.*

Never since fashionable woman first created the never-ceasing demand for new and effective accessories to enhance her charms has ribbon played such a prominent role as now.—*Kaufman's, Pittsburg, Pa.*

We sell ribbons and ribbons, "miles of them." Well dressed women need many ribbons, and will find here a great variety. The name of The Ribbon Store is ours by right because of the quality, beauty and cheapness of our ribbons; our aim being to have one-time customers become all-the-time customers. Just now you will find use for satin taffetas, many shades and widths.—*Morgan T. Lewis, Cohoes, N. Y.*

Ribbons flying out. The new prices are their wings. Something like 3,600 yards at half and less than half of original prices—odds and ends of our regular stock and the manufacturers' rummage.—*John Wanamaker, Philadelphia, Pa.*

This has been by far the greatest half yearly clean-up we have ever held and there is not a house in city, town or hamlet of Los Angeles county that is not benefited by being the purchasers of some one or more of the lots of merchandise sold at prices practically one-half—in many cases less than the cost of production. It is now the last day of the great event. Naturally there are a number of other lines and odd lots—many of them that are not described in this ad, but even greater money saving opportunities than any previous efforts, for we must positively close out all such merchandise by Friday night. If necessary, lay aside your household duties, come down early Friday, shop all day if necessary, for you will find so many articles for immediate use as well as those which you can use for months to come at prices that will be long remembered.—*Hamburgers, Los Angeles, Cal.*

Magnificent and complete showing of all the pretty, new French and American ribbons, priced on a saving basis.—*Boggs & Buhl, Pittsburg, Pa.*

Ribbons for less than the cost to produce. If good fortune had not gone hand in hand with our New York buyer the other day we would not be in possession of 200 bolts of soft, clinging liberty satin ribbon, and you would not

have the opportunity of getting it at such a radical saving. All colors, shades and tints are here for your choosing—at least one-fourth less than you can get them elsewhere.—*Ed. Kiam, Houston.*

We have strong reasons for believing that the pinnacle position in the retail ribbon world is occupied by the Eaton store. That statement should convince all of the advisability of selecting ribbons from our stock. We don't carry this colossal stock for the glory of it, our gigantic business and the ever-increasing demand insist upon it. Import orders have increased by thousands and thousands of dollars, and while foreign buyers have experienced great difficulty this year in procuring supplies under the advancing prices, our buyer, who returned from Switzerland last week, wears the smile of success.—*The T. Eaton Co.*

Ribbons that permit of the richest effects in the embellishment of the new costumes, dresses and hats—not the kind you will see wherever you go, but those exclusive new 1905 weaves embracing all the shades from the most delicate to the brilliant hues—sombre black and immaculate white—a variety that simply cannot be equaled. We can't tell you about all of them, but here are two that are going to be so charmingly correct in the evolution of the season that we're going to present them to-day. You will not only find many exclusive creations among our ribbons, but you will find them temptingly priced and of a quality that will wear perfectly—colors that blend or match with perfect harmony, lend dignity to and enhance the beauty of the costume.—*Simpson Crawford Co., New York, N. Y.*

The new ribbons have just made their appearance and they are certain to please you. The choicest productions of the season are Dresden effects, etc. As fashion's demands call especially for the Persian and Oriental designs for the hair, hat and dress decorations we have an unusually large display to offer.—*Simpson Crawford Co., New York.*

A sale of white ribbons for anniversary day.—For commencement, too—makers are already put to it to get a large enough supply of good white ribbons for the demand. We are lucky to have a stock of the most wanted sorts—and Friday buyers will find them here for much under the customary prices.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

Ribbons—Very Low Prices.—Qualities and kinds very desirable for sashes, millinery, bows and neckwear.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Colored velvet ribbons half. Two lots, and there is no black in either. Kindly remember that. As to colors, about anything you like.—*Joseph Horne Co., Pittsburg, Pa.*

The new shoe-tie ribbons.—Have you noticed how many of the new spring Oxford's are fastened with broad ribbons? oblivion seems to have swallowed the old-time shoe lace. The shoe-tie ribbons come in russet, in brown, in gray and white and black. They are all widths. They are different from other ribbons in that they are thicker, softer and stronger, yet do not crush easily.—*Joseph Horne, Pittsburg, Pa.*

Thirty-four miles of good, solid, beautiful, lustrous, all-silk, heavy, taffeta ribbon. In exquisite colorings and black. Every yard of it is washable. Hear how we made this magnificent capture: The manufacturer of these ribbons had had his agent call upon us time after time. He wanted our business, knowing the enormous amount of ribbons we sell. He wanted our business badly—but he could never make a price our ribbon buyer would pay. We had thousands of yards of ribbons in stock—we were independent. One day not long ago the salesman came again, making us the lowest price he had ever offered. We turned it down, telling him we were going to wire the manufacturer ourselves—going to make *him* the offer we had made the salesman. The concern telegraphed next day accepting the offer. The ribbons came this week. Now these 60,000 yards of exquisite all-silk washable taffeta ribbons will be on sale at 8:30 to-morrow morning at prices you haven't seen before.—*Jones Dry Goods Co., Kansas City.*

Great is the vogue of wide ribbon effects. For neckwear, for girdles, for sashes, or a myriad of other uses they are in the greatest favor with fashionable folk. We have prepared a special sale of ribbons for Friday, Saturday and Monday, that far excels any of our previous offerings in beauty, variety, style and value. There are crisp, lustrous taffetas, five or more inches wide, in cloth and millinery shades, very suitable for girdles; high finished electric taffetas, with a shimmer and finish impossible to describe; embroidered and warp printed novelties and a host of fancies, Dresdens, stripes and figured effects applicable to many varied uses. The accumulation of this immense variety would prove an interesting story. A tale of profits sacrificed, of losses incurred, of large deals consummated, of a thousand rejected patterns to one

found suitable, but the net result is of the greatest interest, hence values up to \$1.00 per yard, and nothing that sells regularly at less than 35c. per yard, Friday, Saturday and Monday, per yard, 25c.—*The Crescent Store, Spokane.*

Ribbon bows and novelties.—Ribbon bows and ribbons are to be worn more than ever in the feminine world this season. In the hair, at the back of the neck, courage bows, knotted sashes and for a multiplicity of purposes. We have anticipated this demand, and our experts have been cudgeling their brains for the past two or three months for new ideas. How well they have succeeded you can best see by coming here to-morrow.—*Abraham & Straus, Brooklyn, N. Y.*

Crowds buying ribbons. Every new Spring shade and fancy combination at amazingly low prices.—*Siegel-Cooper Co., New York.*

One of the largest importers of ribbons in New York sent to us the other day and said: "One season's business is over and we have between 1,000 and 2,000 piles of the swellest plain factory ribbons left in our stock rooms. We import all our ribbons direct from the mills in France and the custom charges on getting them into this country is 50 per cent. If you'll pay us just what we had to pay out to the custom officials and take the entire lot you can have them at exactly what we had to pay the U. S. Government without any of the cost of manufacture." Did we take them? Well I guess! we grabbed the entire lot and we start Thursday morning the greatest ribbon sale ever started in Youngstown. 1,500 pieces of the finest blended shades, plain colors, French flowered fancies at about half the price it cost to make and import them.—*The Enwer Store, Youngstown, Ohio.*

The leading ribbon makers of the world have joined hands with us to make this May sale a most noteworthy event in the ribbon world. And right when our regular stocks are at their fullest and best comes a special purchase and sale at way below ordinary prices. Beautiful summer ribbons for every purpose are included in this sale.—*Kaufmann's, Pittsburg, Pa.*

A bright new lot of silk ribbons go on sale Monday morning. In all the wanted shades and widths; prettier and brighter than any you've seen, and they're so moderately priced for this great sale. Nearly all of them are worth at least a half more, especially at this time, when every one is looking for ribbons.—*The Copper City, Anaconda, Mont.*

A sale of ribbons.—Most every one will come after ribbons at these prices.—*L. S. Plaut & Co., Newark, N. J.*

All shades of ribbons.—Seemingly endless the variety of glistening, shimmering ribbons to be seen at our ribbon counter. Every imaginable kind, suitable for every spring need in the trimming of underwear, children's dresses, women's waists, millinery, neckwear, etc. and in a profusion of beautiful colors that rival the production from nature's own color box.—*T. Eaton Co., Toronto, Can.*

Miles and miles of beautiful new all pure silk ribbons.—*Sherer's, Worcester.*

New ribbons under price. What a pretty collection these new spring ribbons make. In all the fine lustrous colorings and patterns. It's a wonder how they can be sold at such small prices. That's a Loeser merchandising method.—*Fredrick Loeser & Co., Brooklyn, N. Y.*

"Anthracite" Black Ribbon. A sale at astonishing prices. This ribbon was introduced by us only a little over a month ago and yet has become very widely appreciated as the best black ribbon for wear, luster and finest silk. The Anthracite is the blackest of blacks and without doubt the most reliable and satisfactory ribbon made to-day.—*W. V. Snyder & Co., Newark, N. J.*

A rainbow heap of new ribbons.—*Wanamaker's, Philadelphia, Pa.*

We have reason to believe that we have the biggest, brightest and best ribbon department in the city. We are in touch with every ribbon producing place from Paterson to Paris. We know the ribbon markets up and down and crosswise, but we do not know of any better selection or any greater money saving values than you'll find right here Tuesday.—*Spokane, Wash.*

New Spring ribbons underpriced. All are pure silk, straight from the factories, lustrous, shimmering, soft, uncrushable; all the styles and colors marked for Spring fashions; at much less than regular prices.—*R. H. Macy & Co., New York.*

Black Ribbons.—Black ribbons are back into favor again—and with a rush. Look around you and see if the most smartly attired women—those who are the quickest to note fashion's changes—aren't now wearing large, black ribbon bows.—*Kaufman's, Pittsburg, Pa.*

At the round counter to-morrow an interesting collection of silk ribbons will be sold at under prices. Whatever you buy will save at least a few cents in every yard—and some of the grades are

marked to sell at half regular value.—*Burke, FitzSimons, Hone & Co., Rochester, N. Y.*

You Will Like These New Ribbons. Like them, of course—and own some of them, too, for in newness and beauty they are well nigh irresistible. Neck and hair ribbons, decidedly different from the ordinary; new arrivals, fairly priced.—*Davison-Paxon-Stokes Company, Atlanta, Ga.*

Fine Black Ribbons at Very Little Prices.—Black ribbons have been a specialty with this ribbon store for years—and when a woman wants the best black ribbons this is the store she comes to. All the wanted kinds are here—all the best makes and finishes.—*Abraham & Straus, Brooklyn, N. Y.*

Advance Showing of Spring Ribbons.—First showing of Spring, 1908, ribbons. Fancy effects seem to predominate and many new ideas are shown; plaids are extremely popular, and there's a wide variety of very handsome shades in the plain colored sorts.—*Gimbel Brothers, Milwaukee, Wis.*

In selecting our Ribbon stock we have had a view particularly to the most approved fashion and the sensible fad for soft ribbons for summer. The prices quoted here are low for the superb quality. Bows, rosettes, ribbon flowers, neck pieces, etc., made up by expert bow-makers free of charge.—*Edward Lang & Co., Memphis, Tenn.*

Fresh, bright, new ribbons. The unusual is happening. A fine big lot that came to us, well, no matter now. The bright particular fact is that here they are—in colors, combinations and widths that you want—at prices that make them twice as welcome. Tied while you wait into any shape bow you may suggest—we make no charge for such a trifle.—*Snellenburg's, Philadelphia, Pa.*

Here is a feast for folks who are ribbon hungry that is going to be long remembered. It is as tempting a display of pretty ribbons as we have ever made, with the added fascination of being lower priced than any similar qualities have ever sold at.—*Fourquaran, Temple & Co., Richmond, Va.*

By its magnitude and the economy which it represents this sale establishes itself as an event in the conduct of our ribbon department. Involved are thousands of yards of ribbons for every conceivable purpose—millinery, dress elaboration, sashes and decorating—in this season's newest colors.—*Saks & Co., New York, N. Y.*

It is only a few days since we had a sale of ribbons that overshadowed every previous sale, especially in the matter of values. We'd no idea at the time that an even better opportunity would come so soon. Actually, we almost hesitate to tell about it, for fear you will think that two such occasions in quick succession are impossible. But the facts are unimpeachable and you shall have the benefit of them.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

Satin taffeta, if you want a ribbon soft enough to tie into neck or hair bows.—*The Wanamaker Store, Philadelphia.*

If you're not quite ready for the gown or the street costume yet awhile, you'll surely need a dainty bit o' lace or touch of ribbon to brighten up the light dresses that feel comfortable yet, though their newness has departed. We've special prices among these little accessories that help buy.—*Olds, Wortman & King, Portland, Ore.*

Ribbons of every hue. Just the right shades to enhance the beautiful complexion tints of blonde, brown and brunette. Broad, rich sash ribbons for the little girls, ribbons in narrower widths for the thousand and one uses as dress accessories demanded by their sisters, mothers and aunts. And all at such unquestionably low prices.—*Belk Bros., Charlotte, N. C.*

It's our main plan to keep the correct ribbons at the correct time. We have just secured another lot of those popular white, cream and ivory Duchesse satin ribbons which met with such great favor last Saturday. Eaton ribbons are the newest and best at all times.—*T. Eaton Co., Toronto, Can.*

Ever hear of a loom end sale of ribbons? Know what it means? In short, it means the best ribbons ever woven at about half the regular prices. To be more exact, it means that after a run of ribbons has been made through the looms, and the pieces cut up in ten-yard lengths (which is the contents of all full bolts), whatever is left over is called a "loom end." The lengths vary from 4 to 9 yards and are generally sold by manufacturers at correspondingly short prices. We are on the good side of one of the largest mills in the country and have secured 150 pieces, or about 7,000 yards, all black, which will appear on our counters to-morrow. It will disappear pretty lively at these prices, so be governed accordingly.—*The Z. L. White Co., Columbus, Ohio.*

The Wanted Ribbons.—A third to half less than usual. There is a mag-

nificent assortment—and coming just in advance of the spring season, when most every woman can find use for such pretty ribbons, it means that you can buy almost double the quantity you anticipated.—*Abraham & Straus, Brooklyn.*

Ribbons Galore.—And we might add ribbons beautiful! Miss Yeackel has added to her own fame and to ours by her splendid maintenance of the supremacy of our ribbon department. We'll tell you more about it another time. Just now we simply bring to your mind the unusual opportunities for dainty women and tasteful shoppers to acquire treasures of ribbons for almost next to nothing.—*J. N. Adams & Co., Buffalo.*

Newest, Brightest Summer Ribbons.—Our great good fortune in securing more than 50,000 yards at fractional cost, during our recent eastern trip, places this store in position to command the ribbon business of the town. It is truly a magnificent collection from the best looms of the country.—*P. A. Bergner & Co., Peoria, Ill.*

Ribbons in almost every weave, pattern and color, comprehending a particularly strong line, in white, cream, light blue and pink.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Exquisite Paris ribbons of the choicest description—Dresden centers—with satin embroidered edges; also colored stripes and dots—plain or in combination with white—also Ombre effects—just the ribbons to set off dainty summer dresses, with belts, sashes, bodices; also make lovely hat bows. Not a great lot, so don't put off buying if you have a possible need.—*Hearn, New York.*

A Ribbon Riot Here Monday.—Sorry we can't mention more of the great ribbon values in store for you Monday, but these two should make you anxious, at least. That's enough.—*The Bon Marché, Seattle, Wash.*

Ready to-morrow for those who have their minds on Christmas—ready too, with the *special prices* that we worked months ago to have at this season.—*Fred Loeser & Co., Brooklyn, N. Y.*

Then Here's a Welcome Word of Ribbons.—Little pricing and high quality make a tandem so tempting that few women who have the need will resist.—*Abraham & Straus, Brooklyn, N. Y.*

Thousands of yards of desirable summer ribbons will be on sale here to-morrow at fascinatingly little prices. These few items to get you interested in coming.—*Jones Dry Goods Co., Kansas City, Kansas.*

Ribbons, Ribbons.—Some offerings of interest. If you have need of ribbons for any purpose whatsoever, such as for use in fancy work, dress trimmings, children's hair ribbons, neckwear, belts, etc., you will have opportunity to make selection from the following lots at a decided money saving.—*Brown, Thomson & Co., Hartford, Conn.*

Women will certainly grow enthusiastic over the display in one of our Broadway windows of nearly every sort of ribbon that's wanted this year, for 18c a yard. There are dainty Dresdens on white grounds, with small or large figures and colored borders; plain ribbons in practically every shade but white; Roman stripes of rainbow hue, and others that you can put to immediate use for millinery, girdles, trimmings of various suits, and fancy work; 4 and 5 inches wide; they're good values, as every woman knows.—*J. W. Robinson Co., Los Angeles, Cal.*

Our ribbon sale is a marvelous success. Extremely low prices in new lines. The great assortment purchased for this sale contains the handsomest patterns and the widest range of beautiful new shades and colors that have ever been offered at such little prices. All lines are complete, entirely free from odd lots, remnants or undesirable qualities, all silk ribbons, at less than manufacturers' cost.—*Boston Store, Milwaukee, Wis.*

Several strong reasons for not delaying your purchase of these. We have a stock, which in beauty and breadth, and low price can hardly be duplicated again this season, in face of the unprecedented scarcity of supply. Many exclusive patterns are included which you would prefer and which you can't get later. Better choose while the advantage invites selection. Dresden ribbons for sash and hair bows.—*Lippincott & Co., Wilmington, Del.*

Wanted ribbons; all reduced. A characteristic of the anniversary sale that you have probably noticed is this: The merchandise involved in it is the wanted and desirable kinds. Derelict stuff, antiques and curios of the past, riff-raff, trash, have not been offered, nor ever will be, at Levy's. Since this is true of all the sales, it is particularly and emphatically true of the ribbon sale starting to-day. A glance at the price bulletin below reveals the fact that these are the ribbons you want. Fashionable, first in demand, sorts you would buy at regular prices if they were not offered to-day at anniversary and reduced prices. The bargains were harder to get and to

make than you might think. The same difficulty, rising prices, that we have encountered so often of late, was met again and surmounted. We are proud of them. They are genuine mercantile achievements. Savings throughout—real savings.—*Levy Bros. Dry Goods Co., Houston, Texas.*

Wide taffeta ribbons. Two patterns for Friday and Saturday, the last days of the July sale; there's an unusually attractive offer in wide taffeta ribbons, suitable for hair ribbons, sashes, girdles, millinery and a score of other uses. The other style is a superior taffeta weave, five inches wide, with the new and beautiful cannell edge, equal in luster and quality to the expensive French taffetas.—*The Crescent, Spokane, Wash.*

Record low prices on ribbons. We think we have reached the lowest record in ribbon selling this season in this splendid sale for to-morrow. But you are the best judge, and the goods are in the window for all to see, and compare with other ribbon sales. We expect to clear them all in one day. Taffeta, duchess and fancy ribbons from 4½ to 6 inches wide, in all the new shades; really worth up to 75 cents a yard.—*Jas. A. Ogilvy & Sons, Montreal, Can.*

Ribbons! You'll want plenty to take away with you, for ribbons are used everywhere—for belts, for hats, for sashes, for hair ribbons, for shoe laces, or underwear, for dress trimmings. And here's the place to get the good ribbons at the right prices. Beltings in all color combinations, both plaids and stripes. Plain color beltings and Moire beltings. Our standard grade all silk taffeta, in the full four-inch width, is elegant quality and here in just the wanted colors. 25 cents a yard. Dresdens and embroidered ribbons in the newest designs. The best quality satin ribbon in the wanted sash and belt widths.—*W. H. Smith & Co., Wilmington, Del.*

Fancy ribbons reduced one-third. Monday, and Monday only, we give you a free and unrestricted choice from our entire stock of fancy ribbons at one-third less than the regular prices, and the regular prices are by far the lowest in town. There are Dresdens, stripes, plaids, and somber effects in every new and wanted color. Every width is here. Strikingly beautiful color combinations wrought in exquisite patterns. Come choose from the choicest, cleanest, newest and best selected ribbon stock in Los Angeles.—*Le Sage Bros. Co., Los Angeles, Cal.*

All kinds of pretty ribbons. For the coming season many new designs and colorings are being shown. The old Dresden effects and the old time favorite the Roman stripe, is more sought after than ever. Velvet ribbons will be used a great deal for both dress trimmings and millinery purposes, in both light and dark shades. We are well supplied with all of these as well as colors. All widths for all purposes.—*Stearns, Williamsport, Pa.*

One of the big silk mills of Paterson, New Jersey, made these ribbons for a large wholesaler. Through a mistake in the order the colors and patterns were duplicated and as a result the original purchaser refused to accept them at the going price. Ribbon makers are sometimes as stiff necked as other people, and rather than give in to the wholesaler, this particular maker threw the ribbons on the market for even less than he could have gotten from the original purchaser. A large quantity came our way, our New York office securing several thousands of yards. These ribbons will go on sale Monday for the entire week.—*Redlick's, Fresno, Cal.*

The next best ribbon store in the state outside Chicago is a long ways from Peoria. This city has far the largest ribbon store, in point of both stocks and show space, of any neighboring city. Schipper & Block's. And to be the largest, with us, means to be the best. Size, of itself, would mean less to you, were it not that the gathering of such large stocks has direct influence in lessening prices. The ribbon business has grown to its present proportions by virtue of Schipper & Block being the most satisfactory store at which to buy ribbons. Because of styles. Because of quality. Because of price. Will you come and enjoy looking at the new ribbons? Welcome!—*Schipper & Block, Peoria, Ill.*

Ribbon looms don't stop working on the dot. They go beyond the specified yards; and, behold, after a bit a manufacturer finds himself deluged with remnants. Most desirable remnants because they are fresh, and in the new textures. We've bought hundreds of these pretty loom ends, enough to overflow a big counter on the Grand Aisle.—*Gimbel Bros., Philadelphia, Pa.*

Surprising ribbon values. Choice bargains in this sale. Thousands of yards of the prettiest, crispest, silkiest ribbons that we have been able to secure under price have been reserved for this anniversary sale. Buy now for holiday uses;

such qualities, patterns and widths will not be obtainable at the price later. Ribbons are all higher now, and it will be well nigh impossible to duplicate these values for a long time to come. Many of the patterns shown could not be sold in a regular way for less than twice or thrice the sale price.—*The Crescent, Spokane, Wash.*

A ribbon harvest. Though our ribbon stock has undergone a most severe strain the past few weeks, assortments are still complete. New stocks and styles arrive here daily to fill up the gaps caused by the greatest Christmas rush in our history.—*Scroggie's, Montreal, Can.*

Holiday ribbons ready. All the wanted sorts for Christmas needs are here. Ribbons for decorating the Christmas windows and tables, for tying up dainty packages and for all sorts of fancy work. Extra fine quality satin effect taffeta ribbons in the correct colors for fancy work and decoration, all widths from 7-8 inch at 5 cents a yard up to the 4½ inches wide at 25 cents a yard.—*Frederick Loeser & Co., Brooklyn.*

A ribbon display worth seeing. These Eaton stores have always been famed for the beauty and extensiveness of their ribbon displays—and not without reason, either. Our Winnipeg buyer has always been most careful to secure the top notch of quality for his department—pure silk ribbons, every thread. In our fancy ribbons patterns are mostly exclusive, special designs being drafted and the ribbons woven exclusively for this store. All Canada cannot offer a more desirable selection than this we present to-day.—*The T. Eaton Co., Winnipeg, Can.*

Special sale of all-silk taffeta ribbon. We will place on sale Friday a large lot of all-silk taffeta ribbon, six inches wide, in a large assortment of the prettiest and most wanted colorings—suitable for hair bows and hat trimmings.—*L. Bamberger & Co., Newark, N. J.*

A tremendous purchase of thousands of yards of beautiful silk ribbons by our New York buyer for this store means marvelous ribbon bargains for you. They are all here, hundreds of bolts, and in all the new and much-wanted shades and colors. Just the ribbons you will want to wear with your dainty, summery gowns a little later in the season. The widths are Nos. 40, 60 and 80, and the regular values up to 50c. Two qualities in the lot—the soft, beautiful and crushable "Faille" silk and the ever popular taffeta silk ribbons—widths up to five inches and values up to 50c a yard.—*Whitehouse D. G. Co., Spokane, Wash.*

SALE NAMES

Merchant Morgan cannot complain that the "large sale" in Wall Street has not been well advertised.—New York World, Aug. 6.

Make-room Sale.—*The Globe Store, Youngstown, O.*

Necessity sale.—*Fontaine & Anglin, Crookston, Minn.*

Ken's closing out sale.—*A. R. Ken & Co., Hamilton, Ont.*

Great 10 per cent. discount sale.—*Alder Bros. Co., Joliet, Ill.*

One day sale.—*The Taylor Carpet Company, Indianapolis, Ind.*

Clean-up sale.—*Dayton's Daylight Store, Minneapolis, Minn.*

Great pre-holiday clearing sale.—*Crandell & Tracy, Galesburg, Ill.*

Great stock reducing sale.—*Hallenstein Furniture & Carpet Co., Joliet.*

The ripper sale! The ripper sale is one where we rip the prices in two and cut the profits down.—*The Donsereaux Dry Goods Company, Lansing, Mich.*

Price revival sale.—*The Leader, Minneapolis, Minn.*

Make room sale.—*The Globe Store, Youngstown, O.*

Economy sale.—*Olds, Whortman & King, Portland, Ore.*

Sensational half price sale.—*Donaldson's, Minneapolis, Minn.*

Big slaughter sale.—*Bannout Department Store, Minneapolis, Minn.*

Our grand annual silk sale.—*Dayton's Daylight Store, Minneapolis, Minn.*

Pre-holiday room-making sale.—*The Joliet Dry Goods Company, Joliet, Ill.*

A plunder sale.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

A trade sale.—*The Gamble-Desmond Co., New Haven, Conn.*

Half-value sale.—*Henry Wing, St. Paul, Minn.*

June bride sale.—*Duff & Repp Furniture Co., Kansas City, Mo.*

Mill End sale.—*Felix Kahn & Co., Chicago, Ill.*

Great half-price sale.—*J Lenson & Co., Trenton, N. J.*

Special matting sale.—*Lord & Taylor, New York.*

June umbrella sale.—*Sisson Bros. Welden Co., Binghamton, N. Y.*

Publicity sale.—*The Blakepy Dry Goods Co., Spokane, Wash.*

Challenge sale.—*Ehrich Bros., New York.*

Surplus sale.—*Machin Shirt Co., Los Angeles, Cal.*

June sale.—*Henry Morgan & Co., Montreal, Can.*

Our big candy sale.—*Swayzee's Market, Marion, Ind.*

Flood sale.—*H. & D. Daniel, Hartford, Conn.*

A forced millinery sale.—*F. D. Johnson & Co., Memphis, Tenn.*

Morning sales.—*Hearn, New York.*

Great summer sale.—*Silers Piano House, Spokane, Wash.*

Our first summer furniture sale.—*Cohn Bros., Spokane, Wash.*

A sale to raise money!—*The Anderson Co., Buffalo, N. Y.*

Great expulsion sale.—*H. A. Meldrum Co., Buffalo, N. Y.*

Final fur sale.—*Ransom & Horton, Minneapolis, Minn.*

A profitless price sale.—*Young the Tailor, Memphis, Tenn.*

Final fall finish for fair sale.—*Euwer's, Youngstown, O.*

A record breaking silk sale.—*H. P. Wasson & Co., Marion, Ind.*

Trade equalization sale.—*The David C. Beggs Company, Columbus, O.*

A big "short lot" sale.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

Trade-compelling overcoat sale.—*The Palace Clothing House, Minneapolis.*

General reduction sale.—*Louis Stecher & Co., Philadelphia, Pa.*

A forced sale.—*The Broadway Department Store, Los Angeles, Cal.*

A linen clearance sale.—*Koch & Co., New York.*

Our summer white sale.—*Jordan Marsh Co., Boston, Mass.*

- White sale linens.—*Wanamaker's Philadelphia, Pa.*
- Great anniversary sale.—*M. B. Miller, Leadville, Colo.*
- Morning sales.—*Hearn, New York.*
- The greatest of our challenge sales.—*Ehrich Bros., New York City.*
- Publishers' remainder sale.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*
- A necessity sale.—*Kinne & Kinne Co., Buffalo, N. Y.*
- Midwinter bargain sale.—*The Anderson Co., Buffalo, N. Y.*
- Half-price sale.—*Joseph Horne Co., Pittsburg, Pa.*
- March sale of furniture.—*Kaufmann's Pittsburg, Pa.*
- Emptying-in and emptying-out sale.—*Jones Dry Goods Co., Kansas City, Mo.*
- Remnant sale.—*The Waschauer Store, Madison, Ill.*
- Rack-rent removal sale.—*Thomas & Co., Pittsburg, Pa.*
- Jardinier sale.—*Kauffmann's, Pittsburg, Pa.*
- Defiance sale.—*The Leader, Pittsburg.*
- Quality and quantity sale.—*M. Quinn, Kansas City, Mo.*
- Half-price picture sale.—*Hahn & Co., Newark, N. J.*
- Five-hour sale.—*Rosenbaum Company, Pittsburg, Pa.*
- Daniels' honest sale.—*H. & D. Daniel, Hartford, Conn.*
- A drastic clearance of all the odds of the past year's selling.—*P. A. Bergner & Co., Peoria, Ill.*
- Hurricane sale.—*Brager's, Baltimore.*
- "Direct selling" sale.—*McConnell & Co., Scranton, Pa.*
- Annual markdown sale.—*Sage, Allen & Co., Hartford, Conn.*
- Star sale of the season.—*Brager's, Baltimore, Md.—Feb. 8, 1903.*
- One-quarter off furniture sale.—*Carlile & Kerr, Columbus, O.*
- February reduction sale.—*Lauer's, Baltimore, Md.—Feb. 8, 1903.*
- Our masterful sale.—*Rhodes-Burford Furniture Co., Indianapolis, Ind.*
- February grocery sale.—*Ginter Grocery Sale, Boston, Mass.—Feb. 11, 1903.*
- Annual January hosiery sale.—*Stewart & Co., Baltimore, Md.—Jan. 12, 1903.*
- Semi-annual price reduction sale.—*Vorenberg's, Boston, Mass.*
- The after stock taking sale.—*W. B. Moses & Sons, Washington, D. C.*
- Odd lot sale.—*Noyes Bros., Boston.*
- Annual February furniture sale.—*Siegel, Cooper & Co., Chicago, Ill.*
- Osgood's January riddance sale.—*The C. E. Osgood Company, Boston, Mass.*
- Edmonston's twenty-ninth anniversary and stock reduction shoe sale!—*Edmonston's, Washington, D. C.*
- A \$20,000 sacrifice sale!—*Grand Rapids Furniture Co., Jacksonville, Fla.*
- Sale of importance.—*J. F. Hink & Son, Berkeley, Cal.*
- 201st Friday bargain sale.—*Schipper & Block, Peoria, Ill.*
- Rare sale.—*Stone, Fisher & Lane, Tacoma, Wash.*
- Great shoe sale.—*Woodard, Clarke & Co., Portland, Ore.*
- A very special sale.—*Wasserman & Kaufman, Sacramento, Cal.*
- Jobbers' and manufacturers' sale.—*A. F. Hardie, Waco, Texas.*
- Black suit sale.—*Salem Woolen Mill Store, Portland, Ore.*
- Free gift sale.—*L. Hammel & Co., Mobile, Ala.*
- Spring sale.—*Martin's, Peoria, Ill.*
- Black Friday sale.—*The Euwer Store, Youngstown, Ohio.*
- Table days sale.—*Chapman & Co., Brooklyn, N. Y.*
- Phenomenal suit sale.—*The Palace, Spokane, Wash.*
- A great Friday dress goods sale.—*Gimbel Bros., Milwaukee, Wis.*
- Great discount sale.—*S. A. McDonald, Charlottetown, P. E. I.*
- Our big end-of-the-week sale.—*Nevelins Bros. Co., Trenton, N. J.*
- Grand millinery opening sale.—*Lasky's, Parkersburg, W. Va.*
- Removal sale.—*R. D. Bronson Desk Co., Los Angeles, Cal.*
- Great sale of curtains.—*Tull & Gibbs, Spokane, Wash.*
- The fire sale.—*The Krauss, Butler & Banham Co., Columbus, Ohio.*
- Baity's twelve-day removal sale.—*The Baity Dry Goods Co., Denison, Texas.*
- Rearrangement sale.—*J. N. Adam & Co., Buffalo, N. Y.*
- Great one-day "at cost" sale.—*Louis Weber & Co., Chicago, Ill.*
- A stupendous silk sale.—*Chas. A. Stevens & Bros., Chicago, Ill.*
- Selling out sale.—*Seidler & May, Hartford, Conn.*
- Prosperity sale.—*Strange & Skinner, Binghamton, N. Y.*

A stupendous five-day sale.—*Simpson Crawford Co., New York, N. Y.*

Mid-winter riddance sale.—*Thos. Martindale & Co., Philadelphia, Pa.*

General reduction sale.—*Sommer-Kaufman, San Francisco, Cal.*

Prosperity sale.—*J. N. Adam & Co., Buffalo, N. Y.*

Drastic clearance of shoes at cut prices.—*The Fourteenth Street Store, New York, N. Y.*

Twenty-fourth semi-yearly clearance sale of smart clothes and furnishings.—*Byck Bros., New York, N. Y.*

Challenge sale.—*L. H. Guldman, Denver, Colo.*

Closing out sale of the furniture section.—*Joslin Dry Goods Co., Denver.*

Clearance sale of boy's and youth's winter wearables.—*The May, Denver.*

The beneficial blizzard of white goods still storms the store with its January economies.—*Wanamaker, New York.*

Squeeze out sale.—*McConnell & Co., Scranton, Pa.*

Great "merchants' week" sale.—*Boston Store, Worcester, Mass.*

Great parting-company sale.—*Sam Berry & Co., Leadville, Colo.*

Annual public benefit sale.—*Kaufman Clothing Co., Lexington, Ky.*

Another rousing time limit sale.—*Wise, Smith & Co., Hartford, Conn.*

Our "drop" furniture sale.—*Emery Bird, Thayer Co., Kansas City, Mo.*

The sale that never disappoints.—*A. Livingston & Sons, Bloomington, Ill.*

Wait, watch, look for the great semi-annual clearance sale.—*A. Livingston & Sons, Bloomington, Ill.*

Remnant and auction sale.—*J. C. MacInnes Co., Worcester, Mass.*

Stock reducing sale.—*Fowler, Dick & Walker, Wilkes-Barre, Pa.*

Yankee notion sale.—*S. P. Dunham & Co., Trenton, N. J.*

A three cent sale.—*Hahne & Co., Newark, N. J.*

Stock re-arrangement sales.—*W. H. Scroggie, Montreal, Canada.*

Our semi-annual half-price sale.—*The Hub, Trenton, N. J.*

Sensational clothing sale.—*Weitzenkorn's, Wilkes-Barre, Pa.*

Half yearly clean-up sale.—*Hamburger's, Los Angeles, Cal.*

Alteration sale.—*Peterson's, Minneapolis, Minn.*

Reduction sale.—*Maher Bros., Utica.*

Carpet clearing sale.—*Fowler, Dick & Walker, Binghamton, N. Y.*

Our great summer clearance sale.—*Jonas Long's Sons, Wilkes-Barre, Pa.*

Mammoth mid-summer clearance sale.—*Lazarus Bros., Wilkes-Barre, Pa.*

Our mighty sale.—*Chas. Finberg Co., Wilkes-Barre, Pa.*

Odd trouser sale.—*Capital Clothing Store, Montgomery, Ala.*

Twenty per cent. discount sale.—*Blumenthal & Co., Marion, Ind.*

Cash clearance sale.—*Waldmans Bros., Troy, N. Y.*

A "hurry up" sale.—*The New Store, Minneapolis, Minn.*

Red figure sale.—*Eastman Bros. & Bancroft, Portland, Me.*

Winding-up business sale.—*Eilerman's, Minneapolis, Minn.*

Reconstruction and enlargement cut price sale.—*Moore & McLeod, Charlotte-town.*

A stupendous reduction sale.—*Philadelphia Cloak and Suit House, Scranton, Pa.*

Let-go sale.—*B. B. Pyle & Co., Denison, Texas.*

Odd and end sale.—*Stewart Bros., Columbus, O.*

A disappointment sale.—*Schipper & Block, Peoria, Ill.*

Manufacturers' unloading sale.—*King's Newark, N. J.*

Fifteen minute sales.—*The Star Store, New Bedford, Mass.*

The sale of sales.—*F. Auerbach & Bro., Salt Lake City, Utah.*

The money-raising sale.—*The Beall-Livingston Dry Goods Co., Columbus, O.*

Tearing down, rebuilding, enlarging, expansion sale.—*James McLean & Sons, York, Pa.*

The rummage sale.—*W. H. Keech Co's, Pittsburg, Pa.*

Cotton carnival.—*W. V. Snyder & Co., Newark, N. J.*

A clearance sale.—*The Young Quinlan Co., Minneapolis, Minn.*

An extraordinary necessity sale.—*The N. P. Nelson Co., Galesburg, Ill.*

Expansion sale.—*Barnard, Sumner, Putnam Company Minneapolis, Minn.*

Here goes for a rousing old-fashioned, money raising sale.—*The New Store, Minneapolis, Minn.*

Week of great sales.—*Frederick Loeser & Co., Brooklyn, N. Y.*

SALES—MISCELLANEOUS

1—Stocks are larger than they were last Monday. Thousands of newly finished pieces have been added.

2—Assortments are of the broadest and most satisfying description. Every size is here.

3—Prices are absolutely the lowest that can be asked for such superior qualities.

Now Comes the January Shirt Sale.—For men and boys—sweeps all past records aside. Dress shirts, colored shirts, unlaundered shirts, night shirts.

This is our annual sale, and when we say that it is better than any sale we have ever had, you know what we mean, for you know how greatly you have profited in the past. The sale opens tomorrow, but really started months ago when we commenced preparing for it. Manufacturers have made shirts for us in their least busy season, and from our own proportions and measurements, with the result that we offer shirts and night shirts at prices that really average less than cost, and all are the good makes which have made Loeser's the shirt centre of Brooklyn.—*Frederick Loeser & Co., New York.*

We are winding up the great fire sale as fast as it is possible to do it. Although deep cuts were made in prices on Thursday, when the doors were closed solely for that purpose, the reductions have not ceased, nor will they cease until everything bearing even a trace of smoke is cleared out. Goods are being reclassified by heads of departments whenever there is a leisure moment, and articles not moving speedily are marked at lower figures. This work goes on continuously, and each day sees great quantities of goods changed to lower priced apartments. Interest in the sale is thus maintained at a high pitch, and those who come every day will be able to lay in needed clothing for the family at trivial cost. Thrifty buyers will glean the annexed prices and pick up the snaps with avidity. It will pay all to come tomorrow and every other day until the sale is ended. And remember this: All new goods which are arriving (and there are stacks of them in every department), are marked at prices lower than would be possible under any circumstances other than which we are placed. We

must make room for the contractors who are already at work on the repairs.—*Bergerman Bros., Pueblo, Colo.*

What this sale means? The man with limited means will find that his money will do far more than he expected. The mechanic will find that he can save a day's wages on an ordinary purchase. The mother, that her children can be clothed at an appreciative saving. It means that the large sum of money lost to the creditors of the Workingman's Friend store is finding its way into the pockets of the Redlick public through this sale. We have had time to go over the stock more carefully; we have discovered richer values—better than we thought the sale could produce. Then the lines of goods that have been heavily sold have been re-marked at lower prices to make a clean sweep. It is a fine chance for thrifty folks; it is a big thing for Redlick customers. Better this week than last.—*Redlick's, Fresno.*

We close the week here at Gamble-Desmond's with a trade sale—a trade sale means a co-operation of manufacturers and consumers to the betterment and advancement of trade generally. Now a great store like this has immeasurable power as an outlet or distributing factor, so such an event, despite the big price concession made by the manufacturer in the heart of the season, is of inestimable value, both to wholesaler and retailer as a quickener of market conditions all 'round. So this trade sale means more than you get from this price news—strong as it is—for every buyer in the store has been active and alive in doing his share toward rounding out a sale that means very real economies to you. Special tickets will stare you in the face everywhere Thursday and each shall stand for a bargain.—*The Gamble-Desmond Co., New Haven, Conn.*

These Saturday sales are a culmination of the pent up energy of a week—at the new store. Not that we are not wide awake to your interests every other day, but Saturday we try to make things move with greater vim and dash. What do we expect to do this Saturday? A glance of the eye will reveal the scores of bargains that await you. Could we bid more strongly for your business?—*The New Store, Minneapolis, Minn.*

It has been impossible for us to wait on all the people that have flocked to this sale during the last few days. Many had to leave without being waited on. We must ask you to bear with us, for we are doing our best, and such bargains are worth a little inconvenience to obtain. We cannot promise immediate delivery, but we will send your purchase home just as rapidly as possible. Get in early Monday and give us a chance to wait on you properly.—*Lansburgh Furniture Co., Washington, D. C.*

Three days more and the great bankrupt sale of the Nelson Dry Goods Company will be a thing of the past—a sale that will be long remembered and seldom, if ever, equaled in this section of the country—a sale that the thrifty buyers have shown their appreciation of by their liberal buying and constant praise of the Funk Bros.' method of selling as they bought—at a great sacrifice in price.—*Funk Bros., Spokane, Wash.*

Annual Mark-Down Sale.—We are grateful to the many hundreds of customers who have attended this sale and we are also under obligations to those who have waited until now to make their purchases. Since the day of the opening of this sale, our selling capacity has been tested to its very limit—we could not possibly have waited upon more people than we did. But we intend that those who come this week will have just as good opportunities. All of our stock has been re-arranged, the reserve stock, placed on sample and where there are only one or two of a number, or articles which will not be run again in the spring, again reduced in price. Anything selected may be paid for in very small weekly or monthly payments, as most convenient.—*Julius Hines & Son, Baltimore.*

Economy chances that overshadow even our unrivalled bargains of the past.—*L. Hammel & Co., Mobile, Ala.*

It's a big event—a helpful event—a triumph of modern retailing. The opportunities for saving are almost startling.—*Hochschild, Kohn & Co., Baltimore, Md.*

Splendidly ready in every imaginable way for another week of record-breaking business. There's never any cessation at the Siegel Cooper Store. Sales here are successions of achievements. And so, as the season progresses, keener, broader effort is made, with the result that the store is sure to be crowded from basement to roof with people who find it not only pleasurable but profitable to shop "where everybody shops." No matter what section of the store you

visit you will find it crowded with exceptionally attractive values in superior merchandise. Everything desirable for every home or personal want. And everything priced in a way to win the highest degree of public approval. If we advertised all the specials we prepare for these sales we'd have to spread over more than half a dozen pages. The bigger, more important items get publicity, of course, but there are thousands of others things, just as much wanted in their way, that obtain no hint of newspaper space. You must visit the big store to obtain the fullest conception of that fact.—*Siegel Cooper Co., New York.*

Regardless of the fact of the weather being decidedly threatening and the street cars at a standstill, with ferryboats needed at many of the street crossings in town and mud a foot deep on many of the downtown streets, the Broadway was crowded at 8 o'clock Monday morning. Our alteration sale was the magnet that drew the people regardless of inclement weather. The sale continues all this week and special bargains will be announced from day to day. In addition to the attractions advertised will be lines innumerable of underpriced merchandise consigned to the aisle tables which will be given no newspaper publicity. Come early and come often. This week you can save and save handsomely by spending.—*The Broadway Department Store, Los Angeles, Cal.*

As this sale will be characterized as a period of unequalled value giving, so it will also be known as an exposition of fashion's most original, most effective and most charming ideas for the spring and summer. We feel confident that you cannot well afford to miss this occasion—this sale which will begin next Saturday morning.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

To begin with this is the most important sale of curtains and upholstery goods that Greater New York will witness. It is the starting of a series of annual sales that will hereafter be eagerly looked forward to.—*The Fourteenth Street Store, New York, N. Y.*

The buying has grown greater every day since the sale began, passed records have been surpassed, new records made and now we are going after still better records, for we are, owing to several delayed shipments which have recently arrived, going to extend the sale until the end of the coming week. This will be gratifying news to those who have been out of town and have just got back.—*Frederick Loeser & Co., Brooklyn.*

A balance sale—a remainder sale—the remaining lots of our enormous stock of all wash weaves for winter wear. It's a balancing up, as well, and one wherein a half dollar of coin is about as heavy as the former dollar value of the goods.

If the store were careless, you might fear finding trash in such a jumble—but the Bergner store doesn't stand for trash. These after-inventory prices are the smallest of the entire year.—*P. A. Bergner & Co., Peoria, Ill.*

Napoleon once said to a man, "Come, I want to talk to you." He then asked the man a few questions, and we repeat some of them to you: "Have you any enthusiasm? What do you do with it?" Napoleon was a wonderful character. He made history and wrote it. All Europe was startled by him, for he was in his day the archangel of war. Man's success, and we might say destiny, is in the hands of women. True women are unarmed conquerors for good. They march into the homes, they reign there, and they triumph if they have enthusiasm, genius and tact. Be up and doing. Lend a hand to the interests of your own home. Never admit to any one that you do not attend the "Mill End" sale or read newspaper advertisements, for you virtually admit you are half dead and the other half dying. You should exchange glances with the business world. Show by your actions you are able to comprehend the worthy things of life. Be intensely in earnest and accomplish a duty. If you are an idler, if you are bored with big crowds, and you cannot without agony witness thousands of busybodies justly and honestly saving their money when buying these short ends, then do not come to the "Mill End" sale, for we always have a crowd.—*McKelvey's, Youngstown, Ohio.*

In the immediate past we have conducted several sales which involved shirts of the better grade. We find that each of our sales has left us with one or two hundred shirts. These we have gathered into one great whole and offer them at ninety-five cents.—*Saks & Co., New York, N. Y.*

This extraordinary sale will start at the opening of the store to-morrow, Friday morning. There will be extra salesmen on duty, and the garments will be so arranged as to make selection easy. The men folks can slip in any time during the day and be sure of prompt attention. It will be absolutely the greatest money-saving clothing sale every held in Philadelphia. This summer clothing for men and boys speaks

for itself. It was bought by us from Hirsh, Frank & Company, the oldest manufacturers of men's and boys' summer clothing in this country. They decided to retire from business and sought the tremendous outlet of this store to dispose of their stock on hand. Hirsh, Frank & Company had not only a reputation for style, workmanship and finish but they were famous for the reliability of all their goods, long, solid wear in every garment. We secured the stock on hand at a stupendous discount, less than fifty cents on the dollar. On exactly the same basis we place them before you.—*Lit Bros., Philadelphia, Pa.*

It's the largest and most important lace curtain sale that takes place in New York. For months we've been planning and working on this sale, and nothing has been left undone to make this the most intensely interesting lace curtain sale of the year. For months our experts have searched the markets of the world for the best and choicest products of the lace maker. France, Switzerland, Scotland, England, Germany and Italy have contributed to this collection, and the result is thousands of pairs of the most beautiful curtains that we have ever shown!—*Simpson Crawford Co., New York.*

Four-hour sale Saturday. Four hours only—but we are determined that they shall be the four biggest and busiest hours yet known in American retailing. There could be no better evidence of this determination than is presented in the items printed below. Yet the movement is bigger, broader, so comprehensive in fact that anything like adequate publicity is impossible. The important fact is that the largest real money savings you have ever known will be obtainable here in this store on Saturday, July 8th, from 9 to 1 o'clock.—*Ehrich Bros., New York, N. Y.*

Important matting sale. A direct Oriental shipment of new China matting that was booked for arrival January 1st has just been received. On account of delay the importers have made us very considerable allowances, which enables us to sell this matting at remarkably low prices.—*Boston Store, Milwaukee.*

We'll guarantee that there's no woman in all Washington that can attend this great sale without becoming an enthusiastic buyer. Still the story is but half told—you must see the waists—the smart styles—the dainty, effective creations which all the world of style is buying and glad to get them at the regular prices.—*Hecht's, Washington, D. C.*

We planned months ahead for this surpassing event, keeping one member of the firm and an extra corps of house buyers in the Eastern market until a week ago, scouring every leading American manufacturing plant for its best productions and most remarkable values. That we are splendidly ready to turn the curtain aside to-day upon the grandest exhibit of American-made goods ever shown or attempted by any Western house, is demonstrated beyond question or doubt to any fair-minded sight-seer or patron. 'Tis a grand theme—this exploitation of our country's products—worthy of such a store as this. Pertinent points of timely interest will be brought out during the progress of this sale; illustrating in a homely but interesting way the wonderful progress our country has made and its standing at the head of all nations to-day in the industrial world. We note with pleasure that another local store has emulated our example, though in rather a forced, crude way, necessitated by the tardy tip given indirectly by this store at a late hour on Saturday. We trust, however, they may improve ere the week ends. A gladiator dislikes a matching of skill with a sick or untrained opponent. Several of the leading Eastern stores have held these expositions of American productions this season with splendid success, among them the great Wanamaker stores. The idea is grand; at least one week each year should be set apart by every American store for a special exploitation of domestic goods. We have selected the first week of an eminent American month for ours—the festal Thanksgiving period that opens the annual holiday season. We delight to act as pacemakers to others in this grand movement, firstly, because too much exploitation of American products cannot be given and secondly, because it's only another chance for this great store—that plans and does things first—to show its public how easy it is to lead all would-be rivals, both in magnitude of value giving and quality showing. Add these items to those printed yesterday.—*Olds, Workman & King, Portland, Ore.*

Our big public benefit sale keeps merrily on. And we continue to sell winter goods, and just when the genuine article of winter is asserting itself, at prices at which the raw material can't be produced. Yes, we lose money on every article we sell, but in the long run we come out ahead. We get rid of our winter goods and get the use of the money. And we do both with our sale, and our friends get what they want to wear now,

or for next fall, for less than the same things can be bought for anywhere on earth.—*Kaufman Clothing Co., Lexington, Ky.*

The importance of this price-cutting crusade increases as it progresses. Its popularity grows from day to day—more and more women are interested—friends are sending friends to get a share of the unheard of bargains. And yet this is just what we expected—a greatly increased number of sales to make up for our smaller profits. For the practically minded woman, looking for good, substantial furniture and carpets, Hill's is certainly the best place.—*H. E. Hill Co., Jersey City, N. J.*

Thousands of dollars' worth of worthy merchandise must be moved out of harm's way. Come and help us, and by so doing, help yourself. The alterations being made in our store have upset and completely disarranged our entire interior. We're preparing to move several departments to the upper floors, but the chief says, "We've got to move the merchandise out of the front door by the cut-price route," and do it immediately; so we've made reckless reductions on all lines of seasonable and wanted goods. The Los Angeles public has always been very liberal in helping us out of tight places and we need your help now worse than ever before. Worthy merchandise is exposed to the ravages of brick dust, mortar, lime, paint and sawdust. We want you to help us out by getting this merchandise out of harm's way. The benefits will be mutual, for with every dollar's worth of merchandise which you relieve us of this week, you'll be able to pocket a pretty saving. Read carefully this list of bargains for Wednesday and come early and come often.—*The Broadway Dept Store, Los Angeles, Cal.*

The cold weather is still with us and is likely to be for some time yet, and you will no doubt require some warm underwear and hosiery, and as we have some fine numbers we wish to close at a price, it will pay you a large saving to supply your wants now—even if you have to lay them away for next season.—*Boston Store, Mansfield, Ohio.*

The most remarkable sale with its many astonishing opportunities. To date it has been met with a tremendously enthusiastic response. One reason is, because it consists of what one needs just now. Every price is actually sensational. You will readily realize this fact by noting the following items.—*Sherman & McMillan, Bridgeport, N. J.*

Come to-morrow and secure your winter supply of the brand-new, handsome fall goods on sale at prices 25 to 40 per cent. of what the same goods would cost in the other stores. And again we say don't delay, for to-morrow will see the best of the special sale goods sold. The season's newest creations are offered at less than half regular prices as evidenced by these items. There will be plenty of extra sales-people to wait on you promptly. Come as early as you can—first choice is always best.—*Roberts Bros., Portland, Ore.*

The first day was certainly a success, judged from the expressions of delight and the crowded store. People have come to know that we never disappoint—that all we say, we do. We are certain you never saw better values, nor prettier garments, and as to the new white goods in the domestic department—well, they are beyond our poor pen descriptions—we ask you to call.—*The People's Store Co., Tacoma, Wash.*

This hosiery and underwear sale saves half or close to half on absolutely new goods. The quantities assembled are tremendous. The qualities are superb. There is hosiery of the very newest designs. There is underwear of the most famous manufacture. It is an opportunity which at the very beginning of the warm season is little less than extraordinary.—*Abraham & Straus, Brooklyn, N. Y.*

Fast and furious the onslaught on the many bona fide bargains we are offering continues.

All other competitive attempts pale into insignificance when compared with the tornado of wonderful money saving items found here. It is but fair to state that the way we bought this stock, at practically our own prices, makes our sale possible. If we bought these goods in the usual way, could we sell them to you at the present sacrifices? Of course we could not. You do not care who burdens the loss as long as you derive the benefit. Why pay more when you can buy Wolfson's honest merchandise at one-half of their prices? We will dress our windows this week. See the prices, every one a merchandise marvel for the lowness of price, positively incomparable. After this week this store closes at 6 p. m. sharp. Take advantage of this sale while you have the opportunity. We especially invite you to inspect our goods and prices, buy or not, at your pleasure.—*J. Lenson & Co., Trenton, N. J.*

Our sales of the past have won fame

and friends for us by reason of liberal underselling of sterling qualities. This sale should surpass any previous event, because the stock is larger than any we've ever shown; because the clothing is better and more stylish than any that has gone before, and because we have reduced prices way below the lowest figures we've ever quoted. It's the greatest sale ever inaugurated in this city—an unparalleled sacrifice of quality clothing—and merits the quick attention of every man in town. The original price tags are on all garments; make your own selections according to this scale.—*J. and W. Eiseman, Washington, D. C.*

In this great store today is upwards of \$2,000,000 worth of this season's best made merchandise, and throughout this mammoth stock are such chances to save money and yet get just exactly what is desired in quality and seasonableness that no careful spender within reach of this store can afford to ignore the appeal this great five days' event makes to the pecuniary interests of everybody. The scope of this sale of Manufacturers' Stocks is so broad as to include practically every conceivable want of man, woman or child, and on everything in this sale. Savings average a full half of what similar goods of the same grade are selling for everywhere else to-day.—*Bloomington's, New York.*

The recent sales held here, before the satisfactory settlement of our affairs, were immensely popular and successful. The results, however, lacked a few thousand dollars of the amount necessary to put us on our feet again. We got the required sum, of course, but we want to square ourselves quickly—pay it back in short order—start again without a handicap. So we begin Monday another series of cut price sales having the single object before us of raising money! Frankly, we will take very little account of cost in nearly every stock here—you may buy practically at your own price. Especially is this true of furniture, carpets, draperies, rugs, linoleums, oil-cloths, linens, cottons and other house goods. Our late sales as we said, were enthusiastically attended; but these will be greater still in point of economy for the people.—*The Anderson Co., Buffalo.*

There's something tonical about these sales. They are inspiring. People like to visit the Siegel-Cooper store because it is always bright and busy; never dull, never listless or other than thoroughly attractive. Immense stocks, everything you can require for hot weather.—*Siegel-Cooper Co., New York, N. Y.*

Not only purchases for immediate needs but extensive provisions for the future should be made from the greatly reduced lines to be offered beginning this morning in this important stock reducing sale.—*Marshall Field & Co., Chicago.*

The goods that constitute this sale were made by the oldest and most reputable furniture manufacturers of this country, who allow nothing that isn't strictly up to their high standard of excellence to leave the factory. The stock gathered for this sale is large, the variety very extensive, yet a great many of the articles are the one-of-a-kind sort, hence early selection is advised. Included also are many high-class pieces from our regular stock, every one of which is an exceptional value, and has never before been offered at present price. Five large, quick elevators lead direct to the furniture stores on sixth and seventh floors, G street building.—*Woodward & Lothrop, Washington, D. C.*

We speak honestly, we speak within bounds, when we emphasize this sale as the sale of all sales. In its economy it overtops any sale ever held under this roof. Every stock in the store is profit stripped, hundreds of items will never be exploited in print, but they are here together with scores of other items that will be so emphasized. It isn't profit, it is not cost in many instances, that causes this great merchandise movement. The one great object is to reduce the stock prior to taking the annual inventory. It's a great chance, it's your chance; and your proof of wisdom will lie in the taking advantage of it. We're going to crowd this store with satisfied buyers for seven days as it has never been crowded before, and we earnestly invite you to be one of them. You can make no mistake in buying at this great sale.—*J. A. Hislop & Co., So. Norwalk.*

The thoroughly honest business methods of this, Columbus' greatest and most popular clothing store, combined with the high character and superior qualities of The Union's garments, makes this sale the most important to you—a sale before which all others pale into insignificance—a sale overflowing with greater, better and most desirable money-saving opportunities. Thousands in and about Columbus have waited for this announcement, thousands will be here Thursday and each day thereafter during this great sale, to take advantage of these thoroughly honest and most liberal price reductions. If you only care to look we heartily invite you to come and do so,

we want you to know the full meaning of "A Union cut price sale."—*The Union, Columbus, Ohio.*

We begin tomorrow a sale that is destined to eclipse, both in point of completeness of detail and absolute money saving, the most brilliant merchandising achievements of other seasons—a sale that will positively establish a new and greater record for outerwear selling and proclaim anew the supremacy of the great Bamberger store and the State's mightiest garment organization.—*Bamberger's, Newark, N. J.*

Reinforcements seems a strange word to apply to a sale, doesn't it? A reinforcement sale sounds mystifying. Yet every woman or man, who finds a shortage of hosiery, a break in the gloves, a let-down in the winter shoes, a fraying of neckwear—in short, anyone whose wardrobe needs reinforcements in the form of apparel will understand and appreciate it. Just at this time of year, the frayed edge of winter, one's wardrobe seems to develop frayed edges and this sale is to end the fray. Thus are its reinforcements of fine apparel at especially low prices certain to be welcome.—*J. N. Adam & Co., Buffalo, N. Y.*

Our one-half price sale has been the wonder of the week. Our store has been crowded with eager shoppers, who pronounce the sale as being one of the best ever given in the city. It will continue all week. Great bargains for every day. Goods on sale are all new goods and latest styles. Suits, coats, cravenettes, linen skirts, walking skirts, silk suits, wash dresses, shirt waists and underwear, all at half price.—*The Parisian, Spokane, Wash.*

On Wednesday we advertised our determination to close out this stock immediately—having decided to retire from business. One announcement was sufficient to crowd the store all day Thursday (Wednesday we were closed)—and at the present rate of selling the business will be wound up in a week's time. To-day and to-morrow we're going to sell covert coats at one-fourth less for free and unrestricted choice of the entire stock—while some of the less desirable styles will go at a third to a half off regular prices.—*James P. Cooper, Los Angeles, Cal.*

Only two reduction sales a year is the Allison policy. Strict adherence to it has won the confidence of the people that each is bonafide. We're so satisfied that the public has faith in our sales that we make the most unostentatious announcements.—*Allison's, Philadelphia.*

Twice a year we search through our stocks, bring out all small lots, all the odd assortments of merchandise, and every group of seasonable goods in which the selection is in any way incomplete. Monday and throughout the entire week, you'll find prices on these stocks cut without thought as to actual cost or profit to us—half prices—third prices—quarter prices are the order of the day.—*The Gilchrist Co., Boston.*

Our great one dollar down sale. Starting to-morrow and continuing for just fifteen days we will suspend our regular rules of credit giving and sell any article in our store for one dollar down and one dollar per week—clothing, hats and shoes. We conduct these sales twice a year, and many people take advantage of them. Our stock is large and consists of all the latest. Now people, don't let your neighbors get in ahead of you on this sale, but come early Monday. Remember, it lasts but fifteen days and is open to all.—*Gately & Donovan, Bay City, Mich.*

The last green ticket sale of the present season. We wind up our half year's business immediately and take stock. Instructions have gone forth throughout the store to make prices for this green ticket sale the most enticing yet, to sell goods at "any price" and to be sure the prices were low enough to clean out every advertised line. You buy tomorrow for less than we ourselves can buy.—*King's Palace, Washington, D. C.*

There's an unusual fascination about this day. Small lots of broken lines of dependable merchandise are sold at small prices. The lots are not large—we will not promise how long they will last—it is safe to come as early as possible. There are just two more days of the sale of the Rose stock.—*Jones Dry Goods Co., Topeka, Kans.*

If there is one thing we take special pride in more than another it is our linens and muslin department and this annual sale of housekeeping linens and muslins. At this sale it has been our custom for many years to offer unapproachable values of the highest standard of quality in all the lines this department represents and at no time or place can values of such commendable character be purchased as at the prices quoted.—*Barney's, Schenectady, N. Y.*

Greatest in point of sales, and even more remarkable in excellence of values. Interest increases steadily, and each day shows a growth of trade that is little less than phenomenal. But the values are here—that is the secret of the success of

this sale.—*Strawbridge & Clothier, Philadelphia, Pa.*

If interested at all in the purchase of a suit or overcoat you must be interested in this sale. It brings the biggest opportunity of the season—of the entire six months in fact. We are paying a tremendous penalty for the riddance of the small lots. But there's no place in this progressive store for "remnants." And we regard as a "remnant" every lot of less than six garments. Throughout all the suits—plain black worsted and cheviot, and fancy cheviot and worsted—and all the overcoats—staples, belt coats, paddocks, surtouts and ulsters—there are hundreds of lots, of which two, three, four or five remain.—*Saks & Co., Indianapolis, Ind.*

Workmen are hammering and sawing in the building. Salesmen are striving to give all the attention possible to customers; and customers are surging through the store gathering up the bargains that are found on every floor. The opportunity to you comes because we must get out and our new building is nowhere near completed.—*Los Angeles Furniture Co., Los Angeles, Cal.*

Our great sale is in full swing. The first week of our sale was a great success. The grand response we have already received proves that the public has faith in the honesty of our offers and that, at the prices named, we will soon clear out shelves of summer stock.—*Esmay & Daggett, Utica, N. Y.*

We are not at liberty to mention the name of the Boston concern who carried this stock, but they were noted for the high grade of their merchandise, their trade coming principally from the select families of Boston and vicinity. To be able now to choose from this fine assortment of high-class goods at the prices we quote, should be an attraction that even the most heedless will appreciate. The offering of this splendid purchase, together with the lots from our own stock which we have laid out for this great May clearance sale, will form a bargain opportunity that can never occur again.—*R. H. White Co., Boston.*

Six Startling Sales! Just walk into the north store. You will find these Six Splendid Specials all on the ground floor, north store. Each is an index to the great values offered in these busy departments. Surely you never saw such astonishing bargains offered in such fine goods. These sales begin on Wednesday morning and continue Thursday while these goods last. Better come early.—*J. N. Adams & Co., Buffalo.*

Twice a year we sell Beds and Bedding cheaper than any other house we know of—and only twice a year is it possible for us to engineer such a sale. Every year the movement grows. Every sale is bigger and as much better than previous ones as we can make it. Every facility at our command, the extraordinary resources and power of this big establishment, is brought into play in securing for you economies that other stores do not attempt to match.—*W. V. Snyder & Co., Newark, N. J.*

This sale has been a revelation to the economical buyers. The surprising values offered have elicited the praise of the most skeptical. Every article advertised is just as represented. Don't miss this opportunity to secure merchandise that you'll need for fall and winter at prices less than the cost to manufacture. Remember sale ends to-morrow.—*Lee Hall, Marion, Ind.*

The "round-up" days of the Van Sciver February sales fairly teem with some of the best bargains of the season. Stock-taking has practically ended and the price-cutting pen has gone deep into the figures on tags attached to some of the finest stock that the Van Sciver store holds. It is on pieces which will not be continued that this price-cutting has been the keenest. You will marvel when you see what choice articles we have marked at ridiculously low prices; but although our broad acres are arranged to accommodate the largest stock in the world, we must consider the room required for new stock now arriving, and regardless of the beauty and value of the reduced pieces, they must go and go quickly in order to make our store better, more advantageous to our great host of customers. This is a week that many look forward to—the week in which the stock-takers wind up their work. The public has long since learned that the end of February holds out the most tempting bargains—this year they're wonderful.—*J. B. Van Sciver Co., Philadelphia.*

We want to make the last day one of the best, not only in sales but in values; so we have marked down a large number of pieces to half original prices—a few at even less than half; and buyers who come early will secure some of the most remarkable values that have been shown in this truly remarkable special sale.—*Strawbridge & Clothier, Philadelphia, Pa.*

To-day begins the biggest and most interesting sale this store has ever launched. The stock provided for this winter is by far the best made, the very

best fitting, and best character and style clothing we have ever manufactured. But the time has come to close out this splendid stock, regardless of its worth.—*W. H. Wanamaker, Philadelphia, Pa.*

It has been said that "the public like to be humbugged," but, it's not so! If a store fools its customers once they are always suspicious afterwards! Our sales are so largely patronized because the people believe our representations, and we'll take good care they never have reason to do otherwise!—*Perry & Co., "N. B. T.," Philadelphia, Pa.*

Thousands of customers and merchants visited our Friday sale. All were unanimous in saying that our prices were the very lowest in the city. Our sale will be continued Monday, and our prices will be as low and in some departments lower. Come and see for yourself what we have to offer you.—*O. Lemire & Co., Montreal, Can.*

It is extremely hard to start a sale of underwear and hosiery at Loeser's which shall pass the precedents already established. All season the offerings here have set a pace which was never before equaled. Great sales have followed each other in rapid succession, each presenting more extraordinary opportunities than the last. The standard of value-giving has been raised beyond anything that Brooklyn ever knew. But the difficult has been accomplished; the precedents have been equaled and surpassed; the unequalled prestige and purchasing power of the Loeser Store have been turned to best account, and for Tuesday we announce the greatest underwear and hosiery sale ever held in Brooklyn.—*Fred. Loeser & Co., Brooklyn, N. Y.*

Our story will be a short one. You simply want to know how cheap you can buy goods during a sale. One portion of the story is this: Upon going through the immense stocks of this big store, we find thousands and thousands of dollars' worth of goods we never knew we owned, and we don't want to own now. Having determined that every article, yard and piece of these goods shall leave this store before Saturday night next, we are here to tell you of all the money-making sales for you, you ever attended, you'll find this the greatest to get some of the greatest bargains ever offered the people.—*Edward Wren Co., Springfield.*

The big store is jammed from top to bottom! Everybody is smiling! It's a jolly crowd! Going from counter to counter taking advantage of the greatest bargains they ever saw! They're all happy!—*Globe, St. Louis, Mo.*

Great half-price sale, at which we give you the opportunity of buying of our best lines in all departments at exactly half our regular prices. These are not "jobs" bought for a cheap sale, but all articles of sterling value, selected with care from our magnificent stock of good merchandise and marked down in good faith from our regular prices.—*Adam, Meldrum & Anderson Co., Buffalo, N. Y.*

Not for an hour since this sale began have we allowed interest to lag. Whenever a lot sold down or entirely out it was replaced by another equally attractive, and that keeps the selections at top notch. Tables are consequently heaped with good and seasonable footwear for men, women and children.—*Siegel Cooper Co., New York, N. Y.*

We are getting ready for the greatest autumn trade in our history; and now, while we are clearing our stocks, is your opportunity to secure our kind of merchandise at prices less than you would have to pay for ordinary grades. Come early and often—there's always something new to be seen.—*Strawbridge & Clothier, Philadelphia, Pa.*

Never before have we been able to make our buying and planning count for so much in a value-giving way. Space is so limited that we cannot give you a correct idea of the great scope of this sale here. You must come and see for yourself to fully realize its extent.—*Hecht's, Washington, D. C.*

We are holding this week one of the greatest sales ever attempted in Buffalo. Thousands of dollars worth of surplus stocks from the leading manufacturers of this country have been offered and sold by us at prices invariably less than half the cost of production.—*Siegrist & Fraley, Buffalo, N. Y.*

Our general reduction sale lasts but six days longer. The opportunity to buy the highest class of shoes from San Francisco's most exclusive shoe house will not soon recur. Every shoe is reduced; present purchases mean ample saving.—*Sommer & Kaufman, San Francisco, Cal.*

Summer apparel sale. Further startling reductions in all departments take place in the Bedell stores for the ensuing week. It is now a positive clearance of every spring and summer in the New York and Brooklyn establishments. These prices mean a finality. No such values can be expected a second time. The garments included are the most fashionable and exclusive of the celebrated Bedell productions.—*Bedell, New York, N. Y.*

Monday we give possession of one-half of our store. We will occupy the other half a few weeks longer, to enable us to close out the balance of our stock. Judging from the number who visited our store this week and took away rare bargains, we should say that buyers appreciate such an opportunity.—*Campbell Curio Co., Los Angeles, Cal.*

The great closing-out sale is your opportunity to save money on dependable goods. If we could go into your home and show you samples of our goods alongside of goods you are buying every day, we would shortly convince you that we were able to save you money. Besides, it looks reasonable. We bought this stock at 57 cents on the dollar. You have seen our very low price quotations in recent page and half-page ads. The goods are here for you to see; it's your loss if you don't purchase soon.—*Funk Bros., Portland, Ore.*

Our spring stock is now complete, and our big drapery store in the basement sales room is a very busy place these days. With house cleaning now at hand almost every home is in need of new draperies of some sort, and we have planned for your benefit a cut price sale that will interest every economical housewife. The big blue pencil has done its work well, and the values are the best and the prices the lowest any firm ever dared to put on up-to-date, seasonable merchandise. Come to this big sale. You will find the values even better than we tell them. Savings to an extent of at least 25 per cent., and in many cases even better. The following items will give you an idea how we undersell all others.—*Martin's, Peoria.*

Twenty years on the Avenue, three years in this great building—an enormous sale to commemorate it. It is twenty years now since some of you first saw the sign-post that served to guide you to this store—not into this beautiful building that now serves as a home for the Adams business, but in a little two-story affair that would hardly hold one department of this business of to-day. Great changes—many of them. And we've progressed with the age. No fanfare of trumpets, very few pyrotechnics; but we've progressed, nevertheless. And now for a great sale to commemorate it—a sale that will provide you with values never before approached by any store. These anniversary specials will be on sale all day Monday and Tuesday. They are in every sense at or below actual cost.—*Adams Dry Goods Co., New York, N. Y.*

Best chance of the season to buy such things as you need more now than at any other time of the year—an opportunity to save that comes only from this store. Our notion sales are famous for sterling quality of goods—we never offer anything that we would not sell at regular prices from day to day. This sale is a good example of a real notion sale. Look the list over and you will acknowledge that it is best of all.—*L. S. Plaut & Co., Newark, N. J.*

Many months of preparation were necessary before this important event could be got ready. But it is ready now and rightly ready. It is the sale of all the year for money saving. And that, too, without the necessity of sacrificing your artistic desires to mere price economy.—*Ehrich Bros., New York.*

The Sales That Have Made Friday Famous.—Friday can no longer be thought unlucky by the people of Brooklyn. It has become a day of great values, eagerly appreciated by an expectant public. A day of great variety, every corner of this great store contributing its share to the selling treats.—*Abraham & Straus, Brooklyn, N. Y.*

We are now holding this tremendous reduction sale for the purpose of clearing out every odd garment now in stock. It makes no difference how late or practical the style may be—every odd suit, coat, skirt and waist has got to go. Right now is your opportunity to take advantage of some phenomenal bargains.—*Livingston Bros., San Francisco, Cal.*

Sanger's money saving sale. Begins to-morrow—it's the summer clearance time, stocks must now be reduced and our earnest efforts are seconded by the lowest price quotations we have ever made. Every stock is full of bargains in desirable, high class merchandise and the stocks are so complete that you will find it pleasurable to select from them. Buy your supplies for the summer months, merchandise is going up, take advantage of our summer reductions.—*Sanger Bros., Waco, Texas.*

The throng of buyers on Friday, at the beginning of this half-price sale, was one of the largest we ever saw; we have made many new friends. We sell the best Clothing made; and, of course, the best Clothing at half price is a great attraction. The sale continues this week.—*Strawbridge & Clothier, Philadelphia.*

We are determined to make this sale pull as it never pulled before. Half the magnetism is in the prices—half in the quality. The story of its growth—its

increased saving possibilities year after year is so plausible that it cannot be doubted, and when you come you will find the bargains everything that's claimed for them if not better.—*Siegel Cooper Co., New York, N. Y.*

This sale is fairly at its zenith this morning. All the tremendous selling of last week has not lightened either values or variety. The outgoing furniture has simply made way for the tens of carloads that have come. Our floors are as full as we dare pack them, by reason of the fine offerings that are clamoring for the opportunity to be presented to you. Last week's sales records have again proven that public interest in these semi-annual furniture movements is rapidly growing. Sales have been larger and the purchasers have been more enthusiastic than ever before.—*Wanamaker, New York.*

We are going to make a clean sweep Saturday of everything in winter weight underwear and heavy weight walking and dress skirts. If you have a need in these lines come Saturday, it will pay you well.—*Galpin's, Atlanta, Ga.*

A cold wave is on the way. That makes this sensational discount sale all the more opportune. Buy clothing and underwear for present and future wear. You can't invest your money more profitably.—*Eiseman Bros., Atlanta, Ga.*

Yesterday's opening business of the year was the largest in our history. There is an excess of good things—first, the special January sales; second, the winter season general stock reduction sales; third, the special rebuilding sales, necessitated by the approaching demolition of our building at 111 to 115 Wabash avenue. These last named sales mean decided loss to us—but that we cheerfully accept as an inevitable feature of the situation. We cannot, however, insist too strongly on the splendid opportunities they afford to every one in Chicago to buy all kinds of housefurnishings at ridiculously low prices.—*Mandel Brothers, Chicago, Ill.*

The Rummage Sale, the greatest price lowering movement of the year.—*Schipper & Block, Peoria, Ill.*

Hundreds of thousands of dollars' worth of seasonable merchandise, bought for its desirability and for as little as ready cash will buy, will be on sale. Smallness of profits, reliability of goods, popularity of prices, money back if you want it—these principles which we apply are the keynote to our success and make our sales so attractive.—*Bernheimers', Kansas City, Mo.*

This sale comes very near a month earlier than usual—owing to our great silk sales that have followed one after another, creating odd accumulations of silks that must be cleared out at once. This sale is without a doubt the most auspicious event of its kind we have inaugurated for some time. Of course the lots in some instances are small, so early choosing is advisable.—*Simpson, Crawford Co., New York, N. Y.*

An apology is due our thousands of kind patrons who thronged this floor yesterday, and who were obliged to wait at the doors for their turn to get in. We have doubled our force of employes for to-day and are in hopes to be able to more promptly wait on all.—*Hummel, Indianapolis, Ind.*

“Three-barreled,” this rummage sale. One barrel is loaded with the things we always close out of stock at this time in the summer, plain rummaging. Another is filled with things crowded out by the builders taking possession of the new section of the new building, to finish the interior by autumn. The third holds the merchandise that manufacturers are sending in to be sold at wholesale prices or less. It’s a lively and profitable July ahead, keep an eye on the store.—*The Wanamaker Store, Philadelphia, Pa.*

Our great mill-end sale has been sowing seed. In other words the great values, the absolutely unprecedented prices are becoming widely known—not only through the newspapers, but through the pleased customers who spread the news of the great values they have gotten. If you haven’t yet attended this great sale, you had better do so very soon as it only continues five days more. There are plenty of bargains for everybody.—*C. R. Hawley & Co., Bay City, Mich.*

The second week of the great Mill-Outlet Sale is proving a record breaker in every way. The special values have been instantly appreciated, and the way they are being gobbled up is a caution. Many medium and small sized lots have been secured in scouring the market the last few days, and these, with the choicest of earlier comers, are specially reduced for Thursday only, up till 6 p. m. Come early and get the pick.—*The Furst Co., Jersey City, N. J.*

The mill-end sale, now in full swing, is absolutely without equal. These 16,000 yards of spring woollens, snapped up by us at a fraction of their standard price, now tailored into clothing the like you would surely expect to cost twice as much. From the minute of its opening this sale was so wonderfully success-

ful that to-day, more than ever, the house of Felix Kahn & Co. is recognized as the very best place in Chicago to buy clothing.—*Felix Kahn & Co., Chicago.*

No matter what purchases you may make during the sale, just depend upon it, you will save money. Every woman knows what the “Mill-End” sale means, it tells of the eagerness of manufacturers to unload and clean-up their stocks, to clear every floor and shelf of surplus goods in preparation for the winter months. To the average home it means economy in the strictest sense of the word, an opportunity to buy dependable merchandise at tremendously low prices.—*Dives, Pomeroy & Stewart, Harrisburg, Pa.*

We have for a long time realized that the majority of people prefer to have some one day in the week set aside for just such lines of goods as are necessary to furnish a house; therefore we have designated Thursday of each week as a special sale day of almost everything that pertains to housefurnishings. Our advertising in the past several weeks has been such as to warrant your liberal patronage, but to thoroughly impress you with the fact that we can and do make lower prices on Thursday than any other day, we offer the following subjoined list for your approval.—*Mamburger’s, Los Angeles, Cal.*

Monday will mark the beginning of our great October selling campaign, and we have no hesitancy in stating that we have never before been as confident of a generous response to our advertising as we are in this instance, and why we feel this way will be patent to everyone who visits our store. Never before have we been able to show the wealth of styles or such values as now have place upon our shelves and counters.—*Israel’s, San Bernardino, Cal.*

If you read this ad. and do not take advantage of this, the greatest sale of the kind ever attempted in Columbus at this season of the year, you will be missing a rare feast of bargains. A sale without a parallel! We are anxious to reduce our large stock of fine trimmed hats, cloaks, suits, skirts, waists, furs and wrappers before Christmas and if price counts we will indeed accomplish our purposes. Before you read the following prices we would like for you to understand that every article we sell at this sale has been reduced in price, and if you buy the same class of goods for the same money elsewhere—we will be satisfied to refund your money.—*Max H. Rieser, Columbus, O.*

It is not strange that the power that created the golden sparks we see at night in the heavens above can toss them at will hither and thither—nor is it strange that the hand that made the mill-ends can toss them where they will do the most good. For they are not used as a source of profit. This we have constantly announced from the first, for we do, invariably, sell them at mill-end cost. In contemplation of the pleasure in store for me while with you, spiced by the public crowd at the sale, I am impatiently working my way southward to Columbia and will arrive in time for the opening of your biggest mill-end sale.—*The Jas. L. Tapp Co., Columbia, S. C.*

February is looked upon by most merchants as a dull month. It will not be in this busy store. We cannot afford to let it get so. The continuation of this great sale well into the month will give you many a lesson in practical economy. We can say in all sincerity, never was a sale organized with more careful attention or carried out with greater approbation of the buying public. Saturday's assortment of bargains are equal to the best yet. Shop early.—*James Shea, Hamilton, Can.*

A great sale for housekeepers. Imported housewares at half price. This is the first sale of the kind of which we have ever known. It presents economy chances which are absolutely without precedent. If every housekeeper in Brooklyn could see exactly what is in the sale; instead of simply reading about it, we think that every housekeeper in Brooklyn would be here before nine o'clock to-morrow morning. This is the sample line and stock on hand from the foremost importer in America. The finest table and kitchen utilities that come to America are included in what is shown here. But there is no large quantity of any one thing, and for that reason we have bought the whole stock to sell for half price or less. For that reason, too, it will be wise to come early. Descriptions are difficult, because there are so many things to describe. Nickel wares, brass wares, copper wares, aluminum, wood, glass silver—everything imaginable makes up the stock. Everything is in perfect condition. Everything fills some special need and fills it well. Hundreds of individual and original utilities that will make admirable card prizes are included. Hotel, restaurant and boarding-house managers will find much to interest them. The goods are spread all through the various sections of the great Basement House-

wares Stores. We list them as well as we can—but come early and see and share for yourself. It is a chance which may well never have a repetition.—*Frederick Loeser & Co., Brooklyn.*

One of those remarkable sales that illustrate the immense resources of Brooklyn's great store. This is the time these things are most needed and here they are at prices that, quality for quality, cannot be equaled in other stores. It need hardly be said that every piece is worthy of this store, worthy of the name of Abraham and Straus, synonymous with perfect satisfaction.—*Abraham & Straus, Brooklyn, N. Y.*

Apart from the interest the above exhibitions have for you, the many special sales now in progress afford money-saving opportunities not to be overlooked. Such sales involve everyday necessities as well as luxuries—everything from trifles in the notion store to highest class model gowns and wraps. We invite you to stroll through this great Macy store—the largest store under one roof in the world.—*Macy's, New York.*

Tuesday morning we inaugurate an October sale of surpassing importance to the ladies of Toronto. A sale eclipsing any other of its kind this store has ever attempted or the ladies of Toronto ever shared.—*Simpson, Toronto, Can.*

August, the month of harvests, is invariably, with our customers, a month of bargain harvesting. Our invoicing is over. Our buyers are in the large furniture markets. When they return next month the new fall goods will begin to arrive. We will need all the room we have. So this month there will be heavy reductions all through the house.—*The Household Fair, Kansas City, Mo.*

The great May sale that opens here this week with the most surprising values of the season, will prove of inestimable importance to economy seekers everywhere. Nothing that brains and push and clever merchandising can accomplish will be omitted to make it a welcome bargain event to all.—*R. H. White & Co., Boston, Mass.*

A fitting climax to our other forceful May sales—a most attractive sale of finest summer garments for women and children. Ready cash did wonders in the market for finest merchandise. Our buyer, who has just been East, saw the opportunity and lost no time in closing a deal whereby the manufacturers turned over several lines of stylish seasonable garments at less than their cost to make.—*Dayton's, Minneapolis, Minn.*

The last week of our great annual May sale of men's suits in which profits have vanished into empty air—"like the baseless fabric of a dream." With nerves of polished steel we have flung back the floodgates of values and let loose the greatest bargains in men's up-to-the-hour apparel ever proffered the people in any previous mid-season sale here—elsewhere—anywhere. The volume of last week's sales wiped out the high-water mark of the biggest May week in this store's history—and we mean to make a new record in retail selling between now and next Saturday night when this great bargain event will be brought to a final close. Mail orders filled. Read on.—*The May Co., Denver, Colo.*

The annual May sale of French and domestic undermuslins at price concessions of about one-third. By every token do we count this our master-effort. It promises this: exceptionally well and generously fashioned garments of finely woven fabrics, in the authoritative post-season models, in the elaboration of good taste has been exercised.—*Saks & Co., New York, N. Y.*

We do not advertise all the bargains in the store. The best bargains we have are in limited lots and we would be obliged to disappoint the crowds which advertising would bring. Look about the store—ask in each department for the extra specials! This is the full tide of the August clearance and our always low prices are decisively cut.—*Adam, Meldrum & Anderson Co., Buffalo.*

This morning at 9 o'clock we will open the doors on the 4th annual "rummage" sale. Ever since Christmas we have been preparing for this event by a careful inspection of every department in search of short lengths, odds and ends, broken assortments and all goods that haven't displayed the expected activity in "moving out."—The result is a veritable mountain of merchandise, in fact fully twice as much as was on display here last year, which means that this "rummage" will be the greatest opportunity for bargain seekers that Phoenix has ever known. Everything with a "rummage" ticket on must be sold before next Saturday, January 28, when the sale closes.—Price is a secondary consideration.—The stocks must be clean as a whistle, before the Spring goods arrive, and this is our method of unloading. Any woman in Phoenix or vicinity who fails to attend this feast of bargains will miss the chance of the year to buy real, high-class, seasonable dry goods at less than prices asked elsewhere

for job lots and indifferently made trash. It's so easy to give figures and so difficult to show qualities in print that we can only say to every woman for miles around come and "rummage."—*M. Goldwater & Bro., Phoenix, Ariz.*

Once more has Mr. Lockhart demonstrated to the many bargain lovers of this valley that the mill ends such as he is renowned for supplying are cheaper and in better shape than any other store can secure at any price. His talks and speeches to-day were listened to by admiring thousands, and the bargains he offered were as easily taken. But the main secret of Mr. Lockhart's success lies in the fact that only a portion of the good things are offered on the first day. Hundreds, yes thousands of items, are reserved for the second, third and even the last day. If you've been to-day, come again to-morrow. If you have not attended the sale, do so—to-morrow. You'll be well repaid.—*G. M. McKelvey & Co., Youngstown, Ohio.*

It's the bargain event of April. A sale fraught with larger saving possibilities. It affords an opportunity of buying seasonable goods right at a time when they are in greatest demand. This is not a haphazard collection of a few articles, but it contains the very best numbers of guaranteed hosiery and underwear, with a saving on every item. An idea of the magnitude of these expositions is best obtained by a visit to the store. These sales are planned as business propositions. If we can go to the maker with big enough orders we get wholesale prices. With our five big California stores to buy for it is easy to see how the price advantage falls to us. All through the states of Georgia and Tennessee new hosiery and underwear mills are springing up. Instead of transporting cotton to the New England states new factories are started next door to the Southern cotton fields, where with home labor and cheap raw product, fine hosiery and underwear is being produced at a fraction of the old style method. These new factories want customers, but they want large ones. The name of Kutner-Goldstein Co., on account of its big business, is an open sesame among these new mills for low prices. The makers are anxious to sell to us; so anxious that we get wholesale prices. This is the reason for this big exposition. We own these goods cheaper than any store in the valley, and we're pricing them to you at just what stores about town are obliged to pay the wholesaler for goods of equal value.—*Kutner-Goldstein Co., Fresno, Cal.*

SALES

During a season abnormally dull we have been doing a business far beyond our expectations. Great price clipping for our Anniversary Sale is the magnet that has drawn this splendid trade. Those who have already purchased have secured values to be appreciated. Those who have yet to purchase will also secure a like saving whatever they may buy. Summer Furnishings and seasonable goods of all kinds are included in this sale, and the thrifty householder will find this an exceptional opportunity.—*Vance-Fitz Gibbons Furniture Co., Joliet, Ill.*

These particular arrivals could not come to us in a more needy time. This is anniversary week, so we want to make it the greatest event of bargain giving we ever held. If you've been here early in the week you know of the exceptionally good values we offer; if you have not, read these, then ask yourself if they don't invite a pressing call to these stores that carry high grade merchandise at low grade pricings.—*Philadelphia Bargain Store, Trenton, N. J.*

It is with a good deal of pride that we open this Ninth Anniversary sale. We are proud of the fact that Kansas City people have bestowed upon us their confidence to so great a degree that this Boys' Clothing Store has grown faster and faster each succeeding school term, until to-day it ranks, in matter of sales, among the highest of the stores west of Chicago.—*Jones Dry Goods Co., Kansas City.*

Greatest bargain spread ever in St. Louis starts to-morrow, 8 a. m., at the most remarkable store in the world. A sale in which we give away thousands of dollars in loss of profits. For many years our anniversary sale has unquestionably been the leading bargain event in this community. The mere announcement of the anniversary sale is enough to crowd the store, because we have proven that this is the sale of all sales for money-saving shoppers. We always give customers the best dollar's worth, but during our anniversary sale we do more. We spread a veritable bargain feast, in many cases reducing prices on some of the most staple and best selling merchandise to half.—*Globe, St. Louis, Mo.*

"No morning sun lasts all day." Life, at its best is but a short period of time. We must provide during its productive seasons for years of decline. Saving is necessary. Scroggie's Aftermath Sale offers to savers the best facilities, convenience of shopping, invariable courtesy, convenient location, a saving of 25 to 75 per cent. All new fresh goods, imported from the high-class manufacturing centers of the world.—*Scroggie's, Montreal, Can.*

This Bargain Friday comes at an opportune time. We've just finished inventory, and our stock counting reveals thousands of dollars' worth of goods which we are anxious to dispose of regardless of cost or former selling price. There's not an article, however, that is not usable and highly desirable at this particular period. You can have these goods now at a mere fraction of what they would have cost you a week ago. We've held on long enough. Now it's your turn to take them at these Bargain Friday prices.—*The 14th St. Store, New York, N. Y.*

Another year has rolled around and again we celebrate the founding of this store with a big two-day sale that will overshadow in magnitude and value-giving any similar event known in the trade history of Greater Wheeling.

We want our out-of-town friends to know that all former efforts will be eclipsed—that we intend making this Anniversary Sale notable for the excellence of the merchandise included and the lowness of the prices which will prevail. In every one of the thirty odd departments of the store will be offerings such as you little dream of, ranging from 15 per cent. to 50 per cent. under normal quotations. Preparations for this great annual event have been under way for months and in view of present trade conditions our spot cash offers secured us immense quantities of new and fashionable Fall goods at price concessions that would have been impossible in any other way or at any other time. These goods are to be sold during our Sixty-first Anniversary Sale and our customers will profit by some of the most wonderful values ever offered by this or any other store.—*Seth & Thomas, Wheeling, W. Va.*

Semi-annual sale of wrappers and kimonas. Can you afford to make these comfortable garments at home with such prices and values as these? No; you can't. The making, the generous fullness of the garments and in fact everything you have a right to expect is shown in this semi-annual sale. Such excellent values so lowly priced are not always possible; but a lucky trade-find brought these just in time for you to save one-quarter to one-third on your purchases.—*Abraham & Straus, Brooklyn, N. Y.*

The public has made possible the steady growth of this business from its modest beginning in 1847 to its present size, and it is but fitting that the people should participate in a financial way in the celebration of its anniversary. We have planned these Anniversary Sales on a liberal scale and all are to share substantially in the savings which will be a marked feature of the event.

We hold our Sixty-first Anniversary Sale Monday and Tuesday, October 5th and 6th, comprising selling events of a character that mean much to those who find it necessary to be careful of their expenditures at this time. Naturally we can't quote prices in this circular, but we will say that all over the house, from basement to fifth floor, are bargains such as it will pay you well to come for, even if you live a long distance from Wheeling. The new Fall stocks are in and on display and the goods are to be sold at prices never before possible. So again we say to you: Come to Wheeling and help us celebrate our Sixty-first Anniversary—we will treat you right and you will save a lot of money.—*Seth & Thomas, Wheeling.*

It's our annual sale; always the greatest when it comes. This is the time. Once each year we plan to save you more than at any other time. We gather immense quantities for this very purpose. The list which follows ought to prove of universal interest because it means abundant economy.—*Adams Dry Goods Co., New York, N. Y.*

This is our third annual sale of petticoats. It has been prepared with more care and thought than any previous sale. Good petticoats can be bought here for less money than you have ever before had the privilege of buying them. Here are two specials for today's selling. There are many others that it will pay you to see.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Three thousand bright, crisp and new waists made especially to our order, form the nucleus of this annual sale. Words

fail to utter in the exploitation of merit and genuine satisfaction that is ours in making this announcement, and we anticipate the pleasure that must accrue to our patrons in the buying, for the selling to-morrow will out-rival any similar attempt ever made by any retail establishment in Greater New York. Our arrangements were perfected when sleighing was an enjoyable feature in Prospect Park. Time, labor and money have been so closely allied that not a feature of good merchandising is missing, to the end that you may have the best and most seasonable apparel at ridiculous prices.—*A. J. Namm, Brooklyn, N. Y.*

We are holding our annual sale of new embroideries. It means that you can save at least a third on the values of anything you purchase. Anticipate your needs and benefit by our special offerings. Particularly special are the nainsook matched sets, cambric edges and insertions, beadings, Swiss edges and insertions, also 18-inch corset cover flounces that we are offering just now for 25c. a yard. Our show window will give you some idea of what you can get for that small price. Step inside and examine them. You'll buy; you can't help it.—*Brown, Thomson & Co., Hartford, Conn.*

Final day of before inventory sales. Opportunity takes wings to itself when the advantages of these sales will have ceased to exist, which will be with the closing of the store on Tuesday evening. The attractions are manifold; the field—the entire store. Every stock has its quota of bargains, virtually a smash-up and let-down of the price bars on every class and lot of goods that we do not care to have on the listing sheets. The cuts have been applied to all winter merchandise. Goods that will be required for your comfort, pleasure and adornment every moment of the next three months, and longer. Your co-operation in helping us move the goods will prove profitable. We have made the rates very low for brisk selling of same.—*John G. Myers Co., Albany, N. Y.*

Bargain news is all good news—it travels fast. That's why this great twice-yearly event is growing greater each day. The people of New York and surrounding suburbs have never bought high-class merchandise at such remarkable bargain prices before, nor will they again this season have such a saving opportunity as this pre-inventory sale affords.—*Simpson-Crawford Co., New York.*

The Pre-Inventory Sales now in progress throughout this store are significant for the range of merchandise covered, and for the remarkable value-giving made possible only by the unique purchasing power and price-making purchasing power of this institution.—*Marshall Field & Co., Chicago, Ill.*

Thorough dependability and absolute trustworthiness are never for a moment separate from the merchandise in this store—no matter how low the prices. And remember, in this Before-Inventory Sale, as at all times, when you get your purchase home, if it turns out to be different than you thought it was when you bought it, return it at once in salable condition along with duplicate check and get your money. Could anything be fairer than that?—*Emery, Bird, Thayer Co., Kansas City, Mo.*

The coming of the Easter tide will prove a signal for the smartest dressing of the season. Most every man will look his best on Easter Day and why not you? You will look your best if we are permitted to furnish your suit.—*United Woolen Mills Co., Parkersburg, W. Va.*

It is nearly time to write in the diary "Ready for Easter."—*Schiffer & Block, Peoria, Ill.*

To-morrow we open the greatest three weeks' Easter selling in our history. There is no getting around it, the choicest wearing apparel for women that the world produces is to be found here. There is no getting under it, our prices are actually lower than inferior styles and qualities are offered for as a rule, and much lower than the same class of goods can be found elsewhere. This is abundantly proven by the enormous business that we have created. The leading business of Chicago on women's wearing apparel did not come to us by accident. Those who saw the display here last week understand one great reason, and those who see the prices here this week will understand the other. Do you realize that our store is to-day almost double its size of one year ago? The same forces which have caused it to grow so rapidly in the past stand out more prominently to-day than ever before. The women are scarce who will select anything in wearing apparel to-day without first looking at Stevens.—*Chas. A. Stevens & Bros., Chicago, Ill.*

First Annual Easter Opening Spring Millinery and Tailored Garments. Two reception days—days of splendor, days of welcome.—*John Anisfield Co., Cleveland, Ohio.*

Easter peeping in at the Gateway! With this thought in view we have made every description. Never has this store shown such a variety at the very threshold of a season and remarkable collection of values. No need to debate over the worth of things here. We skip no opportunity to give you the very best values.—*S. J. Burt & Bros., Ogden.*

Interesting Easter offerings at interestingly low prices.—*H. Batterman, Brooklyn, N. Y.*

Annual Fall opening sale of lace curtains and portieres. We have never in any previous sale shown as many styles or such values. Our regular prices on curtains and portieres are much below the prices in other stores, but for Friday and Saturday every curtain and portiere in stock goes at sweeping reductions from our regular prices.—*Miller, Mower & Flynne, Spokane, Wash.*

To-day's advertisement is of importance to every woman who is interested in new things for spring—or who wants to save on seasonable goods. Every department has special offerings, many of which don't even get a mention.—*Coulter D. G. Co., Los Angeles, Cal.*

Formal spring opening. To-day and the two following days have been set aside as show days for the new fashions for spring. The event is looked forward to with not a little eagerness on the part of Tacoma fashionable women, for the style leaders are good enough to regard it as an authority. What's proper will be seen here in its fullness and in the best possible light. We take a good deal of pleasure in the preparing—for, after all, storekeeping isn't altogether sordid and mercenary. We forget business and we give up the store to sight-seers and sociability; and the opening days, next to Christmas, form the most enjoyable time of the whole year. The broadest invitation is here extended to everybody to see the sights.—*Stone, Fisher & Lane, Tacoma, Wash.*

First fling of spring. Store rejuvenated. A thousand dollars' worth of paint, kalsomine and expert labor have worked the transformation. Everything is in trim for spring. Passes—the turning point of the winter trade. Every counter feels the pulsations of a new life. Don't you smell the flowers? Don't you hear the robins singing? Birds and blossoms will be here before your dressmaker sends home your new gown—even if you get the cloth to her right away. A spread of spring dress goods.—*Campbell's, Pittsburg, Pa.*

A storeful of spring prettiness—bright, fresh, dainty—the store will be a regular fashion sheet. The whole store throbs with eager anticipation of what's to be, almost bursting with the good news. The petals open wide on Thursday morning on a most notable cyclorama of fashion richness. Of course you'll be here, a visit each day will be time well spent. Here's a few hints of what's to be enjoyed.—*McCurdy & Norwell Co., Rochester, N. Y.*

We have enjoyed a wonderful success since opening our new store in Columbia, but our business has been so satisfactory that it has caused us to keep up our assortment until the season was far advanced. We have outlined our business plan to include the starting of each season with a brand new stock of goods. To accomplish this result quickly we will start our first half yearly clean up stock sale and shall make such ridiculously low prices as will clean up our stock in short order. Our stock is all new, bought for this season's trade, so we have no old goods to offer you. Everything is of best and newest and as our stock was marked at very low prices and one price only, the reductions are more marked than you ever saw in a sale before. The bargains are many and real. The sale will bring to you the most reliable of merchandise of careful, stylish selections; everything of the newest and the entire stock will really be offered at cost or less. You cannot afford to miss this chance. Come and see what a real sale looks like and note the prices. We can only show a portion of the bargains we offer in this advertisement. We will make good when you come to this sale. Assortment complete in each line, but those who come early will fare best.—*Bailey-Copeland Co., Columbia, S. C.*

With the end of Inventory comes the imperative need of making a complete clearance in all departments, but the necessity shows strongest in the Ready-to-wear section. "Too much stock for the season." We consider that our wisest course—to make the clearance quick and sure—is to give women bargains in goods that will appeal directly to their needs. The department is full to overflowing with just such goods, and the prices we are making on them represent opportunities for the saving of many dollars to purchasers.—*O. M. Co., Portland, Oregon.*

We tell you frankly: The merchandise offered in this clearance announcement to-day is priced at cost to us—

in hundreds of instances at less than cost. From one standpoint a heavy loss is involved. But we do not count it loss. It's true we receive less than we paid. But this is our house-cleaning time. The worth of the goods to you in mid-season—not the cost to us—is the factor that determines the price. We're ready to take the loss if we can quickly clear every counter—every store-room of accumulated merchandise. We are determined to sell every piece of winter goods—we're determined that our stocks shall be absolutely clean and fresh with the new season—we're determined that if startlingly drastic reductions will accomplish our purpose all this merchandise will find new owners at once. Remember: You are buying at this sale—at retail—at prices actually lower than this great organization, with three enormous stores and a buying skill developed by years of experience, can buy at the mills in lots costing hundreds of thousands of dollars.—*Wanamaker's.*

A Gigantic Make-Room Sale at Martin's.—More room—every department is crying for more room. We are constantly shifting, rearranging the stocks that our marvelous increase of business demands. This big store is piled full of seasonable merchandise. To move the stocks quickly, we have inaugurated this gigantic make-room sale. Our patrons know what this means—the biggest sale of all. Come to Martin's Monday—come every day this week—as new bargains will be added daily. It is giving real genuine values that has made our store grow as no other in Peoria ever grew.—*Martin, Peoria, Ill.*

Come to the feast—we are cleaning house. Every department has been turned topsy-turvy, everything pertaining to winter must go. Our inventory is over and many lines of broken and odd lots have been put forward to be sacrificed. It is not often you have an opportunity like this. So come to Martin's Friday and Saturday. No matter how cold the days you can not afford to miss this great bargain feast. Read every line. Read every word. It means dollars to you.—*Martin's, Peoria, Ill.*

It's the yearly event—vastly bigger and vastly better than any we have yet held. Not in any sense a clearing sale but a great Advance Offering of the coming season's styles in standard, well-known makes. If you are likely to require Carpets or Rugs after the Fall house renovating, this is emphatically the occasion to secure them at a large saving.—*Koch & Co., New York, N. Y.*

The generosity that follows success. Every six months this store is cleared out—beginning with the basement, where housefurnishings, crockery, china, enameled ware, silverware and cut glass are; passing on to the Main floor with its dress goods, trimmings, hosiery, underwear, white goods, laces, linens, cottons, and a score of other stocks, to the second floor with its millinery, shoes, muslinwear, shirt waists, wash suits, corsets; thence to the third floor where carpets, rugs and draperies are displayed, winding up with the fourth floor furniture salesroom, we plan and carry out at the time of our half-yearly inventory, a great and general clearance, a radical price-cutting, a forcing out of seasonable goods (especially so this year)—a sale wherein cost and profit are secondary considerations, an opportunity now to generously recognize our appreciation of the public's help during the most gratifying successful year we have had since this business began. Come to it. Get your share. It starts to-day.—*H. A. Meldrum Co., Buffalo, N. Y.*

Prior to showing 1905 spring stocks we'll "clear the decks" of all goods carried over from last spring, summer and fall, and most of those from this winter. If any one is skeptical as to our selling at less than cost (for a two weeks' period) we say, "Investigate." The only explanation we offer is this: Our policy is to convert "merchandise profits" into cash, rather than keep them as stock on tables. Since the goods we now offer for sale are principally "merchandise profits" for 1904, we make it emphatically to your interest to buy. The thousands that await this sale will find at this time greatest values in style, in quality, and in every other respect that have ever been offered.—*The Palace Clothing House, Minneapolis, Minn.*

Each succeeding day establishes more than ever the supreme importance of this sale. The thousands who have come and gone away satisfied have spread the news till now it seems that all Chicago knows that the most heroic price cutting ever attempted in this city has been done in this store.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

The semi-annual Mandel clearing sales, always awaited with keen interest, serve a double purpose. They sustain the principle, incorporated into this business from its very foundation, that "all stocks must be fresh each season;" and they demonstrate, as nothing else possibly could, the power of this organiza-

tion for far-reaching economy. Through the present January clearance, all winter merchandise is offered at reductions ranging from one-fourth to one-half actual value. Active preparations for spring cause us to make these radical price concessions at the present time. Wise buyers will scan carefully the following notable instances of "clearing sales economy," and will take advantage of the golden buying opportunity thereby created.—*Mandel Brothers, Chicago.*

The one great clearance sale which all Chicago recognizes as the greatest value-giving event of the season, and to which the women of this city and suburbs turn out yearly. A genuine clearance sale that has no competitors, though many feeble imitations. A clean sweep of every dollar's worth of merchandise that is not desirable for the opening of the spring season. One of the strong features of this sale is the choiceness of the merchandise, correct shapes and styles. Every garment offered at this sale is desirable, and in many instances at a mere trifle of the actual cost.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Our after-Christmas clearance sale is in full swing. Absolute reductions and genuine bargains. There will be a lively skirmish for the next few days for the bargain hunters and the many ladies whose Christmas presents came in the form of cash, which will be spent now at a wonderful saving. Our store was fearfully attacked last week by shoppers, consequently we are burdened with a number of broken lots and single pieces throughout our entire store, all of which will be yours at one-fourth to one-half less than the regular value. The greatest savings, however, are to be found in our women's and misses' coats and suits.—*Kaufman's, Trenton.*

We are determined to rid the store of every dollar's worth of surplus stock, of every item of winter goods, of short lengths, odds and ends, broken lots and all such merchandise. If you are anxious to economize—to get the benefit of extraordinary underselling, you should come to this store at once. Winter has just begun in dead earnest; for three months, at least, you will need winter wearables badly. Then, how can you hesitate to hurry for such bargains as we are offering? Come to-morrow, come Saturday. We want you to secure the best of bargains, and advise coming early. Goods of high quality at enormous reduction in price while this sale lasts.—*Hills, McLean & Haskins, Binghamton, N. Y.*

Don't come expecting new, stylish, perfect goods. That is the kind we offer fifty-one and one-half weeks in the year, but this half week is devoted to cleaning up damaged goods, shopworn goods, articles that have passed out of style and remnants. Every article offered is of value. The question is: Can you use it to advantage? Every department will be represented in the offering. The prices will be graded according to the condition of the goods, and we can assure you that every price is much under the present value and only a small fraction of the original value of the article.—*G. H. Wiltzie, Cortland, N. Y.*

The wonderful popularity obtained by our great clearance sales was never so forcefully demonstrated as in this present sale, which opened yesterday morning. When we began these sales a few years ago the knowledge of their merit did not extend beyond a few hundred women, but each year they have learned more and more of their genuineness, until now they are attended by several hundreds of thousands of women during the two weeks' continuance of the sale. With most firms the clearing up of the season's merchandise is a problem. Here it has become an easy task in a sense—we make just one clean sweep. Everything that remains, that is not wanted when the spring season opens, all good, stylish merchandise, is reduced to a price that will sell each article at sight, and that is all there is to it.—*Chas. A. Stevens & Bros., Chicago, Ill.*

The big clearance sale is strong where clearance sales are generally weak—in the matter of shoes for children and small folks. Children's shoes are considered "staple" in the shoe business, and are seldom or never reduced unless on account of imperfections of style or quality. The shoes mentioned below are all nice new goods, in all sizes, and should prove interesting accordingly.—*Lavenson's, Sacramento, Cal.*

This store is now the scene of an extraordinary series of Special Clearance Sales, which in value-giving will astonish even the most economical of shoppers. The fall goods are all clamoring for admission, and in order to secure space all Summer merchandise must go. This August Clearance Sale is brimful of timely and seasonable merchandise at absolutely the lowest prices ever known.—*Lit Bros., Philadelphia, Pa.*

Great Clearances foretell the greater Abraham & Straus. There is even more than the usual reason for the amazing underprice sales on the next two

pages of this paper. Brooklyn's Greatest Store is passing through another important stage in its magnificent development and unprecedented growth. As fast as modern methods and modern machinery can work, we are striving to keep pace with the growth of an ever greater business. Fast as the architect and carpenter and mason plan and work and labor, business keeps treading on their heels. The rapidly rising mammoth structure in the rear of the present buildings, which will be directly connected, is an evidence of development far surpassing any retail business ever realized or dreamed of in Brooklyn. A public institution. Abraham & Straus has passed beyond the stage of a mere store. It is a Brooklyn institution, famous throughout the world, with well-recognized obligations and responsibilities to a highly appreciative people. Its prestige has been won upon the policy of giving lasting satisfaction. Other stores may have sold merchandise as cheaply. No other store ever sold the best merchandise at such moderate prices, day after day, week after week and month after month, year after year. Nothing spasmodic in value-giving nor in the growth it has brought. The ungenerous methods have attracted trade beyond precedent. Invariability, reliability and excellent quality of the goods have kept and phenomenally increased this trade. Clearance sales. Certain departments have again outgrown their selling space and must be increased in size or moved to larger quarters. We desire you to help move the goods. Clearance sales with prices remarkable even for Abraham & Straus result. Carefully read the pages that follow. It will pay you. We are making history in the shape of unprecedented business. Do not miss your share of the economies and advantages.—*Abraham & Straus, Brooklyn, N. Y.*

Our annual red letter Clearance Sale is now going on. We have set the town a-talking again just as we have every year for the last twenty years—only more so. Every indication points to a phenomenal success. We have the goods. The prices are honestly reduced. We have the reputation that gives force to such sales. It won't be our fault if you don't come and get your share of the great bargains. Ten items is a small representation from the mass that we could give, but they show which way and how strong the saving wind is blowing.—*Los Angeles Furniture Co., Los Angeles, Cal.*

We doubt very much if the ladies of Wilmington have ever before been offered an opportunity that means so much to the pocketbook as the sale now going on at this store. One fact of special importance must be remembered—every hat, every suit, every coat, every piece of muslin underwear here was new this spring. When The Leader opened up after the fire it was as a new store that greeted its patrons out of the ruins and destruction of the old. The stocks were brand new. And now, having sold our building, and obligated ourselves to give possession June 1st, we are forced to sell these stocks at what we can get for them. The average cut in price gives them to you at about actual cost—in some cases really below cost. We want every friend and customer of The Leader to know about this sale—and to take advantage of it. Our millinery prices, always low, are more reasonable than ever. We employ our expert milliners as usual, and they are at your service. Hats trimmed to order free of charge. You'll not have to wait this season to get a good hat cheap. You'll never be able to buy good hats at such low prices as prevail here this month.—*The Leader, Wilmington, Del.*

The greatest anniversary sale ever inaugurated. Bargain surprises in every department—Hundreds of specials at half and less. The offerings will stand out with diamond-like brilliancy. The sale will dumbfound competition and astound even the most experienced retail buyers. It will be a stirring, energetic occasion, such as none but a young, forceful, growing concern could conduct. It would be like wasting money to miss such a magnificent opportunity. You might doubt the worthiness of the specials if they were offered anywhere except at Rothenberg's. They seem almost unbelievable. But even the story of this store's wonderful growth would sound fairy-like if there were not so many indisputable facts in evidence of it. For months we have been striving to make this event a distinct and masterful triumph over every past success. PROGRESS is the word emblazoned in the thoughts of every worker in the Rothenberg organization. We must advance—and continue to advance. We know we can accomplish nothing without your help. We cater to your desires. A business in its youthful, sturdy, growing days cannot afford to do otherwise. We follow such lines as will make the swiftest and greatest growth within the

bounds of safety. Wonderful values here at all times—and the most astounding offerings on special occasions.—*Rothenberg & Co., New York City.*

A determined Clearing at pronounced savings involving the greater portion of our entire stock. The splendid styles, high quality of the materials and superior workmanship, together with the emphatic price reductions, should act as a strong incentive that will doubtless make the clearing absolute. The following four lots are representative of scores of other just as remarkable values.—*Gimbel Bros., Milwaukee, Wis.*

Entire stock to be closed out on account of building to be torn down or remodeled. No reserve. Every article guaranteed as represented by auctioneer. Prize tickets to ladies given away daily. Sales 2.30 and 7.30 p. m. daily.—*Wegner's, Spokane, Wash.*

This Annual Clearance of carpets is an event so well known that we need do no more than print the price list. Everybody knows that the carpets out of our own stock are as fine as carpets can be. We make the clearance so as to have the spring stock entirely new—and so as to get rid of all part rolls remaining after the season's business. It is a good thing to bring room sizes with you.—*Frederick Loeser & Co., Brooklyn, N. Y.*

It is with a feeling of great pride that we point to the success of this Annual Clearance Sale. The guarantee of the Edward Wren Company is worth something. Our patrons know it, or they would not crowd this store when a special sale is announced. They know that a reduction sale in this store is bona fide. We semi-annually have these reduction sales, because we never carry over old stock. We wish each season to start with fresh goods. This is your opportunity, and we are glad to know that you see it in that way. The crowds in our store give assurance of your confidence in these sales. Edward Wren.—*Wren's, Springfield, Ohio.*

We are going to Clear Out all surplus stock and want your assistance in doing it. Our employers have turned everything into our hands and we are to "run the store as if we owned it." Come, therefore, expecting big values, for we are determined to reduce our stocks during this sale and are not concerned at all about profit-making. More special items on the counters.—*Steiger, Dudgeon Co. Store, New Bedford, Mass.*

Unexcelled clearance bargains. The big store offers the most phenomenal price concessions. The throng of shoppers who filled our store yesterday were astonished at the late styles of the goods and extreme lowness of price in the closing of all our winter goods. It is the policy of this store that every garment must be sold within ninety days from the time it was purchased. Any woman who appreciates a genuine bargain will hail with delight the fact that we offer, without reserve, the entire stock of our fall and winter suits and coats at the greatest clearance prices ever offered.—*Kutner Goldstein Co., Fresno, Cal.*

Last Two Weeks of Our Mid-Winter Sale.—If you are wise and have not already profited by the mid-winter sale, you will not allow the last two weeks to slip without taking advantage of the many bargain opportunities which it offers. The sale has been all that we planned for it, and more, and we want these last two weeks to be marked by even greater selling than the first two. There's no reason why they should not be, and we believe they will. If you value your dollars—and who does not?—you can save many of them by supplying your furniture needs now. Maybe you have planned to buy later on, when house-cleaning time comes around, and you ask yourself, what's the difference as long as you buy? Well, the difference is right here, and mark it well: You can buy cheaper now than later on. Everything in the store has been reduced for the mid-winter sale; some things 20 per cent., oftener 25 per cent., and some lines 50 per cent. You can buy now and we deliver the goods when you are ready for them—that's the difference.—*E. L. Peacock Co., Wilmington, Del.*

Our mid-winter sale is for the benefit of all. Our January and February sale commences next Wednesday alike for the city and mail order customers. Our city customers we shall, of course, expect to see in our store, and for the benefit of our mail order customers we are issuing a special sale catalogue. Within a week it should be in the hands of every one who ever bought goods from us by mail, and we want to impress on them the advantage of ordering early. Many of the goods were bought specially for this sale at very special prices, and when they are gone we cannot get any more at anything like the same money. We will, therefore, be compelled to cancel orders. To order

early, therefore ensures the greatest possible choice, and we want all who do not get a copy of our catalogue in the course of a week to write to us.—*The T. Eaton Co., Winnipeg, Can.*

The great white sale—most marvelous values anywhere. It is a very easy thing to use adjectives, but a careless thing to do if they are not more than backed up by the goods. The goods must be a little better than description in order that disappointment may not wait upon realization in such an event as this. The very best advertisement of the Abraham & Straus white sale has been the comment of the purchasers, who show their pleasure and their admiration without stint, calling attention to the fact particularly that the materials are excellent in every piece; that the workmanship shows care, every stitch speaking of that care for detail—every piece in fact is made just as if it were to be sold for the regular price. Worthy of Brooklyn's principal store is this sale and series of sales.—*Abraham & Straus, Brooklyn, N. Y.*

Our greatest January *white sale*. The greatest January white sale in the history of this store will begin to-morrow, Wednesday morning, at 8:30 o'clock. The sale will embrace undermuslins, waists, embroideries, laces, linens, muslins, crash, lace curtains, sheets and pillow cases. We placed our orders for all goods in this white sale away back in the summer before the advance in the prices of raw cotton and cotton materials. Had we bought them at the present market quotations the prices on these white goods would be a great deal higher. With the prices on manufactured cottons advancing every day you can readily see that this great January white sale means even more than it has for years to those who care to save. Now is the time to lay in a supply of undermuslins, linens, and so on, for you can never buy them at these prices again.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

A stirring white sale. Our great annual white sale has grown to be an important movement of merchandise, the coming of which is looked forward to by hundreds of people. The rapid growth of this department compels increased buying, which means advantages in quality and price not otherwise possible. The garments in this sale are even better piece for piece than we have ever been able to offer before. Prices very low. Make comparisons and see for yourself.—*H. Leh & Co., Allentown, Pa.*

The grandest of all *white sales* begins to-morrow. When the store opens to-morrow morning you want to be among the first to get in. You've never seen anywhere in the South such a wonderful array of white goods, muslin underwear, laces and embroideries. Thousands of yards of the most beautiful snowy white goods. With the advent of the new year we offer new goods, new patterns, 1907 styles in white goods and in most beautiful gingham. The collection in new white madras, white Persian lawns, mercerized mulls, piques, nainsook, dimities, batistes, India linens, etc. All on special sale to-morrow at prices you never dreamed of before.—*The James L. Tapp Co., Columbia, S. C.*

Lingerie sale meets with a most cordial reception. Never has Rochester made such a showing of lingerie as is now in evidence here on second floor. It is a gathering of dainty undergarments worthy in every way of the reception which is being accorded it. From the least expensive piece to the richest of French creations every number has something particular to recommend it. In material, in fashioning, in making, every detail has had the closest and most careful scrutiny. What you may select in haste we have chosen with the utmost care. In spite of conditions which seemed to make the matching of values of former years an impossibility, these garments, price for price, will court comparison with the best you remember at previous *sales* here. This is not a small achievement.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Next Wednesday morning. Then the planning, the preparations and the efforts of months of ceaseless activity will have found expression in our great *white festival* which commences action. In starting this affair we had one object in view, that to serve your interests to the best of our ability. We make no rash promises, yet we can safely assure you of values, variety, quantity and grades equal in every respect to the advantages of our last great sale, which in the face of the highest and more stringent cotton and flax markets in years, is a pretty stiff assertion to back up. However, we are prepared to make good our claims. We want to state our position fairly, without boasting, misrepresentation or bluster. It being the first occasion of the kind in our new building, we are anxious to have the sales prove most successful. We have goods for the white festival that discount anything you will find at the average January white sales

in the ordinary stores. There will be cheap goods and expensive goods, and all cheap in the sense that applies to merchandise which is here. Shape your plans that you may visit the sales on opening day, Wednesday.—*John G. Myers Co., Albany, N. Y.*

After a season of brisk business, larger than it has ever been with us, our stock contains many odd pieces and remnants. Though as good as was the first piece sold, an odd piece is not worth as much to us. We want to keep our stock uniform and neat. Besides, we are preparing to visit the markets in quest of our new stocks for spring, and for these reasons we shall make some very significant reductions all along the line. During this *January sale* the cuts will be all the way from ten to twenty-five per cent. If you've had in mind the purchase of household utilities later on, it would be well to buy now and save some money. We invite you to look into our offerings this January. No matter how cheaply we sell the goods, your credit is good. Buy what you want from us, and we will arrange the payments to suit your own convenience. Our open charge account system is easy, dignified, confidential. We do not ask you to give notes or mortgages.—*People's Outfitting Co., Kalamazoo, Mich.*

Time proves the great merit of the *January sale*. There's only one test we know of to prove the merit of any big movement such as this—the test of time. The first week's selling in this big sale has proven the intrinsic worth of the splendid values that are presented. In the graniteware sale, in the whiteware sale, in the sale of staples and in every department of this great store are values such as make January buying wise economy, and which will yield the fullest measure of satisfaction both from the liberal character of the savings as well as the superlative quality of the merchandise. Assortments are now at their full flood.—*The T. Eaton Co., Winnipeg, Can.*

This week will prove to be one of the greatest midsummer clearing sales ever held in Memphis. As our buyer has been off to market now for three weeks, and already new goods are coming in, we will try to clean up our odds and ends of our spring stock. This week you can buy almost anything you want for \$1.00 down and a little each week or month. It would take a whole newspaper to tell you about our bargains this week.—*Rhodes-Hoverty Furniture Co., Memphis, Tenn.*

Special reduction sale on canned vegetables. Now that the rush of Christmas purchasing is over, we'll start another of our famous special reduction sales on canned vegetables. The importance of this sale will be understood as our past specials have so strongly demonstrated. We include our entire line of vegetables, except a few brands of asparagus. The quality is the finest on the market, all absolutely pure and will meet every requirement of the pure food law. You should take advantage of this big sale.—*The Lathrop Co., Hartford, Conn.*

Thousands of dollars' worth of desirable summer goods which the manufacturers found at the end of the season was tying up just so much of their working capital and valuable room, that should be devoted to the producing and storing of stock for the fall trade, was obliged to be moved at some price. For the past month our buyers have been accosted at every turn by representatives of mills and factories throughout the country, who have been grasping every opportunity of turning these surplus lots into cash. Cost has been almost of secondary consideration, and the inducements they offered us were so overwhelmingly strong that we've relieved them of several of their surplus lots at prices which enable us to make the most sensational merchandising achievement in the history of Waterbury.—*Grieve, Bisset & Holland, Waterbury, Conn.*

Our midsummer sale starts to-day. It seems scarcely necessary to print more than the mere announcement, followed by very brief descriptions and prices, for the memory of our last midsummer sale surely lingers in the minds of many thousands of our customers as an event that proved to be exceedingly profitable to them. We may add, however, that plans promising vastly greater selling than in last July have been made for this midsummer sale. And enough of the special items are here given to start the throngs coming early this morning.—*Strawbridge & Clothier, Philadelphia, Pa.*

Now is the time to buy wash goods because we are selling them at low prices. These sheer, dainty fabrics will add much to the beauty and comfort of Topeka women in hot summer months. We have a complete stock now—prices are unusually low—we know about this, we are not merely talking. We started a wash goods sale Monday morning that will end to-morrow night. We are determined to sell more wash goods in

these three days than we ever did in the same length of time.—*Jones Dry Goods Co., Topeka, Kansas.*

The sale of the season. The manufacturing season for shirtwaists is over; the summer selling season has reached the climax; the wearing season stretches away indefinitely. The end may not come till late in November. But we're not going to wait for the end of the season to hold our big sale. We're going to have it right now. While the retail selling wave is at the crest; right at the beginning of the hot summer days when shirtwaists, and lots of them, are genuine necessities; when the groups will be eagerly looked over for styles which suit the chooser's fancy; when sales will be quickly made; when every sale will make a lasting friend and customer; long before the usual time for end-of-the-season waist sales. That's the time we've chosen for our sensational waist selling. Saturday the ready-to-wear section will be given over, almost entirely, to the display and sale of waists. They will be piled high on every counter, case and table. Hundreds upon hundreds of them. Every style, quality and kind known to shirtwaistdom will be found. Every price quoted herein represents the regular selling price of waists which are in stock this morning. The reductions which you obtain are apparent at a glance. There's no telling how long these bargains will last. Forewarned is forearmed. Be early!—*Crosby Bros., Topeka, Kan.*

The July clearing sale is getting thousands ready to go away on their vacations at an unprecedented saving. Tomorrow the showing of outing requisites will be particularly attractive both in price and quality. Don't miss it. In addition to all the new lots of merchandise, the clearing bargains of Thursday and Friday will continue.—*Simpson-Crawford Co., New York, N. Y.*

To-morrow we begin our annual July clearance sale. It will be a great sale. It offers values that have never before been equaled in this city. Prices have been reduced to figures that will clean up the entire stock quick. Let us remind you to come early for the best selections. Remember the many conveniences of our liberal credit system are at your service. It applies to everything we sell, every price we name. It gives you the same low price as cash, with the advantages of easy part payments, in whatever time you need to pay. We gladly arrange the terms to suit your requirements.—*I. Davis, Buffalo, N. Y.*

For the next three days of June selling we offer the largest array of bargains ever offered by any house in Houston. Our is an immense line, possibly the greatest collection of novelty weaves ever assembled under any roof in Texas. As to our prices or values we will say this: We are endeavoring to and are building up the largest dress goods business in this part of the state, and in doing this we have left no room for the other fellow. We fear no competition. We offer for sale the very cream of the season's best productions—and no store anywhere can afford to sell them for less than they are priced in this sale. Come—and see—and realize what these savings mean to you.—*Mistrot-Munn Co., Houston, Texas.*

Alive and awake. Come into the store to-morrow morning and note the bustle. Something of interest must be going on to bring so many people here on a July morning. What is it? First it is the fact that this store is alive and wide awake. July isn't synonymous with drowsiness at Loeser's. Things happen even in what is called the "dull" season because they are made to happen. The July clearance sales are some of those things. All over the store you find them—first rate goods offered at second rate prices so that we and the makers may have clear decks before the new season. Along with the good values goes good service—and promptness, cheerfulness and energy make it up. The store is wide awake every minute of the business days—which are 8:30 to 5 o'clock now.—*F. Loeser & Co., Brooklyn, N. Y.*

Important notice. Every day will have its wonderful offers in summer apparel and other summer needs. We have many agreeable surprises in store. Do not miss a single day's announcement if you would profit by the unusual economies made possible by the energy and resourcefulness of Brooklyn's greatest store. If you are out of town or going out of town, use the mail order. If you do not get our daily advertisements, let us know your address while away and we will see that you do. This is more than a store. It is a great institution for Brooklynites, and we desire its benefits to reach them wherever they may be. If you want anything not advertised, send for it anyway and you will get it at the lowest price charged anywhere.—*Abraham & Straus, Brooklyn, N. Y.*

Watch for our annual midsummer white sale. Be prepared to attend the greatest bargain giving white sale ever

before launched. Thursday is the day it begins and we are prepared to give you the rarest of bargains on reasonable white good and garments of all kinds. Undermuslins, waists, embroideries, cotton fabrics, laces, woollen materials, hosiery, white canvas oxfords—in fact, most everything "white" representing odds and ends of the first of the season selling, regular stock which we do not wish to carry any longer and special purchases bought at price concessions by us and offered to you on the same terms. Be prepared to attend a great bargain sale of "white" goods.—*The Palace Department Store, Spokane, Wash.*

The sole object of the July clearing sale is to effect a quick and positive clearing of all odd lots, broken lines, odds and ends, broken sizes, sample lines and the entire remainder of seasonable summer merchandise left from the liveliest June sale in the history of this store. The prices are such as to accomplish this result with celerity. They are marked as you would expect them to be only in the month of August. In waiting till then, you would lose the month to which these goods are best adapted. There is every advantage in attending the first clearing of the season. Surplus stocks will be added from time to time throughout the month, so that to-morrow and every day you will find a variety of clean, new merchandise at clearing prices in every department. These stocks are unusually large and attractive, owing to the lateness of the season.—*The Simpson-Crawford Co., New York, N. Y.*

The store that has always set the standard. In every art there is some one so much more skilled than others as to set the standard—just so in the business world. In every city there is a concern that sets the pace. Crook-Record Co. have been the recognized mercantile leaders of Paris for years. This prestige is being maintained and broadened every day. The very fact that this concern has been in business over forty years, and each year showing a sure and steady growth, is proof positive that the house is solid from the foundation; that it has the elements to "make good." All this is simply prefatory to the one idea we wish to get before you: Crook-Record Co. is the house for satisfactory and economical shopping. Try our July Clearance Sale for special values Monday. It will prove a revelation.—*Crook-Record Co., Paris, Texas.*

SHOES—GENERAL

Shoes for the Minute.—No speciousness about these Wanamaker shoe bargains. They're all that they seem—sometimes more; for we're naturally modest about describing the merits of the merchandise.

So with these shoe-groups we exploit to-day. Shoes for "the good old summer time"—not wintry sorts—shoes you need this minute, man or boy, woman or girl, for city streets, seashore, or country. And brand new, in styles, leathers, and prices.—*Wanamaker's, New York.*

An overwhelming array of shoes!—*A. E. Dinet & Co., Joliet, Ill.*

A shoe for every foot. A price for every purse.—*Carl Kahler Shoe Co., Des Moines, Ia.*

There are shoes made to sell; low prices that are really dear on any terms. The term Solid, as applied to shoes, means that only leather is used throughout. It means that counters used to stiffen the uppers at the heels, that inner soles and the heels are solid leather, and not paper or leather composition. The shoes we sell are all solid leather.—*Walther's Dept. Store, Bay City, Mich.*

Shoes that fit your feet and won't pinch your pocket at *Meehan & Regan's, St. Thomas, Ontario.*

We cater to the trade that appreciate advanced styles in footwear.—*M. & S. Schulein, Spokane, Wash.*

Makers make us certain concessions—to popularize their wares; it's their only means of advertising. We figure with other makers weeks ahead and grasp every worthy lot that comes along. So that with our regular stock and with the special lots we have an assemblage of high-grade footwear that's hard to beat.—*Adams Dry Goods Co., New York.*

For men and women. Shoe standards at Wanamaker's present unusual requirements for the making of \$5 shoes. Starting with the superb Wanamaker Reliable Shoes for women, at \$3 a pair, and the Wanamaker Special \$3.90 Shoes for men—the latter being the full equal of \$5 shoes sold in other stores—it requires skill and knowledge of the highest order to produce shoes worth \$5, in comparison. And this is what we have

most fully succeeded in doing in the superb shoes which the Wanamaker Shoe Store presents at this price. The men and women wishing footwear of the most correct and dressy character will appreciate Wanamaker \$5 shoes.—*John Wanamaker, New York.*

Shoes for business, for semi-dress, for full dress, in all the leathers, in a range of prices and styles greater than ever previously shown, the kinds that "keep shape" till worn out.—*Byck Bros. & Co., Atlanta, Ga.*

Friday you pay \$6.00 for a pair of Shoes. Saturday they are advertised at \$3.50. In various modifications of the figures this is a thing that is happening every day, and you never can tell when it is going to happen to you. Figure on it a minute: One of two things is certain: Either you paid too much on Friday or your neighbor pays too little on Saturday. Small comfort to you in either case. The chances, however, are overwhelmingly in favor of the fact that the \$3.50 price is just about *right*—that is, it represents the intrinsic value of the shoes, with the profit clipped down to the lowest reasonable figure. Below cost? Not much! Stores practically never do that and don't confess it when they do, although they claim it sometimes when they don't. Therefore, you paid two profits: one profit on your own pair, another on the pair that your neighbor bought at cost or a little more. And that's the whole machinery of the average "bargain sale" when it's a real one. You get all the good points of a bargain, with none of the usual objections to the bargain sale. No "odd-lots" or "slightly-damaged" or "broken-sizes" clauses in the Regal offer.—*Regal Shoe Co., New York, N. Y.*

You'll strike a mighty array of Summer footwear, an almost endless variety of new creations in colonials, oxfords and shoes at prices that are unapproachable.—*The Rochester Shoe Company, Rochester, N. Y.*

Well-Dressed Feet.—Your happiness, health and appearance depend greatly on your shoes. Our shoes are made to fit the feet. If you wear shoes bought here your feet will be comfortable and attractive.—*Raven & MacDonald, St. Thomas, Ont.*

Warm shoes, like everything else this store sells, have to be right, or we don't give them house room.—*Weil & Arnold, Youngstown, O.*

Shoes That Don't Give You the Blues.—Our shoes are so much superior to other lines shown in the city as comfortable fitters and swagger lookers that the man wearing them has a pleasing attractiveness that makes every one he meets his friend. All the different style lasts that are in vogue as well as all the leathers.—*J. Will Gray & Bro., Salt Lake City, Utah.*

This is a general cleanup sale of numerous lines of Shoes for men, women and children, and among the various lots are some of the most remarkable values we have ever offered. It is a noteworthy fact that these are not "bargain" shoes, such as are seen in large quantities in the periodical shoe sales elsewhere, seemingly made for the purpose. A few of the shoes in this sale are samples and one lot was bought much below value; all the others are taken from our own regular stock and reduced. This means that every shoe offered is a safe shoe to buy, and fully guaranteed by us as good value at the original price. It also means that sizes are somewhat broken; but, as there are many different styles, almost every customer should be able to find a pair that fits—and that without much searching.—*Strawbridge & Clothier, Philadelphia, Pa.*

Most of our friends and patrons know what we mean when we say shoe day—but that everybody may be fully acquainted with its significance, let us repeat the story. Shoe Day comes every Friday of the year. It is a day set apart for special offerings of good shoes at extra low prices. These low prices were made primarily to relieve the crowded condition of the shoe store on Saturday, and the people have so appreciated what we do for them, that Friday has become almost as big a day in the selling of shoes as Saturday. Tomorrow we will offer, in addition to the special lots previously advertised for our February shoe sale, these extra specials.—*W. V. Snyder & Co., Newark, N. J.*

Selling new smart Shoes for what they cost us—and less than that, too, in most cases—isn't our regular business. But for our purpose—to wind up our prosperity sale in grand good style—we've chopped down a lot more prices. We must get these shelves of ours clear—our spring goods are shipped. A few looks around the store will show three or four pairs that are just what you need to

finish out winter and start on spring. Come and pick them out. This season's stock—at such prices as these; and every one fitted as it should be.—*Fischer's, Trenton, N. J.*

Look to Your Shoes!—Are they what they seem to be? Were they built to please the eye only? Will they give the service expected of them? Are the soles oak-tanned leather or a miserable apology? Are the shoes the best your money will buy? We plan our shoes, lay out the specifications, often buy the leather, so that we can stand back of every pair. They are solid from beginning to end—not like the window shoes, built for looks only, that manufacturers work so hard to get up nowadays.—*Wanamaker's, Philadelphia, Pa.*

Come share the savings with the other shoppers who will be here. Seasonable shoes at the lowest prices. If this shoe department did not exist thousands of people would be compelled to pay a fourth more for their footwear. As long as we can give these kind of bargains we are sure to be Kansas City's biggest and best shoe store.—*Jones Dry Goods Co., Kansas City, Mo.*

Most shoe stores work hard to see how little they can get into their shoes and how much out of the customer. We make new customers right along by reversing the process.—*W. O. Stone & Co., Cleveland, O.*

The Southern type of beauty is represented by grace, poise and daintiness. Shapely feet should not be rendered clumsy by ungainly, ill-fitting shoes. Your feet can appear to no better advantage than when encased in a pair of our elegant-fitting shoes.—*Zellner's, Memphis, Tenn.*

Perfect feet are not obtained by wearing ill-fitting shoes. A perfect-fitting shoe does a double duty; it is always comfortable and it wears longer. Such are the qualities of the Loyal shoe.—*The Loyal Shoe Store, Worcester, Mass.*

New Fall Styles for Men and Women.—The new effects this season are most all brought out in the shoemaking. There are no freakish shapes or extreme edges to distract one's attention from the real qualities of a shoe; in fact, it is the quality that determines the styles, as the new custom effects cannot be produced by unskilled workmen with cheap materials. The general tone and character of the new style is most pleasing and the shoes dress the feet more attractively than for several seasons.—*Wm. Eastwood & Son Co., Rochester,*

This will be a season for good shoe-making. There are no extreme or unusual effects, so that extra quality in workmanship and materials will be more in demand. The new effects are along custom lines and require the most careful workmanship and best materials to produce the desired result.—*Wm. Eastwood & Son Co., Rochester, N. Y.*

Whether you want them to stand in or walk in, to dance in or talk in, we have them.—*Hirsch Bros., St. Thomas, Ont.*

You never got a stale or out-of-date style of a shoe in this store, did you? We clean up in earnest each season and start with new, fresh goods the next.—*Dinet, Nachbour & Co., Joliet, Ill.*

Watson's shoes need no breaking in. They are comfortable from the moment you put them on. Yet they look well as long as you wear them. The reason is, they're made to fit.—*Geo. Watson & Co., Newark, N. J.*

If we were giving away gold \$\$\$ and you didn't know it, what good would that do you? None. That's why we use this newspaper, to let you know we're on earth and doing a shoe and hosiery business that ought to catch you.—*The Haas Shoe and Hosiery Co., Spencer, Ia.*

Everybody's Shoes are Here.—Every kind of shoe for everybody—men, women, children and the babies; for every business, every dress and every sport and pastime use. Whether you walk or ride, fish or hunt; or whether you like to be dressed up and kept so, we have shoes for all these uses and all these purposes, and our prices are very cheap.—*Carlton Shoe Co., Atlanta, Ga.*

Up-to-date, nobby, the swellest shoes the manufacturer makes—that's a Staub shoe.—*C. M. Staub Shoe Co., Los Angeles, Cal.*

They keep your feet cool and comfortable. That's what our shoes, designed expressly for summer wear, do. They are perfection in footwear for warm weather. Very stylish, too, as well as neat fitting and durable.—*Frank Power, Montreal, Can.*

It's a strong ankle that knows no turning. Low shoes strengthen the ankles as well as cool them.—*Rogers, Peet & Co., New York.*

They keep your feet cool and comfortable. That's what our shoes designed expressly for summer wear do. They're perfection in footgear for warm weather. Very stylish, too, as well as neat fitting and durable.—*James Maynard, Victoria.*

The Sample Shoe Store sells strong,

sound, serviceable shoes. Satisfaction sure. Special styles, sewed soles. Six months sure.—*Schonberger & Pribula, West Chester, Pa.*

The shoe is mightier than the sword in making conquests. The idea is worth turning over. A pretty shoe incasing a shapely foot completes the costume and is an indication of taste and refinement.—*Yunker Bros., Des Moines, Ia.*

You will recognize the goodness of these shoes at a glance. The styles are good and the qualities excellent. There will be a rush for them, so we advise early buying.—*A. Hamburger & Sons, Los Angeles, Cal.*

My! How comfortable! The \$3.50 Regent is the most comfortable shoe ever put on the foot of man. There are no "ifs," "ands" or "buts" about this proposition. Besides, it's the swell and swagger shoe of the summer of 1902.—*M. & S. Schulein, Spokane, Wash.*

You Are Your Foot's Guardian.—If it grumbles or aches it is your fault. You hold the purse strings and can remedy the evil. According as you clothe your feet they may be contented or rebellious, ugly or beautiful. In proportion as they are contented, you are comfortable. Patrician offers the satisfactory solution—a comfortable foot in a handsome boot.—*Davison-Paxon-Stokes Co., Atlanta.*

A sextet of shoe specials. Two for men, two for women and two for children, accordingly shoes for the family and so priced that you can get three pairs for the usual cost of two. And they're all good, honest, new, stylish shoes, such as we're proud to proffer and such as you'll take pride in wearing.—*Kaufmann's, Pittsburg, Pa.*

Let the Punishment Fit the Crime.—We committed the crime of having an overstock of winter-weight shoes. Now we are getting punished for it in having to let them go at prices that make us pretty tired. But we need the money—so out they go.—*Beaman's, Knoxville, Tenn.*

Hardest months of the year to come—slushy and slippery February and March. Good, strong shoes may save a lot in doctor's bills. There are savings on the shoes, too—that is why they get valuable newspaper space. Stylish, serviceable—up to all the year-round standard of this store.—*Abraham & Straus, Brooklyn, N. Y.*

You need the shoes, we want the money.—*Marx Bros., Galveston, Texas, March 14, 1903.*

Shoes with ambition. They aspire to be worn. They want to keep company with your feet.—*J. N. Adam & Co, Buffalo, N. Y.*

A merry whirlwind of shoe blessings.—*Hamburger's, Los Angeles, Cal.*

Shoes! The thoughtful prepare for the future. The storms of winter are more than due, and will soon surely be upon us. Come to our store and get your footwear at prices that competition will not meet. All styles and kinds for both men and women, and to satisfy all tastes and preferences—all of the best material and highest workmanship. If this cold snap catches you with your feet close to the ground, let us set you right before the M.D. gets a chance at you.—*The Nebraska, Kansas City, Mo.*

Shoes! Shoes! Shoes! Shoes reign supreme in this store now. Everywhere you turn is piles of shoes—shoe signs—shoe ads—shoe clerks and shoe buyers! More of the latter than anything else. We've sold more shoes than anything else. We've sold more shoes during the past five days than we ever dreamed of selling within that space of time. While some of the lines are sold out entirely, there yet remains hundreds and hundreds of pairs of shoes of all kinds and in all sizes. Every pair is marked to sell at or below cost. Not within the range of our memory were such ridiculously low prices quoted on shoes that were really made from leather and made right!—*Livingston's, Youngstown, O.*

Smart looking shoes go out with a whirr; been doing it for the past few days on the wings of low prices. A very much cut price sometimes gives shoes a black eye. But these? Not much. They're the season's swell styles, but whose company here is decidedly unpleasant in winter time.—*Beadle & Sherburne Co., Rochester.*

Matthews' low prices for shoes are remarkable the year round. The best shoes any day for less money than anywhere else is always a fact here. But the sale that begins to-morrow will bear out the statement of a saving of a dollar and a half and more. All are perfect, well fitting and warranted, same as regular stock.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

You can waste money on shoes as quickly as on anything—perhaps more so, for what looks like leather often proves "a horse of another color." For this very reason we're overly particular about our shoes. Above all else, sound

and solid leather must enter into the making of every pair. Sightliness, comfort and a perfect fit are other characteristics of our shoes.—*Moreland's, Muncie, Ind.*

Comfortable Shoes for Men, Women and Children.—Comfortable from the first minute you put them on. No "breaking in," because they have been carefully designed, carefully cut and carefully put together. Shoes of such character need only be placed in the hands of competent salesmen and sales-ladies to insure a perfect fit—we have them here.—*Lewis, Ruddy, Davies & Murphy, Scranton, Pa.*

The Crowds Are Coming and the Shoes Are Going.—Shoe buyers are irresistibly drawn to one great centre—Crocker's January Clearing Sale—in which thousands of pairs of the finest shoes for men, women, boys and children are being closed out at less than cost. It's a case where you make money—and we lose. Nobody can resist buying when such prices as these buy the swellest footwear of the season.—*Crocker's, Washington, D. C.—Jan. 18, 1903.*

Another famous Wanamaker shoe sale. The New York public is pretty familiar with the full meaning of this announcement. It means that shoes are selling away below their values. It means that the special-priced shoes are good. It means that the shoes are seasonable sorts. All these things go together in a shoe movement at Wanamaker's. That's why our shoe store was busy as a beehive all day yesterday. New, stylish, well-made shoes for men, women and children, at most decisive savings. Here is word of some new groups to-day.—*John Wanamaker, New York, N. Y.*

A forced smile is better than no smile—perhaps. But the wearer of our shoes smiles from pure delight. Put on a pair yourself—they'll be a "sure cure for the blues." You'll be pleased with the "snappy" style and elegant finish. The fit and freedom of foot motion will give you genuine satisfaction. And the comfort and durability will keep you smiling all the season through. The purse fitting prices, too, fix on the face of the buyer a "smile that won't come off."—*H. Johnson, Altoona, Pa.*

Behind every fact lies a reason. When there is a multitude of shoes trying to be sold, and one shoe far surpasses all others in volume of sales, there is a reason for it.—*Gimbel Brothers, Milwaukee, Wis.*

On Deck Again.—After the good enjoyed we are ready to fit all people with shoes.—*R. Mills, Vancouver, B. C.*

Here to-morrow, sturdy, sensible shoes with good, stout soles, broad, comfortable toes—shoes for play or dress, which will keep your feet warm, dry and comfortable.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Markdown Shoe Sales.—The season is here when the papers are full of attractively displayed announcements of markdown shoe sales. Some special articles of merchandise may be legitimately marked down, but shoes are different, unless there is something the matter with them. Did it ever occur to you that the prices of cotton cloth, black silk or leather, sugar, flour, tea and coffee, or in other words, staple goods, were never greatly reduced at any season of the year? Why? Because they are never marked up. Sorosis shoes are staples. They are not marked \$5 when trade is good and \$3.50 when trade is bad. They are \$3.50 all the year round, which is a fair and reasonable price at the start.—*Sorosis Shops, Boston, Mass., Feb. 5, 1903.*

Patent kid wears as well as calf skin, yet looks as good as patent leather, having all the gloss of the latter. "Ideal" patent kid practically revolutionized the shoe business. The leather does not crack through, and being lusted over kid is as soft as it is possible to make any light shoe. Because of certain trade conditions the entire stock on hand of the manufacturer was purchased by a well-known concern and offered to us at such prices that the sale was quickly consummated.—*Seigel Cooper Co., New York.*

One may easily determine the value of an article by studying the character of its patrons. That the Burt shoe is known to most women of culture and universally worn by the smart set is indicative of its excellence, but additional and most convincing proof of its high favor is being furnished by the rapidly increasing demand.—*Edwin C. Burt, New York, N. Y.*

The average man with the average "pair of new shoes" is a thoroughly unhappy object. Don't be an average man! Buy Milford shoes—made to make you happy! Made to fit your feet! Made to wear like iron. Step in and take a look at our "In It" last, a new one. Oxfords and bals.—*The Milford Shoe Co., New Haven, Conn.*

Three complete summer lines in line,

all fresh goods, made for us this season, lace and button, widths for narrow, medium and broad feet, made of pebbled goatskin. An exceptional opportunity to fit out the children with vacation and school shoes at modest prices—"too good to last" holds good in this instance.—*Wanamaker's, Philadelphia, Pa.*

With Pilgrim shoes there must be no suspicion of the commonplace in style, fit or wear. They must meet the critical judgment of well-informed men and on merit alone win approval. The Pilgrims of past seasons have proved their pre-eminence. And the Pilgrims of now are splendidly qualified to establish a new mark for goodness in medium-cost foot-wear.—*Jordan Marsh Co., Boston.*

Nine times out of ten your feet tire and ache because of ill-fitting shoes. Put your feet in a refreshing "ache-proof" pair of Crossetts. They relax the feet and relieve the mind.—*Lewis A. Crossett, North Abington, Mass.*

Shoe values destroyed.—*Ben Spears, Memphis, Tenn.*

Our waterproof shoes are not a luxury—they are as necessary for the feet as food is for the body.—*Jackson's, Pittsburg, Pa.*

Our great mid-winter clearance sale of shoes is attracting thousands of men and women who appreciate this extraordinary money-saving opportunity, our usual semi-annual offering of "season-end" lines will be augmented by sweeping cuts in early spring shipments of sample lines. The more pairs you buy the more money saved. All new goods. No old rubbish.—*S. B. Pooock, St. Thomas, Ont.*

Clearance Sale of high-grade shoes for men and women. Broken and discontinued lines of men's and women's shoes.—*People's Outfitting Co., Chicago, Ill.*

Our shoe sale is the talk of the town. The way we are slaughtering goods is a surprise to everybody. Hundreds took advantage to supply themselves ahead. Some people thought it a clean-up sale, where the old shop-worn before-the-storm goods would be unloaded on them, but we soon convinced them it is a clean-out sale. Nothing in our immense stock is reserved. Now's the time, before styles and sizes are broken.—*Marz Bros., Galveston, Texas.*

Stop! Look! Listen! There is danger of your paying too much for Shoes if you buy without seeing our good, strong Shoes for little money.—*Cameron & Arbaugh, Lansing, Mich.*

Did you get a pair of our slaughtered price shoes? You don't know a good thing unless you got in on this. Lots of people have taken advantage of the price reductions, but we can still show almost unbroken lines. Come with big expectations.—*Herald Shoe Co., Denison.*

Footwear for All in Newest Styles.—Tan and black leathers. Everything that is new, of course. The prevailing vogue is always mirrored in our shoe showing. The stock is made up mostly of the more conservative styles; but we have plenty of novelties for people who want them.—*Strawbridge & Clothier, Philadelphia, Pa.*

Shoes.—The Best Sorts and Prices Very Small.—Come to Symons' for shoes. You'll find just the right kind here, the styles that will accentuate the graceful lines of your foot; that will bring to you untold comfort; that will surely wear a longer time than most shoes do. You will save on these shoes, too, about a third in most cases, sometimes more, sometimes less.—*Symons', Altoona, Pa.*

Don't Blow in Five!—At least without seeing our new three-fifty line. We call 'em Byck's \$3.50 Shoes. They're better than the rest. Any style, all leathers, vicis or wax calf.—*Byck Bros. & Co., Atlanta, Ga.*

Dressy shoes for men and women. We show a large line of spring and summer shoe styles for men, women and children. All the latest shapes and shades. Every pair of shoes we offer is a splendid value; there's nothing inferior in our stock.—*R. C. Black, Atlanta, Ga.*

No geographical favoritism is displayed in this shoe store. Equally ample provision is made for Greenland's icy mountains and India's coral strand—or, to be more exact, New York City and Palm Beach. Shoes for all sorts of prices, but only one kind of quality—reliable.—*Wanamaker, New York.*

For whatever purpose it is designed, the Coward shoe answers every requirement with exactness. It keeps feet sound and healthy; it eases the pains caused by wrong shapes; it provides a fit for every malformation; and makes a grateful friend of every wearer. It is the perfected product of half a century of shoe building.—*James S. Coward, New York, N. Y.*

Women, men, children—every member of the family will profit by this quick unloading of shoes. This is not a sale

of tiny proportions, but a great clearing out of all the seasonable shoes in stock. They are shoes that are just the weight and quality for this time of year, but are worthless for June or July. Knowing this we cut prices to cost, and often to half of cost, so as to rid ourselves of them and get them on your feet, where they will do the most good.—*The Fourteenth Street Store, New York, N. Y.*

Corns usually begin in the lasting room of a shoe factory. Lasts cost money, so most shoe factories run short-lasted. The shoes are on in the morning and off at night. Consequently the leather retains all its original stretch and shrink, and corns result. "Slater" shoes are left on the lasts long enough to take all the stretch and shrink forever out of the leather. So, if a "Slater Shoe" fits when it is tried on it will fit till worn out, and retain its shape.—*S. P. Pockock, St. Thomas, Ont.*

Never take chances when you don't have to—there are occasions enough when you must, but don't multiply them. That is what is called a "glittering generality," but the sentiment is sound about particularities, too—notably about shoes. You take no chances when you buy shoes of us except the chance of getting more for your money than you'd naturally expect—and that won't keep you worrying o' nights.—*Strange & Skinner, Binghamton, N. Y.*

There is in these shoes the highest possible class of workmanship—as you will appreciate as soon as they are on your feet. There is positive art in the last, which is exclusive with us and possesses the best points of the faddish shoe; is thoroughly up-to-date in every line, fits the foot snugly—neither gaping at the side nor rubbing blisters on the heel, producing a combination of comfort and style equal to that put into any shoe, we do not care what the price. It's the culmination of years of study and we are proud of it.—*Abraham & Straus, Brooklyn, N. Y.*

Read the descriptions of these wet-weather shoes. You will find that they are stylish shoes, that they are appropriate for street wear at all times, but especially while the sidewalks and crossings are wet.—*A. Hamburger & Sons, Los Angeles, Cal.*

We sell what is good and we ask you to buy our shoes because they are good. It isn't price that sells our shoes, for shoes can be made to sell at any price. It's goodness, merit and worth and value that sells them.—*James Boyd, Denison.*

Wet-weather shoes for women, girls and boys. From a health standpoint it doesn't pay to wear improper shoes during a wet spell. This shoe sale includes every sort, quality and shape for women and children. This shoe sale is so different from the ordinary shoe sale that from looking at the stock without asking prices you will think it a regular completely-sized assortment. It is seldom that you find a complete shoe stock offered at a sale. The one reason for the great success of our present shoe effort is due to the fact that the assortment includes every style of shoe that can be wanted, and all grades from the finest that can be made, down to the common rough-and-ready sorts.

Too many shoes spoil the feet. That's because they have wrong shape—they cause corns, bunions, ingrowing nails and flat arch. And that's why we produce certain special shoes—to cure the ills caused by other makes. Feet bred in the Coward shoe are perfect in shape and free from all ailments.—*James S. Coward, New York, N. Y.*

The former buyer did it—simply a mistake in judgment. We bought the biggest stock of tans ever put under one roof in Alabama—anticipating the exceptional run of tans that was everywhere predicted. We have sold a world of tans—but not enough. Too many tans in the house to carry over—so they have to go. It's your chance—an excellent one. We'd rather have the money in the bank than the shoes in the house—so they're yours for little money—about cost to us. The people of Montgomery and vicinity never had the chance like this to buy tan shoes. You've seen all sorts of discount sales—reduction sales and what not—but you've never seen shoes sold like we are going to sell these tans. Think a minute. Take the Hanan "Nob" and the Nettleton "Stub" for instance. You couldn't buy either of these two tans in any store in the world for love nor money for less than \$5 a pair. Yet—what are we doing? Offering you your choice for \$3.95. You can figure out in a minute what a great saving this means. Then—every pair in the house—all the tans—go at correspondingly low prices.—*Bullock Shoe Company, Montgomery.*

Ten years ago we would have said "no," but to-day we say most emphatically "yes." We are showing exclusive styles of strictly high-grade shoes shown in the twin cities. Every pair made by shoemakers that are artists in their particular line. None but the highest

priced, carefully selected leathers used—Hyle's (imported) chrome patent calfskin, keystone glazed kidskin and the best dull-finished leathers. Every good shoe idea known is used in their construction and we have the shoes and expert salesmen that can fit your feet.—*Golden Rule, St. Paul, Minn.*

Selling new smart shoes for what they cost us, and less than that, too, in most cases; isn't our regular business. But for the next few days—to wind up our prosperity sale in grand good style—we have chopped down a lot more prices. We must get these shelves of ours clear—our spring goods are shipped. A few looks 'round the store will show you three or four pairs that are just what you need to finish out winter and start on spring. Come and pick them out. There are lots left—all this season's stock at such prices as you'll find below—many items but all at little prices.—*Strange & Skinner, Binghamton, N. Y.*

If you are willing to save a third or more on your shoe needs in the near future—come to us. We have marked every pair of men's, women's and children's winter-weight shoes in our stock at fractional prices of what they ordinarily bring in order that we may clean out quickly our present stock and have room for the summer goods already on the way to us. Just consider these offerings.—*Cox Shoe Co., Birmingham.*

Lots of people have prospered this week at our expense—we've wrapped up shoes faster than ever before. But there were such a lot of splendid, stylish shoes, here, that there are plenty left. If you have any desires in the direction of prosperity in the shoe line, now's the time to satisfy them. What is the sense of neglecting such a chance to get shoes for the rest of the winter and early spring at way-down prices,—a chance that is right here now. Every pair of shoes will be perfectly fitted, of course. Here are shoe bargains for you—wherever you are.—*Millard, Cohoes.*

Vanity shoes are those that look well, wear badly, and feel worse. Regals are the only shoes, at \$3.50, that look so well (because shaped after world-famous custom models), wear so well (because built on genuine oak leather soles) and feel so well (because made of valvic ventilating calfskin) * * * Brilliant as silk, and tough as wire—coolest, cleanest and most sanitary of all summer leathers.—*Regal Shoe Store, New York.*

Remarkable on account of the unusual values given. Remarkable for the great attendance each day. Altogether, the most remarkable shoe sale in Philadelphia's history. Beginning with something like 3,000 pairs, the number has dwindled down to a few hundred. As a last stroke—a master stroke in shoe reductions—the remaining sizes will be closed out at a price that places before you the greatest shoe values of the season. Every shoe bears the stamp of quality, of superiority—"Sorois," a model of modern shoe making. At the price we now offer them, the entire lot could be disposed of to a well-known department store. We prefer to have them go at retail, knowing that each sale will make a new advocate for Sorois.—*Sorois Shoe Co., Philadelphia.*

Many prudent and thrifty people believe that a dollar saved is a dollar earned—this store's resources are ever exerted and employed in buying for cash "real footwear bargains" wherever they may be found in American shoe centers. This fact, together with low rentals, enables us to undersell all others.—*Gunhouse Shoe Co., Newark.*

We especially wish to impress you with the fact that these shoes are all clean, fresh, good, first-class, staple styles; there's not an out-of-date or shop-worn pair in the lot; every pair will be sold with our absolute guarantee of satisfaction; you take no risk in buying these sale shoes, no more than you would in buying regular goods, for, if after getting them home you are not perfectly satisfied bring them back at once in salable condition with duplicate purchase check for cheerful refund or credit.—*Emery, Bird, Thayer Co., Kansas City.*

Spring! Spring! Excuse us, we just wanted to say to you that our new spring shoes are here. Footwear for everybody. We have high and low cut spring shoes that your feet would be proud to wear. No such shoes ever before honored this town with their presence. Step in just for a look.—*J. N. Zurlinden, Kenton, Ohio.*

An unusually busy day is Saturday, but we are used to busy days and plenty of extra people on hand to care for your needs; expert shoe fitters and perfect arrangement of goods is what we offer in our great sale. Facts and figures backed by the goods demonstrate to the reasoning mind the truth or our statement.—*Hirschman's, Salt Lake City.*

We simply are asking for your shoe trade—asking for it, because we believe

we deserve it. We want to be your shoers, and we certainly will be, if you will come in for a look.—*Watkins, Harlan & Evans, Columbus, Tenn.*

The world is full of shoes, good bad and indifferent. Most shoe men put the least money into their shoes and get the most money out of their customers. We reverse this rule. We put the most money into our shoes and get the least money out of our customers.—*Cam-meyer, New York.*

Sew up that hole in your pocket. Don't buy the cheapest shoes you can find! Bring us the boy and a dollar and a half and let us show you "how."—*Weil & Arnold, Youngstown, Ohio.*

You need shoes and want good ones.—*Johnson & Wibbur, Colorado Springs.*

The Shoe for You.—The shoe that fits your foot—that's the shoe for you. Come to our shop, put it on and if it fits you, wear it. You won't try on many before you find the right one; but we will make a Christmas gift of any amount of patience, and you may try as many as you wish. We're here to please you.—*V. C. Roblin & Co., Charlotte, Mich.*

On the level is the way our shoes are made all through. Good honest material and honest workmanship are in every pair. They have correct style. We can fit you perfectly and you will find comfort and satisfaction in the shoes you buy here. We sell honest shoes at honest prices. A splendid shoe, our special, at \$3.00 pair.—*Frank Power, Montreal.*

Stock Up With Shoes.—Gustav Aidt's shoes have made a record for themselves. We haven't been called upon to say anything in their favor—they've literally "sold themselves"—so good were the qualities and so rarely low the prices. If you haven't taken advantage of the offer you'll miss about your last chance—unless you come this time.—*S. Kann Sons & Co., Baltimore, Md.*

It is quite possible for a shoe to pay its debts and at the same time be quite disagreeable from start to finish. The Burt boot, on the contrary, goes beyond the debt limit. It feels old when it is new and looks new when it is old.—*Nichols & Damon, New Bedford, Mass.*

Don't think because you've worn shoes all your life that you can judge the quality at first glance or even after critical inspection. It takes a Greek scholar to read Greek and a shoe scholar to read shoes. Our shoe scholar says these shoes are the best.—*Joel Gutman & Co., Baltimore, Md.*

A bargain in quality instead of a bargain in price is what you get every time you buy a pair of shoes at Thielbars.—*Thielbar's, Peoria, Ill.*

Slater shoes are the foundation of good feeling. More than that they are the leaders of shoe fashion and for wear, they're not equaled.—*Alley & Co., Charlottetown, P. E. I.*

Our shoe emporium. The busy place of the Twin Cities. Always on the alert to furnish our trade with the best values at a small cost.—*The New Store, Minneapolis, Minn.*

There's an endless procession of shoes coming into this store. And a steady outgoing tramp, tramp, almost equaling in numbers the incoming volume. But not quite—there are stragglers. A few of this style, more of another, quite a lot of a third, less of some others, delay going. These stragglers, amounting in all to—thousands of pairs, all bargains, sometimes two pairs for the price of one, or three for the price of two, must be cleared out.—*Gimbel Bros., Philadelphia, Pa.*

Thousands of people wished yesterday that they had a pair of good, heavy, staunch shoes. Be ready for the next emergency! For men, there are warm shoes and dry shoes assembled in an exclusive shop just inside the Market and Thirteenth Street door, where they may be fitted privately and quickly.—*Wanamaker, Philadelphia, Pa.*

Do not miss the opportunity to save money presented in our "closing out" shoe sale. You can secure a year's supply of footwear for a few dollars—and shoes keep well. It is good for your feet to change your shoes frequently. Here and now is your chance to secure good footwear at a liberal saving.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

If your shoes don't fit, don't blame your feet. The fault's in your shoes, no matter what the clerk may say. We find it's easier to make Regal shoes fit the foot than make the foot fit the shoe—easier on you, easier in the end for us—because it wins your confidence. Some one of these is a made-to-order fit for you.—*Regal Shoe Co., New York.*

Shoes are always wearing out and one of the biggest drains on the average purse, so keep your eye on the shoe bargains we offer, and see how much plumper your pocketbook will be for it. To-day we have marked down several lots of shoes for men, women and children, and can suit any one in the

family with a good, strong, durable, stylish shoe.—*Shifflenburg's, Philadelphia, Pa.*

Sorosis represents all that is best in shoe making. Makers of Sorosis have for years concentrated every effort in producing the best possible shoe to sell for a certain price. A scientific study is made of the human foot in all its forms and lasts designed to meet every demand. There's a style for every need, a shape for every foot.—*The Crescent, Spokane, Wash.*

These are the remnants of the season's business; broken lots and styles that we expect to discontinue. This sale will be to your advantage as well as ours; you save money by buying, we make money by closing out broken lots even at a loss, for it enables us to keep our stocks fresh and start next fall with all new styles. This sale will commence Thursday morning at 9 o'clock.—*Ehrlich's, Columbia, S. C.*

Stupendous clearance sale of winter shoes. The past three days and nights found us as busy as bees culling from our immense stock all odd lots of men's shoes, which will be placed on sale this morning at a very low price—in many instances at less than half. In marking these shoes cost was not considered. The reason for this enormous cut is plain. We need the room for spring stock, which soon begins pouring in upon us, therefore, all broken lots must go. Original prices plainly marked.—*A. S. Knowles D. G. Co., Montgomery.*

Good Shoes to Save Money On.—It would be poor economy to pay less for shoes that would soon wear out or lose their shape. But when you can secure shoes that will exhibit no such failings—shoes made of good leathers, and substantially put together, for anywhere from a half a dollar to a dollar and a half less than their regular price, it is certainly worth while to buy. That is the sort of real economies that we offer you to-day.—*The Wanamaker Store, New York.*

Ever have trouble with your feet? Coward shoe wearers never do. That's because the "Coward" fits perfectly. No pinching or pain for the grown-ups—no deformities for growing feet. The Coward shoe starts the foot right and keeps it so.—*The Coward Store, New York.*

Shoe prices surrender, and it's a shelf-emptying surrender, for they were entrenched behind the very best values.—*Fisher's, Trenton, N. J.*

Shoes Underpriced.—Spring goods demand shelf room. Winter footwear, whose only fault is the space it occupies, is to go at less than the cost of leather.—*Solomon's Pittsburg, Pa.*

Better opportunity to purchase shoes made to sell at higher prices has never been offered in this section—a great many special purchases have been combined in the following lots. Every line represents a great saving—a price advantage that will be immediately apparent in the appearance and in the service of every pair of shoes the great bargain assortments include. There are great numbers of other bargains besides those here mentioned.—*Marshall Field & Co., Chicago, Ill.*

To-day will be a memorable one in the shoe selling at our store. Every mother's son of those Whitaker-Brown shoes have been led to the slaughter, to clean them out, and make this day's sale a red letter one. The shoes, as you know, are up to snuff in shape and quality—and the way we will clean them out will be a caution. Whether you need shoes or not should not keep you from getting in on this sale—and early. Don't come bye and bye to buy. To-day is the last and only day for Whitaker-Brown shoes.—*The Mammoth Shoe House, Los Angeles, Cal.*

We can promise in the narrow widths to fit about every foot in a satisfying shape. But in the wider widths the sizes are much more broken. We suggest, however, to those needing shoes to let us try to fit them from this lot. We feel certain that all who need shoes now and those whose wants are far away will take advantage of these unusual shoe conditions.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

It is very conclusive evidence that shoes are being sold at prices that appeal to the public by the way the people purchase these bargains in lots of more than one pair. We have sold the average customer two and three and sometimes four pairs. Don't you be the one to miss this opportunity of getting extra good shoes at prices of inferior ones.—*Becker's Shoe Store, Springfield.*

To be sold regardless of former price, so as to get our stock reduced before spring. Remember, there are no damaged shoes left in our stock—they are all this season's styles—and the quotations here below are as truthful as Washington with his little hatchet.—*Byck Bros. & Co., Louisville.*

This sale, which in volume of value-

giving, out-classing as it does all our previous sales, by the wide scope of magnetic inducements, is for the purpose of clearing our shelves. It's the clearing of all winter 1905 styles at prices in most instances almost at the actual cost of making. In no case is your saving any other than a decided one. To show promptitude (if in any possible need of shoes) in considering these offerings would mean that your economical intentions, often thought of, are only being put into actual practice when opportunity occurs.—*J. Bacon & Sons, Louisville, Ky.*

Because of slight imperfections, which necessitate our selling these W. L. Douglas shoes as "Factory Damaged," we are able to make a price of \$1.50 for boys' sizes, and \$1.89 and \$2.39 for men's sizes. We control every pair that comes from the Douglas factories at Brockton, Massachusetts. Every new spring style in both high and low cut is represented; though they are mostly of patent Coltskin or of Russian Calf—the latter in tan. Shoe experts come in here, and are unable to detect the imperfections; but the Douglas principle necessitates that every pair with even the slightest blemish must come to us.—*Adams Dry Goods Co., New York, N. Y.*

As a rule it is a pretty good thing to follow the crowd. Just now the crowd is headed for bargains at the Eagle. And the crowd is right. The bargains in reasonable footwear is so far out of the ordinary that the economical buyer is not slow in taking advantage of the situation and is getting his shoes at prices that completely paralyze all possible competition. Here are the prices on some of the shoes that takes the breath of competition and tickles those in need of shoes.—*Moreland, The Eagle Shoe Store, Muncie, Ind.*

The finest production in footwear at the price. Unequaled in form, material and workmanship. Give them a trial and they will prove to you the truth of our assertion. As we guarantee the shoes, you run no risk in their purchase.—*Cammeyer, New York.*

The great let-go shoe sale. Every home has its house-cleaning days with results most pleasing. The next thirty days will be our stock cleaning days and we're going to clean our stock thoroughly. Shoes have got to go and prices the incentive.—*Rochester Shoe Co., Galesburg, Ill.*

Most complete and up-to-date shoe store in the state! We have struck the key note on footwear! This stock to-day is as near perfect as earthly things are made. We can suit any taste or fit any foot. This stock combines beauty of style, durability and comfort. Every shoe comes direct to us from the men who make them which insures the lowest prices. Every shoe is guaranteed to give satisfaction. They are the products of the most reliable manufacturers of the land and they stand behind any guarantee we give.—*McAtee, Lyddam & Ray, Owensboro.*

Prettiest spring shoes. The Guarantee wants to show you the "real styles" to-day.—*The Guarantee, Muncie, Ind.*

Shoes that fit the weather and your feet. That's the kind that receive our attention just now, strong and good.—*Burger & Born, Kenton, Ohio.*

The pretty parts of this shoe for women are too numerous to mention, and masterful shoemaking has made every part practical. The price is the economical part.—*Nichols & Damon, New Bedford, Mass.*

A mighty magnet attracting irresistibly. Undiminished interest attaches to every department of the great closing out shoe sale. Greater cuts than ever. Stylish goods at less than cost of manufacture.—*Knox & Knox, Altoona, Pa.*

The longer an ill-shaped shoe wears the worse you feel about it. You never tire of Regals, because Regals are right in the first place—and they stay right. Regal style stands unchallenged. It is the result of the taste and skill of the world's master designers, for every line and curve of their models is duplicated in Regals. Regal comfort is insured by Regal quarter sizes and by the careful hand-work that moulds each shoe over individual lasts for right and left. Regal oxfords are an absolute innovation in the shoe business. They are all built on specially designed oxford lasts—while other manufacturers' low shoes are built on the lasts made up for their high shoes. And it makes all the difference in the world. It makes your Regal oxfords fit snugly at heel and sides, and prevent every chance of the common oxford failing—chafing at the heel and gaping at the sides.—*Regal Shoe Co., Los Angeles, Cal.*

"Watch our windows." It will keep you posted on all the "new things in footwear."—*Hesser & Co., Springfield.*

Spring shoes at Heavenrich's. Beautiful and dainty, yet sensible, are the

styles of footwear for this spring and summer. You will at least want to see them whether you are ready to buy or not.—*Heavenrich, Saginaw, Mich.*

The brightest, the snappiest spring shoes produced are here for your selection. We keep our fingers on the pulse of every dependable source of shoe supply in the country. We gather in the worthy styles as soon as produced, and back them up with a guarantee that means just what "sterling" means to silverware.—*T. F. Hazen & Co., Knoxville, Tenn.*

There is a way of being absolutely sure that the shoes you buy are worth at least as much as you pay for them. You may not be able to tell good leather from bad; you may not know the difference between a high grade shoe and an article of rougher make, and yet it is your own fault if you are imposed upon. You cannot be expected to detect those differences in material which make such a material difference, but you can at least take the precaution of making your purchases where misrepresentations are never for a moment tolerated.—*S. P. Dunham & Co., Trenton.*

In order to produce the exact shape of any abnormal or deformed foot we take a plaster cast from the foot itself. This results in accurate fit at every point, no matter what the difficulty may be. A talk with our expert who has made this a study for a life time, will help you to solve your problem.—*James S. Coward, New York, N. Y.*

I'm easy. That's what Grover's shoes would say providing their togues could talk. Ease and grace tells (in part only) the story of Grover's shoes for tender feet.—*Schneider Shoe Co., Bloomington, Ill.*

Annual Shoe Sale. Biggest of all bargains. It's a sale at Fahey's. You know what that means. Shoes to fit everybody.—*Fahey's, Bloomington, Ill.*

Buy now if you want to save money. Thursday, Friday and Saturday shoes will almost walk out of the store on account of the extra reductions made on prices.—*Johnson's, Altoona, Pa.*

This store is always doing the unexpected. For instance, buying the famous Packard boot at a bargain price.—*T. Eaton Co., Toronto.*

Clear the shelves, that's the cry, clear the shoe shelves, that the why summer shoes must straightway fly—the fall is drawing nigh.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

No shoes but good shoes, no prices but cut prices.—*Johnson & Wilbur, Colorado Springs, Colo.*

Are you going away? If so, then you will want some Oxford ties. They are a necessity this time of year. For seashore, country or mountain. They are cool and comfortable. We have them for men and women, boys and girls.—*Martin Shoe Co., Woonsocket.*

Shoes that fit this weather and your feet—that's the kind that receive our attention just now. Strong and good shoes for the rigors of fall and winter, the kind that will keep your feet warm and dry. Rubbers, arctics and all such foot protection here at the lowest prices and in great style variety.—*Edwin Aishberg, Hartford, Conn.*

Faultless fitting footwear for fall.—*Gusky's, Pittsburg, Pa.*

Ill-fitting shoes cannot retain their shape and are very sure to distort the feet. . . . There is more than good leather in a good shoe.—*Wm. Eastwood & Son Co., Rochester, N. Y.*

There's one rule in this concern that will stand as long as the house stands: "When it's a question of a few cents more profit or a few cents worth more of good shoe—the shoe wins."—*Schneider Shoe Company, Bloomington.*

Everything in footwear, staples and novelties of the highest and medium grades for men, women and children will be found here in styles pleasing to the eye and conducive to comfort. There are many new things that are exclusive with us which must be seen to be appreciated. See display in show window.—*R. C. Block, Atlanta, Ga.*

It's a good story that will bear repetition. Our story of the great spring shoe sale will bear many repetitions, for it is a money-saving story, a story of reduced prices on \$40,000 worth of good shoes. These prices only tell a little of the "story." Our windows tell part and the bargain tables tell the balance.—*Hamilton & Baker, Los Angeles, Cal.*

Feet duty. The adornment of the human form is one of the most serious problems of life. Every one should take pride in wearing fashionable and comfortable shoes. High quality insures long wear, good fitting, comfort, beauty of appearance, elation, and all this for low prices gives all buyers at our store a feeling of perfect satisfaction.—*R. Mills, Vancouver, B. C.*

Most complete and up-to-date shoe store in the State. We have struck the

keynote on footwear.—*McAtee, Lyddam & Ray, Owensboro, Ky.*

If you aren't ready for low shoes yet, we've high shoes of calf, patent leather and enamel, made on the most approved lasts—some are waterproofed.—*Rogers, Peet & Company, New York.*

Shoes to fit every fancy! Shoes to fit every foot! Shoes to fit every purse! Are gathered together here in our shoe stock. They show what a determination will do to get together the best shoes from the best makers at the least possible cost.—*Matthews Bros., Waco, Tex.*

Stylish summer footwear. A pretty boot on a dainty foot gives a tinge of fashion to an elegant costume, that but few things can adequately convey. In the higher grades of footwear we don't believe that all local stores combined can show so great an assortment in as many new and stylish lasts.—*Ham-burger's, Los Angeles, Cal.*

Just a little better in shape, a little finer in finish, a big difference in the quality of leather used and you have a word picture of our own brand of women's \$3.00 shoes. We tell the manufacturer who makes them for us to put in every penny's worth of value he can for the price. He does it. It's for you to test them now and see if we're right and truthful.—*Miller, Kenton, O.*

Have you seen the swell styles in shoes which we are selling this week at cut prices, for men, women and children; also ladies' evening slippers. Large crowds have been attracted by the new styles included in this sale. A rare opportunity to secure a real bargain.—*Rogers Shoe Co., Lexington, Ky.*

Those who were among the first to attend it are returning again for more of the great bargains. Good, reliable, dependable footwear was never before sold at such ridiculously low prices, but in our effort to make this the greatest sale of its kind in the history of this city we have cut prices down to the cost of manufacture, some even lower. If you need footwear of any description you should not miss this great shoe sale. If you practice economy you should buy now for future needs, as the bargains being offered here in real high grade footwear may never again be equaled. Not a slightly reduced price on one or two items in stock but a deep cut on every pair of shoes, rubbers and slippers in our store. Don't fail to come.—*Oppenheim & Levy, Saginaw, Mich.*

The greatest shoe achievement of the year must be credited to the Fourteenth Street Store. It has accumulated 3,500 pairs of men's shoes, all celebrated for their excellent wearing and style qualities, and will sell them, beginning at 8.30 Saturday morning, at a price lower than was ever quoted before. There is no mistaking that this means the most remarkable shoe bargains for men ever advertised in this city, and how any man can miss them is beyond our comprehension.—*The Fourteenth Street Store, New York City, N. Y.*

Such as no other shoe house in this country ever has made or ever can make. Although thousands of pairs have already gone out, this great sale is still in full blast; and better and better values are offered as it progresses. Watch our ads and don't miss any of the bargains. You can come every day and find something new.—*Boston Shoe Co., Louisville, Ky.*

About every so often old Father Time comes in wearing pointed toe shoes. He's got 'em on now—going to wear 'em all next season—so some of the Milford shoes are a bit peaked at the toe, in anticipation. Plenty of broader toes, though, for the business' man and the comfort seeker.—*The Milford Shoe Co., New Haven, Conn.*

Everyday necessities decreed by fashion—good news from the model shoe department of Southern California. A stylishly shaped shoe gives a graceful appearance to a suit or costume. But comfort is as essential as style. Combine both desirable features and name a price lower than any competitor and you get the shoe business. The great sale of manufacturer's surplus stock shoes has been the feature of the shoe selling the past few weeks at this big store, and affords an excellent opportunity for you to get a season's supply of new and stylish footwear at really lower prices than other retail stores pay for them at wholesale.—*Hamburger's, Los Angeles, Cal.*

Experience is the best teacher of shoe values, but we insure you against the possibility of dissatisfaction with our \$3 special shoe. We guarantee confidently because we know how the shoe is made and what it is made of—we know what hundreds of its wearers say of it—that it is the best shoe for the money in America—and that is what it is.—*Saks & Co., Indianapolis, Ind.*

It is with most people the same—they want their money to stretch over the most articles, they want the best possi-

ble values, they want the most for their money. And they are entitled to it—if they can get it. There is the proposition—if they can get it. Anderson is noted for the fine shoes he sells. A traveling man came into our store the other day. He lives in St. Louis.—It seems as though there must be plenty of shoes in St. Louis—but nevertheless he bought a pair of us, and said it was just the shoe he had been looking for all the season. He said that Anderson has the best stock he has seen.—*W. A. Anderson & Co., Galesburg, Ill.*

It's wisest in the beginning, and cheapest in the end, to provide yourself with shoes having good soles.—*Dickey & Dehaas, Harvey, Ia.*

It's quite a feat to make glad feet. Bring them here and you'll have ten happy toes and a pocketbook that never will squeal.—*The Haas Shoe and Hosiery Co., Spencer, Ia.*

A Beaten Path to Our Shoe Store. Emerson said: "If a man can write a better book, preach a better sermon, or make a better mouse trap than his neighbor, tho' he build his house in the woods, the world will make a beaten path to his door." So, too, in the stocking of our Shoe Store.

We have separated the good from the bad and picked the best from the good, for our stock and people who wear the shoes themselves, or buy them for others, have found it out.

The "beaten path" to our Shoe Store is ever widening.—*Eiseman Bros., Atlanta, Ga.*

A great fall in the price of shoes for Saturday's selling. Although the prices have dropped the qualities are not hurt, oh no. When you buy shoes here you can be sure of their endurance and of their style and quality, and when it comes to price, no other store can touch them. Here's a few samples of low prices.—*Hudson Bay Stores, Vancouver.*

Pay attention everybody—If any man or woman has any notion (and the necessary coin) of investing in a pair of good substantial dress shoes this week they are hereby advised that for such shoes the best—in fact the only store in town where you can save a dollar or so on every pair is *Simons Shoes, Altoona, Pa.*

Men's shoes, ladies' shoes. Hold! Read these facts—we want your business—you want our shoes. What is the secret of our success? We strive to give our customers honest value combined with snappy up-to-date styles.—*Carl Reidesel, The Shoeman, Crookstown.*

What's in a name? Well, it all depends on what the name is. If it's "Fry" on a shoe, it means as much as "Sterling" does on silver. It means the best. It means superior materials, high-class shoemaking, fine finish, correct shape, smart style—it means the best there is in footwear.—*Fry Shoe Co., Omaha, Neb.*

Manufacturer's high grade shoe sale. Fourth day of this tremendous merchandising triumph. Though you may not have present wants, do a little figuring ahead and secure a supply of footwear, not alone for yourself but for your entire family, for the shoes included in this sale are all new this season, are on best shape lasts, yet as they were purchased at such price concessions from the manufacturers our present retail prices are lower than we would pay for the same goods at wholesale in the regular way. There are thousands of pairs, scores of styles and the conditions of every pocketbook can be fully met.—*Hamburger, Los Angeles, Cal.*

Dressy people like our shoes.—*J. C. Wynd & Co., Peoria, Ill.*

All leathers for all weathers. The best shoe for the money.—*Brown Shoe Co., Parkersburg, W. Va.*

Shoes that make friends for us are the only kind we sell. We do not claim to be the only people selling good shoes, but we are the only store selling good shoes at such low prices.—*B. B. Pyle & Co., Denison, Tex.*

This event has startled New York. Never before have perfect shoes of such an exceptionally well-known make been sold at so low a price. It puts all other shoe events, here and everywhere, in the shade.—*Adams' Dry Goods Co., New York, N. Y.*

Our new "XXX" Shoe is so correctly sized as to be trim fitting, but easy. The foot's delicate organization is never deformed wearing this shoe—toes, sides, instep have freedom and comfort.—*Hackett, Carhart & Co., New York.*

It is a shoe problem. To successfully combine three essentials—ease, elegance, economy. Our stock represents the modern solution of the problem. Ease is assured by careful lasting; elegance, by artistic modeling and workmanship, economy by a price that allows of the very best at a fair cost, and no more.—*Morris & Anderson, Monmouth, Ill.*

You need the shoes, we want the money.—*Marx Bros., Galveston, Texas.*

Shoes! Shoes! Shoes! We have them

in every style you can imagine, to fit small as well as large feet. Made in all kinds of leathers, and the prices we have put on them is the smallest part about them.—*Frank Rosenbaum, York, Pa.*

You'll want summer shoes two months yet. Maybe you wear light shoes all year round. But we want to do the selling in a jiffy—a good part of it to-day. We've cut prices ruthlessly—you profit proportionately, if you wish another pair or two of these excellent shoes.—*Wanamaker's, New York.*

Gigantic sacrificing will go on this week at Dan Cohen's. Come early and have your selections of the greatest bargains ever offered in footwear. Our clearance sale of summer footwear has served to cut down our immense stock of shoes, oxfords and sandals, but has left us an abundance of odds and ends. These we are going to sacrifice, regardless of cost. They must go at any old price—bring whatever they will, we are going to clean up. Monday starts real house cleaning, so come with baskets for your grand bargains.—*Dan Cohen, Springfield, Ohio.*

We will not give you a shoe that will make it necessary to fit your feet to the shoes. Our many years of experience in fitting feet enables us to know at a glance the shape of last your foot requires.—*Christenson's Shoe Store, Ogden, Utah.*

The feet are more sensitive in hot weather than in cool. It is not so much the kind of shoes that you wear that makes them either comfortable or uncomfortable, but it is the way they fit. Shoe fitting to-day is a science and at Thielbar's you will find the science perfectly mastered.—*Thielbar's, Peoria, Ill.*

A shoe should always fit closely around the instep, so as to make it impossible for the foot to slip forward and crowd the toes. The ball of the foot and the toes should have plenty of room and the instep should be grasped as if by a gloved hand. Our shoes are anatomically correct, being constructed to the exact outline of the human foot.—*Flavell & Swartz, Great Falls, Mont.*

This has been a lively week in the Shoe Store, because of these extraordinary autumn offerings. Just when people had to buy shoes for the whole family we gave them a chance to secure liberal savings on the necessary purchases—little wonder that we have been as busy as bees every day.—*Wanamaker, New York, N. Y.*

A great scoop in shoes.—*Rothschild & Co., Chicago, Ill.*

A great help during warm weather is a comfortable shoe—and we can give you the maximum of comfort and value in footwear at minimum of cost. Our line of shoes include the leading makes, many shapes, all widths and a variety of styles. Give you perfect fit in finest and medium grades at distinctly low prices. Every pair warranted as to material and workmanship.—*McLean-Bunnell Shoe Company, Bloomington, Ill.*

On the tree you'll be glad to find one or two pairs of the plainly better sort of shoes that we always have for sale. They are triumphs of the shoemaker's art.—*Strange & Skinner, Binghamton.*

Our customers await this sale, for they know when we advertise to give special prices we do just what we advertise. Our customers are the winners at our sales. We do this because we wish to clean up our stock and be able to show men fresh shoes each season. There is no possible chance of anything being left over in summer footwear, for we make the price low enough so that all can afford to buy. We are not selling old stock, but every pair made this season. You need shoes at all times. Think of the saving, and buy for yourself an extra pair. You can afford it at these prices. Three months of summer yet to come; plenty of time to wear out another pair.—*Hesser & Co., Springfield.*

Exceptional Values in Stylish Footwear.—It is not necessary for us to constantly reiterate that we have the largest shoe department in Southern California—but it is always a pleasure to us to tell you of the values we can give for your money, for we do secure some of the very best bargains to be found in the wholesale markets and at the saving effect can often sell shoes at retail at less than other stores pay for them at wholesale.—*Hamburger's, Los Angeles, Cal.*

A stupendous scoop in shoes.—*C. C. C., Anaconda, Mont.*

Shoe Saving.—The shoe man offers his regular Saturday bargain grist. It is interesting always—more so now than usual—to-morrow there is a strong factor urging him—you need not know it except prices have weakened by a quarter on certain lots.—*The Boston Store, Milwaukee, Wis.*

Boot Snaps.—For men, women, and children. Money-saving chances in footwear for early fall wear. Qualities this store guarantees to be safe and reliable;

styles that will gain your favor at first sight. Prices take effect at eight o'clock on Saturday morning.—*The T. Eaton Co., Ltd., Toronto, Can.*

Do you ever realize how deceptive generalities are? How easy it is to write an ad that will give the impression that prices are away down when in reality they are away up? We always make it a point to tell you exactly the kind of shoes to expect, they are always seasonable, always serviceable, always good with a name and a reputation behind them.—*J. S. Henderson, Parrsboro, N. S.*

We've seen shoes that had a very smart appearance when first worn. But how about a few weeks later? Instep supports had wrinkled, linings were creased, and saturated with leather dye from perspiration. Now we wish to ask you a plain, simple question. Do you think our shoe business would continue to increase if we sold this kind? No. Then, as we have said before, "Why our shoes?" Because we utilize every effort and means we know of to secure the best shoes at the prevailing popular prices.—*Samter Brothers, Scranton, Pa.*

Shoes. "There have been doings" in our big shoe department the past couple of weeks. The arrival of our new Sorosis Shoes for women, with a wealth of exclusive style in every line, has been greeted by hosts of buyers. We have the latest fads and fancies in men's shoes, and we handle children's feet better than anyone else in Galesburg.—*The Big Store, Galesburg, St. John's Co.*

We stick ours to our last; you'd better stick to us.—*Palmer Shoe Co., Bangor.*

Let these items send your feet fleeing to this store to-morrow to be shod—remembering, always, that Olds, Wortman & King are purveyors of good shoes only.—*Olds, Wortman & King, Portland, Ore.*

You can't always find shelter from troubles, but if they are shoe troubles there is a haven of refuge for you. It's called the Fit-Easy shoe and it does not belie its name. Selection is easy—all styles. Wearing is easy—perfect fit. Price is easy—three-fifty.—*Strange & Skinner, Binghamton, N. Y.*

A pair of perfect feet. That's what comes from wearing properly fitted shoes, such as you get here. You don't have to have corns and bunions. Our salesmen can fit you with snug looking shoes that feel six weeks old.—*Strange & Skinner, Binghamton, N. Y.*

Each changing season finds an answering note in the Portia shoe. Dainty, beautiful, serviceable shoes for every purpose, every occasion and every foot. Whatever the season's wear—whether the heavy, mannish boot of midwinter or the exquisite ties of midsummer—all alike have the rare perfection of fit, style and finish. We know we can fit you—fit you exactly. Why destroy the harmony of a handsome toilette with ill-fitting, ill-looking shoes—shoes, maybe, that hurt your feet and are a year behind the times—when a pair of Portias will complete the picture.—*M. F. Thompson, Binghamton.*

No other footwear will defy dampness so effectively as our famous box calf "foot form" boots. Thoroughly well made of best quality box calf, fitted with full sheet cork sole and our famous inner sole. Dampness and even water can't penetrate to the foot.—*Edmonston's, Washington, D. C.*

The best you can get is not the highest priced. This fact will be made plain to you if you will drop in and have a "shoe-talk" with us.—*Burns Shoe Store, Binghamton, N. Y.*

Our store policy forbids—absolutely—the carrying over of a solitary pair of shoes from one season into another. The coming of fall must find bright, new footwear in every department, and in order to accomplish this end we offer you a choice of the noblest and most dependable shoes in Washington at exactly fifty cents on the dollar.—*R. Berberick's, Washington, D. C.*

We still continue to sell shoes at little profit. It is the one thing that keeps our shoe department busy. The wearers of shoes cannot help but recognize the fact that we are giving more wear for the money than anyone else in Portland. We are selling shoes on the principle of to-day, not of twenty years ago. Modern merchandising means modern profits—that's small profits and quick action.—*Roberts Bros., Portland, Ore.*

Here is the best shoe news that has been told since our spring distribution of the same grades of samples. Twice a year we get them—the finest sample lines from the best makers, at a great saving. The autumn samples will be placed on sale this morning.—*Strawbridge & Clothier, Philadelphia, Pa.*

A notable achievement in mid-summer shoe selling—a great and altogether unusual bargain occasion in which all Newark will hasten to participate. Our unlimited capacity placed us in a posi-

tion to absorb the entire surplus lines of three large makers—a tremendous quantity, aggregating over 15,000 pairs of women's, children's and men's shoes and oxfords and representing this season's newest and most desirable styles.—*Bamberger's, Newark, N. J.*

We've been extremely fortunate in purchasing shoes at prices enabling us to sell them far below their established values, but at no time have we succeeded so well as in this instance.—*The 14th Street Store, New York.*

Any shoes can be made to look as good as "Hahn's," because it's easy to cover up inferior leathers and workmanship with high polish and flashy style. However, good-wearing leather comes high and "Hahn's" shoes *actually are best* in wear and fit, simply because smaller dealers cannot afford to put in the same grade of materials that our enormous buying-power enables us to use.—*Wm. Hahn & Co.'s, Washington.*

We don't think you can get better footwear in this country at the same low price you would pay here. We don't buy poor shoes from the factory and therefore can't sell poor shoes. Some of our new fall and winter footwear is here now and ready for your inspection—come in any time—we are always glad to show our big values, no difference whether you want to buy or not.—*Burger & Born, Kenton, Ohio.*

Shoes for the Family.—Autumn has come and the cool weather is here. It's now time to change one's shoes. Our store is the place where the best, the newest and the latest boots and shoes are to be found, and at the least prices. The freshest designs, the up to the day and hour creations. Heavy and light walking shoes for men and women, shoes for the boys and girls—shoes for the entire family. Beauty, comfort, service and small cost all combined. For whatever purpose you may require boots or shoes we have them and at the very lowest prices.—*D. E. Williams & Co., Youngstown, Ohio.*

Shoes that make walking a pleasure; for there is a helping influence that makes a man feel like the winged foot Mercury when his feet are encased in the right sort of footwear.—*Abraham & Straus, Brooklyn, N. Y.*

If you were a shoe man we'd ask you to come in just to see if you ever knew of a better Oxford selling at the price. We never have, and we're always on the watch to see what the other fellow does.—*Bloomingtondale's, New York.*

Hard to fit feet are easy for us to fit.—*The Hub, Marion, Ind.*

This'll be a harvest-week for all Shoe-Wearers who'll visit our stores. A crop of the swellest, best-fitting and longest-wearing new fall shoes you've ever seen, is the result of the seeds we sowed many months ago—and our prices will show that we've used our immense buying facilities to your best economical advantage.—*Wm. Hahn & Co., Washington, D. C.*

Any task is easy if you only know how to perform it. It's as easy for you to present an attractive foot as a homely one. All that's necessary is the Patrician shoe. We grant the statement may sound strong, but the proof is right in our store. Come in and try on a pair—buy or not, as you like,—so as to demonstrate our claims. For the mission of the Patrician is to supply deficiencies and to correct shortcomings; to make every foot appear to the best possible advantage, yet without the least sacrifice of ease, comfort or service.—*R. Berberich's Sons, Washington, D. C.*

In workmanship, in leathers, in style these shoes are as fine as can be made. They're the very perfection of shoemaking. Even the custom bootmaker who charges double and more can't put better materials into his production, for the best materials obtainable are used in these. He can't give you better workmanship, for the skill employed in turning out these shoes is of the highest order, and in the factory where they are made the facilities for doing good work are far greater than the custom bootmaker possesses.—*Woodward & Lothrop, Washington, D. C.*

Twice a year, in January and July, we make a clean sweep of all shoes which are not to be carried over—all broken lines and discontinued numbers. This is done that our stocks may be absolutely clean at the beginning of the new season. At this time prices are made so low that an absolute clearance is assured. All the shoes offered are good, clean, fresh stock and up to date styles. The qualities are such as we always demand in Crescent merchandise. Read the story of the savings to be made.—*The Crescent, Spokane, Wash.*

You will find the list below a particularly interesting one, showing the extraordinary savings now possible in this up-to-date shoe section, in which all footwear is guaranteed satisfactory. Our desire to make quick clearance of many lots now on hand brings you bar-

gains that never had an equal.—*Lit Bros., Philadelphia.*

Oh! how my feet hurt me! is a common remark and one which you have made many a time. Do you know you can overcome this? Do you know your feet can be fitted with a shoe so perfect and suitable it will make work easy?—*Glass Block Shoe Store, Marion.*

From a manufacturer who makes many of our \$3 shoes. He made these in dull times from materials equally as good as he puts in our \$3 shoes, but without quite so much finish.—*Wanamaker, Philadelphia, Pa.*

More than ever these now famous shoes deserve a royal name. In their graceful contour and faultless finish they leave little to be desired; in the freshness of the late models they satisfy the demand for novelty; in the varied shapes and carefully graded range of sizes there is absolutely no excuse for a misfit.—*L. S. Ayers & Co., Indianapolis, Ind.*

Experience is the best teacher of shoe values, but we insure you against the possibility of dissatisfaction with our \$3 special shoe. We guarantee confidently because we know how the shoe is made and what it is made of—we know what hundreds of its wearers say of it—that it is the best shoe for the money in America—and that is what it is.—*Saks & Co., Indianapolis, Ind.*

During the past ten days we have sold thousands of pairs of shoes, oxfords and slippers, and every one who purchased seemed highly pleased with the values obtained. We sold lots of shoes, but not all; there are plenty more of the same kind at the following low prices. Better come early to-day, as there is always a first choice.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

When all of the resources and facilities of a large and well equipped factory are used in the production of one certain grade of shoe, it stands to reason that such a shoe must have distinctive merits beyond the possibilities of the usual run of shoes.—*The Milford Shoe Co., Hartford, Conn.*

Strong and durable, yet pliable, stylish, perfect fitting and comfortable. No more satisfactory shoe at any price. Get convinced that there is no use paying more, and save a dollar or two. The Hanover maker-to-wearer one-profit system accounts for the remarkable value at low price.—*Hanover Shoe Co., Indianapolis, Ind.*

Our store is full of the choicest productions of the shoemaker's art. In every department and on every side fashion's latest fads in fine footwear await you.—*Swope Shoe Co., St. Louis.*

These Tan Shoes.—With the arrival of the warm weather, the whole country has become suffused with a yellow glow. It's Tan Shoes. It's becoming hard, too, to find a store with a full line of styles and sizes to choose from. No trouble here—we are well supplied; the styles are good, qualities can't be improved on.—*Wanamaker's, New York.*

Shoes for Mercury's Very Own Weather.—According to all accounts, Mercury's shoes were light and airy—had wings on 'em. Here are Shoes patterned after their mythological ancestors—for weather in which Mercury's very prominent. Try 'em, and see how light they are on your own feet.—*Wanamaker's, New York.*

Shoes for Summer Wear.—Exactly right footwear in summer means comfort to feet, body and mind to a great degree. Kaufmann shoes are made by the country's best manufacturers. Every good point that will meet the exigencies of summer wear has been studied and incorporated. After excellence comes—low price—here's abundant proof of the latter.—*Kaufmann's, Pittsburg, Pa.*

Shoes For All.—The advantage to those who avail themselves of the manifold opportunities of our Shoe Department are clear, decided and distinct—and worth while. A statement we can prove.—Went after the shoe business with an unswerving determination to do it better. Larger varieties—more attractive styles—and better values. We ask a critical test with these points in mind.—*Biggs & Buhl, Allegheny, Pa.*

The shoes are so made that they will not slip at the heel; whether laced or not, and with no seams to rip, bind or hurt the feet. They give better protection for every-day wear than any seam shoe made and while they cost a trifle more than the ordinary shoe, to those who appreciate value in comfort as well as service, they are the cheapest shoe to buy. There are many imitations now on the market. But if you want the best fitting, best wearing and most comfortable shoe ever placed on the market, see that this cut and the name of A. L. Richardson seamless are stamped on sole.—*Western Shoe Co., Janesville, Wis.*

We can save you a little money at least—maybe a good deal. We can give

you shoes a little better than those made for regular selling. You can pay very low prices at *Wanamaker's*, but you can't get poor shoes, no matter how little you pay. You can get the best shoes that are made, and pay only a fair price for them.—*Wanamaker, New York.*

A Shoe Sale of Importance.—Choose from complete lines. Rarely it is that you are asked to come to a shoe sale that offers all sizes in most of the lines. This backward season sale is remarkable in features like this, and this shoe sale is the most important that has been held in a long time.—*L. S. Plaut, Newark, N. J.*

Have you ever worn our \$5.00 custom-made boots? We are receiving very flattering reports about them right along. Their style, comfort and good wearing qualities please everyone who wears them.—*Schuler Bros., New Bedford.*

Black shoes in huge quantities at extremely little prices. This is a result of several New England manufacturers neglecting to count on the tremendous popularity of tan shoes, and so, being overstocked, they sought a market, and we were on hand to scoop them up. Such sensational price concessions marked this purchase that we are enabled to stir up a big commotion in the shoe business. Superiority of materials utilized in the manufacture, skill evidenced in the workmanship, and the high regard for new styles, with an unalterable determination to provide comfort as well, stand out in this great assortment of shoes as par excellence in every respect.—*Siegel Cooper Co., New York.*

Thousands of persons who have bought shoes at these July sales know what remarkable values they have secured. We have only to tell them that these wonderful offerings are repeated in this latest sale. Fine new summer and vacation shoes for everybody; unmatched and unmatchable bargains.—*Cammeyer, New York.*

What the pneumatic tire is to the bicycle the cushion sole is to footwear. This is the invention of Dr. Foster Banks, and consists of a cushion of live wool, specially prepared, so as to give the greatest amount of elasticity and resiliency. This makes it an ideal buffer to absorb all concussion, and makes walking easy, enjoyable, like stepping on velvet, and gives an elastic rebound for the beginning of each new step.—*T. Eaton Co., Toronto, Can.*

Wild fire modestly expresses the rapidity with which those \$3, \$3.50 and \$4 shoes, in sizes 31-2, 41-2 and 5 are being consumed. Ordinary house slippers would cost as much, and we offer shoes suitable for any occasion at, per pair, \$1.48.—*Hudson's, Cleveland, O.*

Don't wait until Friday, or Saturday morning to buy the shoes you need for the rest of the summer. Come to-day, get the errand off your mind, and the shoes into your closet.—*Wanamaker, New York.*

Go-away Shoes.—Best thing about good shoes is that you buy them for a special occasion, and use them for a long time afterward. You can do that with these shoes and save money on the go-off. And you get style and comfort along with the economy and durability. Wise investment, isn't it?—*Wanamaker, New York.*

There are a good many weeks yet until Winter shoes are wanted, and you will probably get tired trying to make the old shoes do. There is little economy in the effort when such shoes as these can be bought for these little prices.—*Wanamaker, New York, N. Y.*

If you have ever bought shoes at the "Famous" you know what our shoes are. You know that they are the right kind and that they are made to fit the feet.—*Famous Shoe Store, San Bernardino.*

A shoe that not only affords all ordinary protection, but that keeps the foot warm and dry on cold and stormy days. Trim in fit, easy in use and durable in wear, it embodies usefulness in a degree never equaled.—*James S. Coward, New York.*

A pair of Milford Tan Viscalized Storm Shoes will keep you at peace with the world in the wettest of the wet and the coldest of the cold weather that's coming; 12 and 14 inches in height. If you buy a pair you'll thank us for calling your attention to them.—*Milford Shoe Co., Hartford, Conn.*

Yesterday's snow brought out the defects in everybody's shoes. Today thousands of people have made up their minds to get new shoes that will keep out the snow and wet, as soon as they can arrange to go to the shoe store. There are a good many reasons why this trip should be made to Wanamaker's. First, because you are sure of getting better shoes than you will find in nine places out of ten. Second, because you will save an average of one dollar a pair on the price that will

need to be paid anywhere else you may go.—*Wanamaker, New York, N. Y.*

Why add to the danger of walking city streets? Why risk wet feet when dry feet cost no more? No good reason, so long as we sell "Dry Foot" shoes and guarantee them. A stylish waterproof walking shoe.—*Rogers, Peet & Co., New York, N. Y.*

This is "between seasons" for shoes. Let us take your measure and build your lasts while the last master has the time. Our low quarters hug the heel and do not slip. If you want foot comfort during the summer months, let us build you a pair of Alco shoes.—*Atlanta Leather Company, Custom Shoe Builders, Atlanta, Ga.*

We grant that you appreciate the absolute necessity of thoroughly waterproof footwear to defy the weather of the several months of cold, slushy, rainy weather ahead. At Rich's you find footwear especially made for such wear—shoes for men, women, boys and girls, which can be worn without rubbers without a fear of the feet becoming even damp. Such footwear, having the grace and individuality that Rich's has, isn't to be found elsewhere, and while it is quite easy enough to buy heavy shoes, you will find that they lack those points of fashion which careful dressers desire.—*B. Rich's Sons, Washington, D. C.*

Notes About Shoes.—A man's shoes, as well as a woman's, are a keynote to character, and often misleading as to position in life. A slovenly shoe mars a man or woman's appearance, no matter how well dressed otherwise he or she may be. It is like the rough material showing through the veneer to have dirty, wrinkled and shabby shoes showing beneath handsome clothes. Never try to wear a shoe that does not fit when you put it on—it will be out of shape long before it is halfway comfortable. Never let your shoes get hard and dry. Do not dry a wet shoe until you have rubbed it well with a flannel cloth and then with vaseline. Wash them once a week with a wet cloth and oil over night to keep in proper condition. If you cannot buy several pairs at once of our best shoes, watch our special announcements and you will find opportunities to buy excellent shoes for little—and you should have at least two pairs, as one should never be worn more than a day at a time. Let them rest out a day to get the wrinkles out—on a tree, if you have one.—*Abraham & Straus, Brooklyn.*

We've offered strong savings in thoroughly dependable shoes before, but we honestly do not believe we have yet offered such a value as this—we thoroughly realize that this is a strong statement, but we depend implicitly on your confidence in this store.—*The May Co., St. Louis, Mo.*

We have never failed to keep faith with the shoe buyers of Portland. We have never advertised a shoe unless we really had the shoes to sell. We have never advertised simply to get the people in the department, regardless of being able to fit the feet. We have every size and width, and can fit the most critical shoe purchaser. This Friday is no exception. We can fit any normal foot in any of our Friday's bargain shoes.—*Roberts Bros., Portland.*

Shoes You Ought to Buy.—Here are shoe offerings that will quickly inveigle you into buying. They are the kind that you frequently read about but seldom come in contact with. Every pair is worthful to the highest degree, stylish and serviceable. Every pair sold means the making of a new customer or the more firmly cementing the friendship of the old.—*Kaufmann's, Pittsburg, Pa.*

A "full understanding" of what's best in material and manufacture enables us to offer in Lambert's shoes, at \$3.95, more durability, style and comfort than has ever been obtainable in shoes retailed for less than six dollars. Our shoes require no "breaking in"—they fit properly, their lasts are made by the foremost shoe designers and the leathers are selected with great regard for fine appearance and durability. All shapes and leathers—six dollar values.—*Lambert, New Haven, Conn.*

Summer is the time for comfortable shoes, and this is the place for them. We specialize in summer footwear. We know how light it ought to be, and yet how durable and supporting, for long tramps and rocky climbs. We know how cool it ought to be, and yet how protective. We know how modish it should be, and how becoming. And we know how to combine these things in shoemaking.—*John Wanamaker, New York.*

The character in a Fischer shoe is not a happening. We know what it is to be before the shoe is made. We have it put there. It's put there to our order, in our way, and we won't have a shoe unless it is there, either. The difference between ours and a maker's ordinary stock shoes is the difference

between lack of style and the finest expression of style. It counts in appearance, as well as in the wear and is in our shoes at all prices.—*Fischer's, Trenton, N. J.*

We say your shoes because we know we have the shoes that will please you in every detail. Our shoes are the product of the best shoe factories in the country. The most careful buyer will find perfect satisfaction in our splendid stock of new shoes.—*Comfort Shoe Store, Lebanon, Pa.*

With the shoe bargains that are slipping away at Woods'. The sale we are carrying on is a genuine price opportunity. We want to sell these shoes and close the business. Whether you really need a pair of shoes today or not, this is a time to buy a pair—you will need them soon. Then why not buy them now, shoes do not become stale—the pair you are wearing will last so much longer if you have another pair, and your feet will be far more comfortable with a change.—*G. F. Woods, San Bernardino.*

Crawford shoes. And still the new shoes come—this time the Crawfords, one of the many world's famous products for which we have the exclusive sale in Pueblo. Needless to say, we couldn't keep piling in the new unless the early arrivals marched out to make room. It's this constant quick-step march that keeps our great store in the lead with all the newest and choicest of the up-to-the-minute styles. The blucher and the button are the popular shoes of the season. We have them in all styles, all leathers and all prices.—*Bergerman's, Pueblo, Col.*

Inspection proof. Every single shoe that goes through the great "Queen Quality" factory must pass through the hands of no fewer than six different inspectors. A premium is paid for every imperfection detected. No shoe with any imperfection, however slight, is allowed to bear the "Queen Quality" stamp. It must be rejected and sold as damaged. Five expert shoemakers superintend the inspection squad and coach the foremen and workmen to keep every shoe up to the "Queen Quality" standard. As an extra precaution, before packing they get three more inspections—from the inspection squad, the foreman and the packer. Yet this is only indicative of the methods that make the sales of "Queen Quality" shoes much the largest in the world. Let us show you the new styles at \$3, \$3.50 and \$4.—*Specialty Shoe Co., New Bedford.*

Do you need a pair of shoes? If you want a pair that combine style, elegance, individuality with the best leather and excellent workmanship, why not try ours? You will be satisfied with your selection.—*Heavenrich Shoe Co., Saginaw, Mich.*

Proof of what high and consistently sustained standards can accomplish is made evident in every one of the beautiful La France shoe creations shown at this store. In not one pair has endurance or any other desirable quality been sacrificed. The La France is as good as it looks. And you can always be sure that beneath its dependable upper is a firm and honest sole.—*Simon Shoe Co., Mobile, Ala.*

In "*Dorothy Dodd*" shoes there is not only a correct fit for every foot, but also the correct style for every taste and occasion. You instantly notice a great difference when you put on a pair of "*Dorothy Dodds*." And if you care for style with comfort you will appreciate the new "*Dorothy Dodd*" styles we now have ready. They mean to your foot, just what a title means—they confer distinction. We want you to see these new fashions. Make your choice now while assortments are complete.—*Linehan Bros., Newark, O.*

You can be sure that the beautiful, distinctive, made-to-order appearance of the La France shoe obtainable at this store is more than "skin deep." It's La France never-lowered standards which guarantee you the use of only the highest quality and skill in every inside as well as outside detail of the La France shoe.—*The White Shoe Co., Waterbury, Conn.*

The money spent to secure honest materials for Crossett shoes shows in actual service. Best leathers—finest trimmings—most careful cobbling. Here is strength combined with slipper-like ease and custom bootmaker's style.—*Lewis A. Crossett, Atlanta, Ga.*

What will make you a more comfortable *low shoe* for early spring use than a pair of our gun-metal oxfords? Soft, will not scuff up, can be polished bright or kept dull, and will keep your feet in good healthy condition.—*Boldrick & Swan, Denison, Tex.*

Ankles cold? Better have spats with your low shoes—black, Oxford and tans; \$1, \$1.25, \$2.50—or high shoes. The "Pedestrian" is the walking shoe we copied after the best all round last of an exclusive bootmaker.—*Rogers, Peet & Co., New York.*

Every line and graceful curve of the *feminine foot* have been accurately followed by the men who designed the lasts upon which the dainty "Parququette" shoe is moulded. The result is a decidedly comfortable shoe that fits from the first without "breaking-in." And not only has the "Parququette" comfort, but style, elegance, refinement and exclusiveness as well. In fact, almost every day some lady customer speaks out in praise of the smartness and grace embodied in the various models on exhibition in the shoe department. Then, as to wearing qualities, there is no other shoe at any price that will give longer or more satisfactory service. And this is a well-known fact, which has been demonstrated absolutely, during the one year since the "Parququette" shoe was first introduced to our customers. The "Parququette" is made in a great many styles in the various leathers which will be worn during the coming season.—*Z. Paquet, Quebec, Can.*

One of the most striking of the spring tendencies in *footwear fashions* is the revival of the short-vamp, old-time fashion, with modern improvements. The short vamp makes the shoe look better on the foot than off. Its value for making the foot appear small and dainty has long been recognized—especially by theatrical people it has earned the name "stage lasts." It is especially desirable for women possessing plump, high-arched, short-toed feet. The spring line of foot mould shoes includes this style in all leathers for *men and women*.—*Siebert Bros., Springfield.*

Better footwear. In these days of frenzied advertising any old style is represented as the latest out, up-to-date, etc., and so wise people are becoming more and more careful in selecting their *shoe store*. Our ever increasing trade shows that well-dressed people look to this store as the style and center and authority in all that pertains to footwear. The name "Meyers" on a shoe is a guarantee of quality, and Meyers' endorsement of a style is absolutely unquestioned.—*Jas. Meyers & Sons, Salem.*

We ordered our russets so early and ordered so many that many dealers were surprised at us. Later, when russets were in great demand and makers couldn't supply them, New York dealers offered us more than we paid if we would turn our orders over to them. The benefit of our foresight goes to keep Fischer service the superior one that it is. Note it in the russets.—*Fischer's, Trenton, N. J.*

A great Saturday sale of good *shoes*. Some of the best values yet offered, even better than the sales of the past few weeks, which have resulted in such enormous business for this department. Better see to your shoe buying now, before the extra Christmas expenses are upon you. See that yourself and your family are well shod and so prevent sickness and save doctors' bills. You will also save about one-third of the price if you buy now.—*Kemp & Herbert, Spokane, Wash.*

Quality counts. It is the quality of footwear that makes it either low or high in price, and the quality of the footwear sold in this store is the standard quality for this part of the State. Our prices are the set prices of all shoe stores, but at the same prices we sell better quality. Just now we have an immense stock of spring and summer goods that will please your feet and that will be easy on your purse.—*Thielbar's, Peoria, Ill.*

Christmas in the shoe store. Have you made the acquaintance of the shoe store in new quarters? Very well if you have, for you will likely need its aid in carrying out some of your Christmas plans. If you do not know it in present surroundings, let us suggest an introduction through these sensible gift suggestions. Shoe store has everything in Christmas footwear for all ages from baby to grandfather.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

There is a Dorothy Dodd shoe made for every kind of service and for every foot—whether for wet weather or dry; for street wear or dress—it is possible to get a *Dorothy Dodd shoe* exactly suited to the need and exactly fitted to the foot. So great is the variety that it is equivalent to having your shoes custom made, only at \$3.00 to \$4.00 the pair, instead of three times that cost. We particularly request those not already familiar with the real advantages of wearing these superb shoes to inspect our new styles. Not the least obligation incurred by so doing.—*Bray, The Shoe Man, Denison, Tex.*

An amazing *shoe sale*. Sterling bargains for Saturday and Monday. Bargains in shoes that are simply wonderful. A tremendous event for money saving. The low prices are astonishing, surprising and striking. Consider, cogitate and reflect—then come quick—it means such a big saving of dollars that you cannot afford to miss it. Prices that tempt and values that you can appreciate. A sensational bargain in

men's fine shoes.—*Guest & Cox, Winnipeg, Can.*

Wintry days bring the need of stouter *shoes*. But stouter shoes will not mean clumsy shoes nor less handsome shoes if you but buy *Queen Quality*. Don't make the mistake of thinking that all such shoes are alike and that any pair will do. You want the best, and the best will cost you no more than the commonplace if you see that they bear the stamp *Queen Quality*.—*The Gamble Desmond Co., New Haven, Conn.*

The Fischer display of footwear is exceptionally fine. Selling fast, too. Many have learned that shoes make as good gifts as anything else. The Fischer stock takes in the good sorts only, made after our own ideas, and there is here a great assortment for the youngest and the oldest, and every other member of the family—all with that *shoe* betterness which has made Fischer's headquarters for good goods.—*Fischer's, Trenton, N. J.*

Has been the most phenomenal ever held in the city, because the values have been the best and the assortment the largest. There are thousands of pairs yet from which to choose at this price; are made of the choicest leathers and come in lace or button styles; also fine dress Oxfords in all leathers and styles; then there are Corinne, Gibson and fancy strap slippers suitable for wear on any occasion.—*Hamburger's, Los Angeles, Cal.*

What Sterling is to silver, what Bessemer is to steel, the name Staub is to *shoes*. It is the identification mark of shoes of matchless quality and exclusive style. It stands as an assurance, to you, that every penny you spend for shoes at Staub's will be well spent. Staub's is a family shoe store, a homelike place where every member of the family can buy shoes in comfort—in confidence. It doesn't matter how little or how much you pay at Staub's, you always receive that honest value, that careful attention which always has and always will characterize the Staub store. Get a pair of Staub shoe trees—a sensible investment—they keep your shoes in proper shape.—\$1.00.—*C. M. Staub Shoe Co., Los Angeles, Cal.*

Shoes. Why it pays. Don't need a pair of shoes just now? Well, we've made prices so low that it will be worth your while seeing them. A pair of these laid aside for future use would mean a saving of about one-half regular prices, and in many lines more.—*Scroggie's, Montreal, Can.*

SHOES—MEN'S SHOES

It's "Victor" Time. Time to buy a pair of these swell new fall models we are showing in this famous three-fifty shoe for men. The reason these shoes are better than the shoes ordinarily sold at this price is that we pay more for them. We do everything but make these shoes—select the leathers ourselves, and they are made as we dictate. The only way in which they differ from the ordinary five dollar shoe is in the price. They are always \$3.50.—*Lazarus, Columbus, O.*

The longer an ill-shaped shoe wears the worse you feel about it. You never tire of Regals, because Regals are right in the first place—and they stay right. Regal style stands unchallenged. It is the result of the taste and skill of the world's master designers, for every line and curve of their models is duplicated in Regals. Regal comfort is insured by Regal quarter sizes and by the careful handwork that moulds each shoe over individual lasts for right and left.—*Regal Store, New York, N. Y.*

Our shoes for men hold the lead in quality and beauty of design. We have the tidiest, nattiest, most wearable line of shoes to be found. Any man can please himself in footwear here. Ease, elegance and perfection of fit are strong points in our favor. Shapely shoes, stunning styles for men, women and children. We invite inspection of our new spring goods. All the new leathers, all the new styles.—*James Lawrence & Son, Hartford, Conn.*

Shoes for dress, shoes for business and for all occasions, of correct and shapely styles of the best leathers, carefully made by the best makers. That's what we have for you, gentlemen, in footwear—if they were not just so, rest assured we wouldn't say so.—*Knott & Awtry Co., Atlanta, Ga.*

It is an undeniable fact that a man is better satisfied with a selection in shoes on which he has plenty of time to decide. Right now, just before the spring rush, is a good time for you to interview one of our clerks. They've got time and so have you, and between you there ought to be no trouble in picking out the shoe that pleases you most. Our experience in shoe buying is at your disposal. You will please

us in making use of it at your earliest convenience.—*Bullock Shoe Co., Montgomery, Ala.*

300 men will get Oxford ties and shoes worth \$2.75 and \$3.00 for a small fraction of these prices. Those men who really are pleased to dress their feet stylishly and at the same time economically will be here tomorrow to get their share of these rare bargains. These prices are made possible through a reliable maker who took the loss rather than retain the goods.—*The 14th St. Store, New York.*

So that our models may be ever abreast with the hour, we have made it a practice to anticipate the advent of a new season by a clearance sale of our shoes for men. From our regular stock we have selected a series of high shoes and Oxfords of the finest patent coltskin and tan Russia Calf and Vici Kid in a diversified variety of models.—*Saks & Co., New York.*

Although \$3.50 shoes are as plentiful as birds in the air, in unlikeness they are wonderful. Some are worth \$3.50, some of them are worth just about \$2.75. "Our Kind" are worth more than they cost. Any man can prove that to himself by using his eyes and by asking men who wear them.—*Strange & Skinner, Binghamton, N. Y.*

We are fitting all sorts of men's feet these days and we've been looking for yours ever since we opened our stock of men's spring and summer shoes.—*Moreland's, Muncie, Ind.*

Men in every walk of life, in all professions and trades, the gentleman of leisure and the workingman—all wear W. L. Douglas \$3.50 shoes because they're the best in the world.—*W. L. Douglas, New York, N. Y.*

The man who knows and admires good workmanship, honest leather and smartish styles in men's shoes likes this store.—*Kennedy Shoe Store, Milwaukee.*

Shoes for Men.—We are proud of our Shoe Department, and many men are learning that we give complete satisfaction in fitting shoes. We carry just two lines—"Walkover" and Hanan—either one of which we guarantee fully in every particular.—*Graves, Cow & Co., Lexington, Ky.*

A pretty good way to find out if a man has a good head is to look at his feet. If he wears Walkover's you may be sure *that* man has a good head, and an excellent understanding.—*V. C. Robling & Co., Charlotte, Mich.*

Are We In It?—Well, I should smile. We have been in it all the while, and every man that wears the Elite Shoe is in it, too. And while they are new it's worth your while to buy a pair and be in style.—*The Sorosis Shoe Co., Hartford, Conn.*

Men want very little said about the shoes they buy—they want to see them and judge for themselves. We leave the value of these shoes entirely to you, therefore, but simply call your attention to the general appearance, make and fit of these Oxfords we offer at \$1.98 and inform you that at the last sale we sold an enormous quantity to discriminating men. They are of patent coltskin and black velour calf, with Goodyear welted soles—shapely last—well made for hard use, but handsome appearing shoes.—*Abraham & Straus, Brooklyn, N. Y.*

The Florsheim Shoe, with Kushen Sole, will give immediate relief to men with tired, tender feet. It makes the hardest pavement as soft as the green earth. It rests the feet. For nervous people there never was a finer shoe constructed. Absolutely no jar on the nervous system when walking. Perfect ease, comfort.—*Raven & MacDonald, St. Thomas, Ont.*

The Nettleton shoe. Incomparably the most artistic and highest grade oxford for men on the market. They are the result of the best shoemaking thought obtainable, applied to the best mechanical process, and worked out in leathers as excellent as the world's tanneries afford. They fit when others fail. All the leathers in dress and business styles. We have them and if you don't get the best it is your fault.—*J. W. Madden, Denison, Texas.*

University oxfords for men. Here's the greatest line of men's low shoes at a low price that ever saw the light of day. For beauty and newness of styles, high grade leathers and careful, skillful workmanship and finish, these oxfords have no equals on the market. Black-and-tan leathers, many lasts and styles at one price. \$3.50.—*White & Davie, Pueblo, Colo.*

Men's low shoes are reduced now! "Never put off till to-morrow what you can do to-day"—especially when

to-morrow your size may be gone.—*Stemmler Bros. Shoe Store, Memphis.*

Attention, National Guardsmen!—Have you purchased your tan shoes to wear at camp? We are selling this popular shoe to your friends at a brisk rate—the smart military men tell us that tans are the proper shoe to wear with the tan puttee leggins. A shoe just right for active service.—*The W. G. Simmons Corporation, Hartford.*

Low shoes give your ankles a holiday every day. Perhaps russet's a bit cooler—it's easier to care for anyhow.—*Rogers, Peet & Co., New York.*

Solid Shoes for Shop Wear.—We pay more attention to the shape and fit of our men's working shoes than is usually accorded to footwear of this kind. We believe that the man who is obliged to be on his feet all day long is entitled to as much comfort as possible, and our working shoes are all designed with that idea.—*Lavenson's, Sacramento, Cal.*

Men's Summer Shoes.—The man who doesn't get his feet into a pair of low shoes, doesn't appreciate the full comfort of summer dress. If you would be well and comfortable in winter the old injunction is to keep your feet warm. It may just as well be added, if you would be cool and comfortable in summer keep your feet cool.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

A shoe Sermon Text: "Our \$3.50 Shoes."

Firstly—You'll not be arrested, sir, for paying \$5 or \$6 for a pair of our shoes. You can keep right on doing so as long as you like—but try a pair of our "Bostonian" shoes that we sell for \$3.50. Secondly—Every new style is here. Every good leather is here—every late toe-shape, every size. Our shoes will please you and keep you pleased. Lastly—If all the men in town knew as much about our shoes as we do, we would sell all the men in town their winter shoes.—*Moreland's, Muncie, Ind.*

As a *business shoe*—a shoe for everyday wear, gun metal calf offers many advantages. Neat in appearance, takes a splendid polish, comfortable, and should give excellent wear. We guarantee ours to. And it's safe to say we're showing the largest, most up-to-date and stylish oxfords for men in the city. Our "Special" line at \$4 includes several gun metal calf oxfords; one in particular—a swell blucher cut, is destined to become the most popular shoe in town.—*William Coe Bell Co., Hartford, Conn.*

SHOES—WOMEN'S SHOES

If you have a pretty foot and ankle, wear a shoe that does them justice. If you haven't, wear a shoe that makes them look as if the pretty foot and ankle were yours. Regal shoes for women emphasize the pretty foot, add grace and shapeliness to any foot. Regal shoes fit all over, not in spots. They fit around the ankle as they fit around the foot, and fit both with the smoothness of a stocking and the firmness of a glove. The fit of the ankle is for something more than looks. That graceful "custom-made" curve at the back holds the shoe firmly but gently in place. No up-and-down slide—heel hurting and pace-impairing—to the Regal shoe.—*Regal Shoe Co., New York.*

Women purchasing Portia shoes know they are getting the latest style of footwear—that their taste cannot be questioned. They may live a thousand miles from New York but their shoes will be identical with those of the stylishly gowned women of Fifth Avenue. It fits the feet well, it looks well, and it wears well.—*Lee Hall, Marion, Ind.*

It is an entirely different construction from the ordinary shoe. It is fitted to the foot, not at the toe and heel, but around the instep. It gives free play to the ball of the foot, yet the foot cannot slip forward in the shoe, being firmly held at the waist or arch of the instep. In appearance it is most artistic. It has more than style—it has distinction. It is made of an extra grade of light strong leather, with great wearing qualities.—*J. E. Boldrick, Denison, Texas.*

All shiny leathers in lace, blucher or button, single or double sole, Cuban and military heel, all widths B to EE, and every size from 2½ to 8. You will want to join the throng and get your share of this correct footwear, for street or for dress. You'll find them right in style, and satisfactory fit and wearing qualities.—*Jonas Long, Scranton, Pa.*

Shoes, the dependable Kind. The best makes and the best styles for women at prices half and less than regular charges. This January sale of shoes, which starts Wednesday, offers absolutely the biggest bargains we have ever placed before you. Just when new shoes are most acceptable comes this remarkable offer. Most of the lots are

small, so the wise buyer will be early.—*Root's, Terre Haute, Ind.*

The woman who puts her feet in a pair of shoes purchased here will have a reason to feel proud because they are particularly stylish and handsomely made. If you desire a graceful, easy, good-wearing shoe, at a moderate price, ask to see our \$1.50 and \$2 shoes.—*Adam Dick Estate, Doylestown, Pa.*

Foot beauty. It is the shoe that produces the beauty, not the foot. If a woman's shoes look well her feet will look well, but the handsome foot counts for nothing in an unshapely shoe. That's the advantage in buying your shoes here as you have a choice of so many styles, shapes and sizes that it is just like ordering your shoes custom made. You get shoes that look just right and hold their shape a long time.—*Rich Bros., Saginaw, Mich.*

A distinguishing beauty and individuality characterizes *women's shoes* when made of gun metal leather. Also more durable and stronger than any other dress leather. We have featured these this season, therefore we do not hesitate to assert our supremacy—in largeness of assortment and lowness of price.—*H. A. Haas & Son, Allentown, Pa.*

Women's summer footwear. Oxfords, ties and pumps are the styles in footwear a woman delights to wear. Why shouldn't she? There's no foot covering that looks so handsome or affords her so much comfort as her summer shoes. All styles of our low cut shoes and ties are correctly formed and they work in perfect harmony with the foot. There's no cramping of the toes, chafing at the heel or gaping at the side. Come see the season's best.—*Heavy Lemon, Mansfield, Ohio.*

A useful gift. Style is one of the most indefinable yet important of feminine attributes. Give a woman perfect beauty and that beauty can yet be exalted by the title of "stylish." When in addition to other virtues of "Dorothy Dodd" shoes women everywhere speak of their "smart style," we feel it expresses the utmost praise. But other features also have contributed to the truly wonderful success of "Dorothy Dodd" Shoes.—*The Plymouth Clothing Co., St. Paul, Minn.*

Those shapely new style oxfords which all the world of fashion has embraced with one accord—the dressiest sort of a shoe, particularly adapted to wear with outing dresses and shirt waist suits.—*Simpson, Crawford & Co., New York.*

Women's \$3.00 shoes. It's easy enough to say, "We'll sell the best \$3 woman's shoe made," but it is not so easy to back up the assertion. We are satisfied that we can prove to you that we have the best, and hundreds of women who are wearing our \$3 shoes will verify the statement when we say that we sell the best \$3 women's shoe made. The leather is all selected stock—the shoemaking perfect—the styles up to the moment and we carry a full line of sizes and widths, and can fit any foot.—*Drexel Shoe Co., Omaha, Neb.*

Shoes. The stock of women's high shoes must be diminished without delay now, so the oxfords may have all the store space they need. We've created two specials that should make busy selling for the balance of this week, as they are the best bargains ever offered in high grade footwear. Women's \$3.50 shoes—in all good leathers, including patent colt and ideal kid—lace and button—to go now for \$2.65. Women's \$5 shoes—several leading lines.—*Edmonson, Washington, D. C.*

The only shoe that fits when all others fail is "Queen Quality." It fits because it is made in an infinite variety of original styles to suit all shapes of feet and all occasions. "Queen Quality" originates its own styles. If you want to be ahead on the fashions wear "Queen Quality." If you want twice as many chances in selection try "Queen Quality."—*Armbuster's, Columbus, O.*

Somebody simply ought to buy her a Millard "Gladiator" shoe. It's one sure thing that her feet will look a hundred per cent. better than any other child's on the whole block.—*Millard, Troy.*

The faultless fitting shoe for women. It fits the foot in every spot—designed for women of artistic taste, style, character and foot-comfort combined.—*Holbrook's, Columbus, Ohio.*

Satisfaction—fit—reputation—style—a transfusion of excellencies—each the better for the other—you find all of them in "Queen Quality" shoes. They "fit where others fail."—*Bayer's, Binghamton, N. Y.*

No knight or fair ladye should leave San Francisco without including Sorosis shoes in the wardrobe. It's reassuring

to know that wherever one goes one can find great stores where Sorosis shoes may be obtained, mail may be forwarded, and Americans are always welcome. If for any reason new selections are desired, Sorosis shoes obtained in San Francisco may be exchanged in any of our large establishments in the Eastern or European cities. The Sorosis shoe parlor will remain open evenings for the reception of visiting Knights and their families. No goods will be sold and our guests will find this a very pleasant headquarters while waiting for the parade and other functions.—*Sorosis Shoe Parlor, San Francisco, Cal.*

The Sorosis patent kid, blucher cut, low shoe is one of the smartest spring walking models. It has the high Cuban heel and is cut very high over the instep in front and to the ankle at the back, which design is most pleasing in appearance and prevents slipping at the heel, occasionally an uncomfortable defect in low shoes.—*James McCreery & Co., New York, N. Y.*

Have you noticed the new features in the style of *women's shoes* for fall? The summer gave us a hint of it, but the fall styles are noticeable for the one new characteristic, viz., true feminine daintiness. Women can be just as comfortable in a dainty shoe as in a big clumsy one and we are showing some of the prettiest shoes ever manufactured.—*Richard Storch, Memphis.*

The handsomest styles from the leading factories await your critical inspection. The new drop narrowish toe effects, full extension edges, with pointed shanks, Cuban and French heels, turn or welt soles, in all the new and fashionable leathers. In fact, any style or kind you desire at the prices you want to pay, button or lace.—*Byck Bros. & Co., Atlanta, Ga.*

The superior excellence of this foot wear has been and is being proved time and time again. These shoes justify the highest praise we can give them. They fit, feel comfortable, are the best styles, look well, wear well and give to every woman who purchases a pair that satisfaction which accompanies money well expended.—*Abraham & Straus, Brooklyn, N. Y.*

Dress boots and boots for walking; both kinds are included in this remarkably nice offering of women's fine American-made footwear. The styles are entirely new and the weights are suitable for fall wear.—*W. A. Murray & Co., Toronto, Can.*

Nothing can be finer than these beautiful bench-made shoes for women. They bear every earmark of the finest custom shoes, the only difference being that, instead of waiting for them, you can come in and be fitted immediately, and they are in reality custom made shoes, made for us by hand by the mature and skillful shoe-makers who are not very plentiful nowadays. There is no finer leather than is used in these shoes. And nobody has learned how to do any better work.—*F. Loeser & Co., Brooklyn, N. Y.*

An experiment. If you fasten to each foot a light stick of wood weighing one and one-half ounces, you will be surprised to find out how tired you will be at the end of the day. Three ounces is a trifling weight, but the total of your lifting amounts to tons before night. The effect becomes tiresome; the drag is continual; the final result is exhaustion. Now this explains the fatigue that so many women suffer without knowing its exact cause. They do not realize that on their feet they carry about all day a needless three ounces of leather. If you weigh a pair of "Dorothy Dodd" shoes you will find that they are three ounces lighter than any other \$3 shoe for women. The better leather saves weight, saves fatigue and increases service.—*Oviatt Shoe Co., Kansas City, Mo.*

Our attitude toward all merchandise demands its disposition within the season for which it was designed. Certain lines require drastic measures to insure the immediate result. Shoes are among them. To effect an absolute clearance, we have subjected the standard, all-the-year-round prices of our high-grade shoes for women to extreme reductions. The series promises all sizes, though not in every style.—*Saks & Co., New York.*

Look in our window tomorrow—see the new styles of the exquisite "Dorothy Dodd" shoes. Observe the rich patent leathers for dress and semi-dress—the soft lustrous black kid for general wear, and the smooth, mellow tans of Russia calf. Note the smart Blucher effects—and the natty Gibson and Court ties with wide ribbon laces and bows. See these and tell us: Have you ever seen quite so tasteful an array of footwear—with style so smart—prices so moderate?—*Dorothy Dodd Store, Boston.*

Women's and children's shoes, comprising a varied collection of the best styles for present and summer wear.—*B. Altman & Co., New York.*

Do not fail to see these snaps in

ladies' fine shoes because "seeing is believing."—*The Crews-Beggs Dry Goods Co., Pueblo, Col.*

Many a woman with real possibilities of "style," sacrifices those possibilities on the altar of a bargain counter when she buys cheap shoes.—*Mack, Joliet.*

In the good old summer time, when ladies wear short skirts for morning or country dress—and evening gowns are usually sheer and light—shoes are a most conspicuous part of the wardrobe.—*Moreland's, Muncie, Ind.*

A shoe event that should interest every woman in town. Don't confuse it with the average shoe sale of the present time. There's all the difference in the world.—*The Johnson & Wilbur Co., Colorado Springs, Col.*

The essence of newness in the spring and summer styles of shoes for women, misses and children have opened up. We have the very cream of the best Canadian and American designs and makes. Remember the watchword of this store—"Satisfaction or your money back."—*R. Mills, Vancouver, B. C.*

Seneca says of Hercules, "His mind is like his walk." So every woman expresses in her step the state of her mind in a certain degree. Freedom and confidence do not find expression in her walk if the shoe cramps or has lost its shapeliness. The shoe is considered one of the most important items of dress, as it plays a prominent part in supplying the finishing touches to one's personal appearance. Patrician shoes are designed and made with every thought for their wearers. The excellence of the material increases self-respect, the fit conduces to ease, and the style imparts confidence. We are showing the newest styles adapted for all occasions.—*R. H. White Co., Boston, Mass.*

When women gather there's bound to be talk of La France. There's reason for it. Some one of them is pretty sure to have on a pair of the swell shoes of that name. They are worth talking about, these La France. If you look in our window you'll know why. They sell for \$3. You'll hardly believe it when you see the swell spring styles.—*Fowler, Dick & Walker, Binghamton.*

The pink of perfection in footwear has been fully attained in our *Empress* and *King* quality shoes.—*Morris & Smith, Charlottetown, P. E. I.*

Shoes and Oxfords for women. Walking in Saks shoes never makes you conscious of their extreme style—it pays no tribute.—*Saks & Company, New York.*

Your spring shoes. . . . The shoes that Fashion says you must wear, are here in large variety and prettier than ever. High and low cut shoes, for dress, business and out-door work in patent colt, vici kid, velour, enamel leather, calf, etc. We have the shoes to fit and please every woman in town, regardless of what her shoe needs may be. You'll like our shoes, if you give us a trial.—*Edward Reinberg, York, Pa.*

Women's Shoes—Samples and a prominent maker's surplus stock. Every pair hand made, therefore soft and flexible, all sizes; widths from A to E. This is a sale that will crowd the shoe store constantly while the sale lasts. The lines above are the heart of the story. There's just this to say further: The leathers—dull and bright—are excellent; the shapes are fashionable.—*Hochschild, Kohn & Co., Baltimore, Md.*

Women's sample shoes, \$1.95. Regularly \$3.00 to \$6.00. Call it mercantile supremacy; or an aggressive policy; or a desire to get more for our public than any other store does—the fact remains that you can get here for \$1.95 shoes that you won't be able to match for less than \$3.00 to \$6.00. Every good leather, every good style, newest for spring and summer wear. It's wonderful.—*Hochschild, Kohn & Co., Baltimore, Md.*

Staunch winter shoes for women and girls. Dependable for warmth, comfort and good service—and all at about wholesale price.—*Wanamaker's, New York.*

Serviceable Shoes for any Service. Whether you need them for indoors or out, from the daintiest creation for the ball-room to the most durable boot for street wear. In every case their quality is of the very best in point of style, durability and finish. George A. Slater boots and shoes in all styles. American and Canadian rubber goods carried in stock.—*Jas. Maynard, Victoria, B. C.*

Many a woman can trace her irritability to ill-fitting shoes. It is hard to be cheerful and happy when all the time there is a drag and weight and pinch upon the feet. But there is one shoe for women that is different from all other shoes in this single matter of fit. It is not made like a box or receptacle into which the foot is thrust. It is rather made on the plan of a bandage which is wrapped around the muscles of the foot to strengthen and sustain them. That shoe is the "Dorothy Dodd." It is a shoe that strengthens the foot every day

it is worn. It has made walking easier for thousands of women. It will do it for you. Will you let it? Boots \$3 and \$3.50. Oxfords \$2.50 and \$3.—*Bullock Shoe Co., Montgomery, Ala.*

We had to make plans for this large stock and wide variety of white footwear before it was generally recognized just how far-reaching fashion's decree would be. But now it is clearly seen that this will be a great white shoe season, and probably no other store is so well prepared. Women's, misses' and children's white shoes, oxfords and ribbon ties in very wide variety—linen, canvas, buckskin.—*Strawbridge & Clothier, Philadelphia, Pa.*

Pretty feet are sometimes clumsily clad. Often it happens that a foot is made prettier by selecting the right shoe. Our ladies shoes are skillfully modeled. They are made in shapes to fit all types of feet and to make any foot attractive. You may say, "My foot is too broad or too flat to look stylish in any shoe." Hundreds of our lady patrons once said the same thing, but we have fitted them and pleased them.—*William Bahls & Sons, Danville, Ill.*

Women's Oxfords.—Style and small prices are seldom to be found together in the oxfords that are in great demand for the coming season's wear. Yet each is a striking characteristic of the two groups of oxfords that come forward for mention to-day. This shoe store was never so splendidly ready—so full of underprice offerings.—*Abraham & Straus, Brooklyn, N. Y.*

Style and service. This season we have endeavored to select shoes of style and beauty. Yet we would impress upon our patrons the fact that the service end has not been overlooked. Shoes and oxfords that wear, and look well. These are the kind we are anxious to have you see.—*Jay Thompson & Co., Bay City, Mich.*

It's to be a white season beyond question. Shoes to match properly light, fluffy organdie and batiste gowns, also the more substantial tailored linen suits are bound to be necessary features of every woman's outfit. So Dame Fashion has sensibly ordained to the delight of womankind generally, as white footwear is not only cool and rational, but stunningly smart and fetching as well. And in our stock is just the style needed to associate with the new dress you have in mind.—*Jordan Marsh Co., Boston, Mass.*

A woman's character is indexed quite as clearly by her shoes as by her face. If she be mannish in taste, her heavy soled, low heeled boots proclaim the fact. If gently feminine the flexible soled shoe of dainty patent leather or soft mellow kid discloses it. Likewise with the frivolous and sedate, all are betrayed by their footwear. But fastidious women of all temperaments may always find among the wide range of "Queen Quality" shoes, styles exactly suited alike to their feet and their tastes.—*Daniel's Shoe Store, Atlanta.*

The Sorosis shoe establishment proffers patterns of shoes for women, and this extraordinarily varied output being all boxed on the scientifically made original eight Sorosis models, it stands clearly a fact—a very interesting fact indeed—that all women can be perfectly suited, at the Sorosis shops, in footwear for all occasions and for every kind of dress.—*Sorosis Shoe Co., Chicago, Ill.*

The most exclusive footwear for women at less than half value. The slight defects do not in the least impair the appearance or wearing quality of these shoes—they're hand sewed and Goodyear welted, more than 20 shapes and lasts, in black, button or lace styles, patent colt and kid, also vici kid. The exclusive retailers whose names appear on the soles ask \$3.50 and \$4.00 for them. Our Thursday price \$1.70.—*Hellman's, Chicago, Ill.*

A teacher of Delsarte said the other day that she found the flexible soles of the "Dorothy Dodd" shoe a great comfort and source of ease hitherto unknown, while the supporting arch gives a buoyancy to the step that is especially pleasing, not only to the wearer but to the observer. "As a teacher of physical culture," she said, "I recognize in the 'Dorothy Dodd' a valuable aid to a light, easy, graceful gait—an accomplishment that should be cultivated by every woman." The season's styles of these faultless fitting shoes are here for your delectation. May we have the pleasure of showing them?—*Geo. M. Tidwell & Co., Memphis, Tenn.*

Our women's and children's department is practically a separate shoe in itself. It takes a special knowledge to supply women's and children's footwear wants and so we placed this division on a separate floor in charge of salesmen who have made a particular study of this branch. Fit and comfort are thus assured while style and quality are factors which may be taken for granted in

any footwear purchased at our establishment. We would mention as a fashion hint, that tan and colored leathers are particularly favored this season in both high and low-cut shoes.—*Hanan-DeMuth Shoe Co., Milwaukee, Wis.*

No matter what price you pay, you want the very best shoe that comes at that price. The Loeser \$3.50 "Innovation" oxford has established a standard in women's summer footwear just a notch higher than any one else has been able to reach, and women who have once worn these shapely, well-fitting, splendidly wearing shoes will not be persuaded into paying the same price elsewhere for a shoe less satisfactory.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Ladies' Stylish Footwear.—Nowhere on the Pacific Coast can you find such beauty of style, excellence of quality, and variety of shapes in fine footwear for women as shown at Hamburger's. The makes are all the best and as a graceful shoe gives tone to a handsome costume your footwear is as much a matter of attention as gloves. The three following lines are the acme of perfect shoe making.—*Hamburger's, Los Angeles, Cal.*

New fall shoes for women. Black kid-skin with welted and stitched soles, \$2.20. Why do we emphasize "welted and stitched?" Because those are the best. The Goodyear process. In the other kind—the McKay sewn—the outer sole is fastened to the upper by stitching it through the insole from the inside, with threads steeped in hot wax. This invariably leaves a rough surface and jagged ends of threads sticking upward. When the shoe is new, a thin strip of leatherette is pasted over the work to hide its ugly appearance. But such flimsy makeshifts won't prevent the wax in the thread from "drawing" your feet, or cover the rough places when dampness loosens the paste. When the soles want repairing, the new ones can't be sewn on, but must be pegged or nailed, which of course, hurts your feet in more ways than one.—*Wanamaker's, Philadelphia, Pa.*

Tempting prices are spread lavishly throughout the department of women's shoes. Wednesday is to be ladies' day. We have especially prepared a tempting feast of values. We know full well that women as a rule are expert judges of shoes, and for that reason we offer extra inducements. Every purchaser will be satisfied in what they find.—*A. Hamburger & Sons, Los Angeles, Cal.*

A beautiful foot makes a woman attractive. Ladies know what a stylish, well-shod foot means. A swell shoe tones up the entire costume and stamps the wearer as being well dressed. We keep our fingers on the pulse of every dependable source of shoe supply in the country. We gather in the worthy styles as soon as produced, and back them up with a guarantee that means just what "sterling" means to silverware. In every instance the shoe styles here are chosen to the hour. We have just received the most elaborate assortment of ladies' slippers ever displayed in Atlanta. They will interest you whether you need them now or not, so come here and we will take pleasure in showing them.—*Carlton Shoe Co., Atlanta, Ga.*

Comfort with Elegance.—Hosts of women are undergoing untold misery in wearing shoes that do not fit. Evidently they've yet to learn that comfort is possible with elegance. Which is but another way of saying that their knowledge of the Patrician is inadequate. Now listen, please. The Patrician shoe is thoroughly comfortable. If it wasn't, it wouldn't be the Patrician shoe. But at the same time its attractiveness and general elegance are unsurpassed. One feature isn't allowed to detract from the other; in fact, each is made to contribute to the other. There is nothing about Patrician shoes that ought to be different. To comfort and elegance there are added the most popular and durable leathers, and workmanship which guarantees the service of the shoes. In brief, Patrician shoes represent the highest development in shoemaking.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

A pretty foot, however shapely, can easily be turned into a deformity by ill-fitting shoes. Therefore don't risk your comfort and ease, but buy shoes that are worthy of the name. You will find them in great variety at "Bayer's." Shoes that are built by skill and brains. Combining beauty of form, beauty of style, perfect durability and perfect comfort.—*Bayer's, Binghamton, N. Y.*

A hit—a palpable hit! The women are delighted with our shoes. Such a shoe for three dollars is a revelation. It fits the foot in every spot—it doesn't wrinkle nor does it pinch. It's just right, and besides it has all the lines of beauty that you would expect in a shoe designed for women by a woman of artistic taste and special skill.—*The Brooks & Sanderson Shoe Co., Scranton.*

It may seem a little early to talk felts, but as a matter of fact women's fur trimmed felt Juliets that we're offering for a dollar are coaxingly comfortable these cool nights and mornings. Colors red or black.—*Crane Shoe Co., Spokane.*

The most sensitive foot will find absolute comfort in the Nurses' Comfort shoe. This shoe for women is made of selected soft vici kid, has heavy, flexible, hand turned sole, and low, common sense heel. There's not a nail or seam to irritate.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

This windy weather brings into view a great many women's shoes. Some of them are neat, well-fitting, trim-looking shoes that give the wearer a well-dressed appearance that only a well-dressed foot can give. The Fry shoe will do that. It is perfect fitting, stylish looking and of fine quality, and any woman can have her feet comfortably as well as stylishly dressed if she will have them fitted with Fry shoes at \$3.50 or \$5.00.—*Fry Shoe Co., Omaha, Neb.*

Women's Anti-Bunion Shoes.—A shoe constructed particularly for enlarged joints and bunions—the shoe is made one size smaller at the instep and two sizes wider on the sole, at the ball of the foot. This gives a snug fit over the instep and at the same time allows the foot to rest on the sole, not the upper. The upper is of the same fine soft kid. The sole is specially prepared flexible sole leather—being welts, but flexible—in lace only. All sizes and widths.—*Drexel Shoe Company, Omaha, Neb.*

Leadership of the bargain hosts is given over to shoes this week, and a regular walk-over it will be, because the entire corps, from corporal up, is commanded by choice, well made, shapely, reliable, durable, stylish and never tiring members of the foot family. In order to clean up the stock of women's and misses' summer goods before our semi-annual stock-taking, July 1st, we have culled out everything in broken lots of strap slippers and will start them Monday at ridiculously low prices. These are from some of the best makers in the land—new, perfect, and desirable.—*A. S. Knowles Dry Goods Co., Montgomery.*

A word to careful women about Shoe Economy. Buying shoes for a family is no small matter of expense, particularly if there are healthy boys and girls who have a chance to romp around. Buying good shoes underpriced means a large saving by the time you get around the family.—*Lippincott & Co., Wilmington, Del.*

Women's stylish low shoes. A superb showing of the choicest styles, best selected leathers and combinations.—*The May Co., Cleveland, Ohio.*

Great shoe specials. If you know the value of our famous women's Liberty shoe, you will not hesitate in buying a pair of "little Liberty shoes." The "little Liberties" are counterparts of the famous Liberty shoes as far as splendid merit goes. For girls—"little Liberty" shoes are made of fine soft dongola kid leather, with spring heels.—*Rothenberg & Co., New York.*

Forty styles here for women to pick what they want—\$1.50 to \$6.50. We're catering to critical people. Want shoe business and expect to have to deserve it, before we can get it. If we deserve your preference, that will be for some reason that's important to you. You can't tell whether we do or not unless you come and see the shoes.—*Boggs & Buhl, Allegheny, Pa.*

Nine women out of ten, if they stop to think a moment, will recall that the worst thing about their shoes is that after being worn a week, the shank (or curved arch of the sole) has flattened out completely, and doesn't support the foot. All the style and curve of the shoe has disappeared. The shoe looks shapeless and "dowdy." The fact is, the whole construction of the shoe was wrong. A shoe should be made with an arch that will remain an arch, and support the waist of the foot—a point that is especially weak.—*Oviatt Shoe Co., Kansas City, Kan.*

It took us some time to convince the more particular women of this city that we carry the highest styles—the most advanced novelties—in the best makes of this country's leading manufacturers—and that our prices are—quality for quality—much more moderate than such shoes are usually sold for in any other city from Boston to San Francisco. But this branch of our business is now universally acknowledged to be the home of elegance and style in women's footwear and the more particular are our patrons the better we like it—and the better pleased are they.—*The May, Denver, Colo.*

Whether you want them to stand in, or walk in, to dance in or talk in, we have them. The ladies' boots this spring are dainty triumphs of the shoemaker's art; fine, airy, exquisite. Handsomer shoes never left a factory.—*Lee Reinsberg, York, Pa.*

A week's shopping will only bring you back to the very point where we'll

start you, namely—if you want the best shoes made for women, you will find them in Weil & Arnold's \$1.50, \$2.00 and \$2.50 shoes. These shoes are made expressly for us and you'll find more good points in them than you expect.—*Weil & Arnold, Youngstown, O.*

Your Fall Shoes.—Your principal trouble will be in deciding which to take of the many styles in which we can please you. To the ladies we make the suggestion that they ask to see our new "Bachelor Maid" shoes in three styles at \$3 per pair. They combine style, elegance, durability and comfort, and these are important shoe essentials.—*Lazarus, Columbus, Ohio.*

Stop at 342 River street. That's Small's—no need of going further for a good, stylish \$2.00 shoe for women. Men of brains made Small's \$2.00 shoes and you get the results—good quality, excellent workmanship and top-notch style. The best part of it is the price, \$2.00. It's a "Small price" and it fits the purse. You'll never know how good they are till you try a pair.—*Small, The Big Shoeman, Troy, N. Y.*

Every woman of culture and good taste recognizes the necessity of dressy footwear; and the same time desiring shoes that are comfortable and durable. This triumvirate of essentials is encompassed in "The Ebell" shoes, which are the acme of perfection in shoemaking. These popular shoes are sold exclusively by Hamburger. They are made in every popular leather and there are 30 different lasts from which to make selections—a shape for every foot—styles for street, parlor, outing or the dance.—*The Hamburger Store, Los Angeles.*

Of what use is a hat that does not fit your head? Of what use are corsets that do not fit, dresses that do not fit, or gloves that do not fit. Now take shoes. The one absolutely necessary thing about shoes is that they shall fit. Unless they fit, walking is a fatigue. Pleasure vanishes. You feel "slouchy"; you walk clumsily—not with an elastic step, but dragging the feet along because they are tired. You acquire corns, which are an endless source of pain and trouble. And all because you bought shoes that were perhaps loudly advertised and smart in appearance, yet made with little regard to fit. The one shoe for women that is properly constructed for a scientific fit is the "Queen Quality." Try them if you want to make walking one of your greatest joys.—*Crow & Whitmarsh, Cleveland, O.*

Every woman will find the size desired in vici kid, button or lace; also patent leathers in lace style, as illustrated. Materials and workmanship represented will win approval, while the most discerning will accept the really desirable styles with satisfaction.—*Siegel Cooper Co., New York City.*

Queen Quality Shoes for Women, \$3.00.—Having regard solely for the three great essentials of fit, style and thorough workmanship, no better shoe can be produced for the popular price of \$3.00. There are many shoes on the market today, sailing along on the full tide of popularity, commanding the price of \$4.00, that are not even so good as Queen Quality shoes. The price of \$3.00 is maintained because the Boston factory in which these shoes are made is not only the largest shoe factory in the world making women's fine shoes, but it is probably the most advanced and progressive in its methods, having a brigade of expert shoemakers which turns out thousands of pairs of shoes in a single day, each pair perfect.—*Joseph Horne Co., Pittsburg, Pa.*

Just Six Business Days—Then Stock Taking Begins. Don't say that doesn't concern you—it concerns every woman in town who makes her dollars do double duty. It means six days of the most strenuous price reductions ever seen in this city! It means every bit of summer merchandise in the house marked at prices that will speedily clear the shelves for our heavy purchases of fall goods.—*C. Cohen, San Bernardino, Cal.*

Do you require another pair of oxfords to finish out the season? Most women do, and that's why this great clearing sale has made our shoe department the most active in New York this week. It's impossible for you to find this exceptionally high quality stylish footwear elsewhere at a price anywhere near as low, and so the majority of smart dressers are turning to this sale for their oxfords.—*Simpson, Crawford Co., New York, N. Y.*

We would like to show you our line of shoes and slippers for ladies. No better shapes to be found anywhere. The leathers are the best possible, and you can depend on the shoes wearing the full limit. They not only look nice, but feel good. The prices are very low now.—*The Blakely Dry Goods Co., Spokane, Wash.*

We'll tell you at the beginning that they are regularly \$3.00 oxfords, but as clearance is the issue throughout the entire store, we have brought the price

down to \$1.75. We cannot say too much about these oxfords—they have light hand-turned soles, patent leather tips, or kid tips, if your preference is in that direction.—*Joseph Horne Co., Pittsburg.*

The possibilities of this sale cannot be appreciated unless you visit our second floor shoe section and see for yourself the wonderful values offered. The Patrician shoes and Oxfords enjoy a reputation that is national as representing the highest type of shoe building, and to our knowledge shoes and Oxfords bearing the Patrician imprint have never before been sold at a discount, but during this sale we will offer choice of all the Patrician Oxfords at a discount of 20 per cent and four lines of Patrician high boots at the same saving. The other shoes and Oxfords included in this sale are the representative products of the leading makers of women's footwear in this country.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Right at the very height of the season, when summer shoes are most wanted, and with our shelves filled with the most desirable and best made shoes anywhere, we are compelled to sell them at any price as the workmen are upon us. For tomorrow we offer you unrestricted choice of as fine a lot of women's summer Oxfords as you've seen, at a price that is less than cost to manufacture.—*Bernstein's Co., Jersey City.*

Popular three-strap creation, very daintily made, of genuine French calf, patent leather, turn sole; 500 pairs in sizes 2 1-2 to 7, fashionable Louis XV. heels, lined with black kid, bound with fine French silk cord. Cool, comfortable and critically correct for summer wear, footwear made for exacting dressers of Chicago. The Chicago merchant grew impatient and canceled his order because of the manufacturer's delay, who was simply overwhelmed with orders, and the latter reluctantly accepted less than half for them. Come to-day by all means, and you'll be one of the smart dressers to wear this ultra-fashionable low shoe.—*Simpson Crawford Co.*

Here are two lines of Shoes, both made for outdoor sports, for women, and by one of the best concerns in the business.—*Wanamaker, New York.*

No shoe could possibly be more desirable to give tone and distinction to your fall suit than the famous Burt Shoes for women. Burt shoes will hold their shape, give excellent service, and we can furnish them in any style and in any leather.—*Columbus Dry Goods Co., Columbus, Ohio.*

When we say \$2.50 and \$3.00 shoes at \$1.98, that is exactly what they are, and you will know when you see them. They are made of the fine soft vici kid that is glove fitting and easy on the foot—also calfskin that is good and strong for country wear, with heavy welted soles. The vici have turned and welted soles, kid and patent leather tips. The sale also includes Outing Oxfords, made of tan and black canvas, with rubber soles and leather trimming.—*Abraham & Straus, Brooklyn.*

It's a moving shoe story—one that will move women to buy who have little thought of new shoes, because the prices are at a notch surprising even to such old shoe campaigners as ourselves.—*The 14th St. Store, New York.*

Our walking, talking, enthusiastic advertisers are the women to whom we have sold slippers and Oxfords. Such tasteful elegance appeals to their artistic sense, and, quite excusably, to their vanity. Modestly priced as we offer them, it is difficult for a woman not to be suited from our stock. Just a few hints as to what to expect.—*Crane Shoe Co., Spokane, Wash.*

This is as good Shoe news for women as we can recollect having to tell at any time. The shoes are the daintiest and most attractive styles of the season. They are beautifully made—squarely up to the best \$3 and \$3.50 standards. They should give double satisfaction on account of the little pricing.—*Frederick Loeser & Co., Brooklyn.*

Our new Cushion Shoes, of which we sold a large number of pairs since we got the agency, are giving entire satisfaction. We therefore call the attention of our numerous lady customers who require a good, easy and comfortable shoe to the arrival of these unequalled goods. The best of satisfaction guaranteed.—*R. Gluns, Windsor.*

In offering "Foot Form" boots to the women of Washington we have the satisfaction of knowing that we are offering the finest footwear that skilled shoemakers can produce. The new styles for fall are ready. Each style is calculated to gratify some particular fancy, and each style is based on a last that is anatomically correct. That's why "Foot Forms" fit so perfectly—so comfortably.—*Edmonston's, Washington, D. C.*

Where the annoyance from bunions is to be offset or natural weakness in the arch of the foot is to be remedied, women will find in these two models a freedom and ease not possible in other shoes. These have been designed

wholly for comfort, yet without sacrificing any graceful lines expected in common-sense wear. They are worthy of particular mention because so few stores carry anything like a complete line of them and in many stores they are not to be found at all.—*Macy's, New York, N. Y.*

Because they are invested with infinite style and grace, because their absolutely true proportions insure comfort, do we count the Saks shoe for women the highest expression of the shoe worker's craft.—*Saks & Co., New York, N. Y.*

Next to the magnificent plant of the Queen Quality shoe makers, their most valued asset is the reputation it has taken them years to achieve—that of making the best woman's shoe in the world at a popular price. They can't afford to make a poor shoe. They can not afford to use any but the best leathers—to slight a detail that will add to foot comfort.—*L. S. Ayers & Co., Indianapolis, Ind.*

Emerson shoes for women are designed by the men who create new fashions, and after quality of stock, their greatest concern is the modeling upon graceful, elegant, and up-to-the-hour lines shoes that will maintain and add to their reputation as builders of the most refined and worthy of their kind.—*Emerson, New York, N. Y.*

House slippers. It's quite likely that slippers are included in your list of holiday gifts. If so, come direct to us, you'll be saved needless worry, and we're confident of pleasing you, because we've just bought a nice lot of slippers for the holiday trade, so that our stock is larger and better than ever before. Prices too, are very favorable.—*Scroggie's, Montreal, Can.*

"Comfy" slippers in bag to match, \$1.50. Really "comfy"—for they are made of soft, fine felt, with padded lambs' wool soles. And dainty enough to wear with a Paris negligee, with their little pointed toes and pert ribbon rosettes. Blue and pink slippers, in a moire bag to match—for Christmas giving, at \$1.50.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Christmas slippers and other lines of winter footwear in the shoe section tomorrow. Choose for gift-giving now. We have marked a number of our choicest and most desirable holiday gifts at extremely low prices as an incentive to early buying.—*Stanley Mills & Co., Hamilton, Can.*

SHOES—WOMEN'S LOW SHOES

Regal Oxfords do not chafe or bulge! They are made over special Oxford lasts; other Oxfords are made over lasts that were designed and used for ordinary high-cut shoes. A separate factory equipment of special Oxford lasts has been an unknown thing in the shoe business, yet that is exactly what we have provided this season. Try on one of the new spring Oxfords. Walk around the store and see how it clasps the heel, snugs in at the side of the ankle and fits up closely under the instep. You will easily find your exact fit among the 280 quarter sizes of the style you select. Your regal Oxfords will be as stylish as they are comfortable, too. The high-receding, sloping toe will be one plain evidence of newness of design.—*Regal Shoe Co., New York, N. Y.*

Now Listen!—Good people, we are going to have an Oxford sale. We now commence a great closing out sale of all our Oxfords and Colonial ties. You can wear them for two months yet, but our time to sell them is now. Men's, women's, boys' and girls' Oxfords and ties will be sold at prices so low that it will be cruelty to your feet not to buy them.—*Moreland's, Muncie, Ind.*

Footwear for Summer.—Comfortable footwear for the warm summer days at prices that will pay you to come straight here for them.—*Hugh D. Seeds, Altoona.*

A long delayed shipment of low shoes has arrived, but we accepted it only at a great concession in price. That is how we can sell \$3 Vici Kid Oxfords with hand-turned soles, Louis XV. heels and patent leather tips for \$1.98. They are perfect shoes in every way—just as stylish and comfortable as one could wish for.—*Beadle & Sherburne Co., Rochester, N. Y.*

Melting prices on tan oxfords. The summer's hottest days have come and all prices on summer footwear have suffered a paralytic stroke.—*Young & Nisley, Springfield, Ohio.*

A pleasant look on every woman's face as she walks out of our store with a pair of our russet calf oxfords for \$2.50, that formerly sold for \$3 and \$4. You'll have to see them to appreciate a good bargain.—*Fitzgerald, Waterbury, Conn.*

Cool footwear is most welcome now—days, and that's Oxfords—Oxfords for

summer comfort and fashion.—*Beadle & Sherburne Co., Rochester, N. Y.*

The man or woman who has never worn oxford ties in summer time have surely shut out of their lives a sunny joy.—*Lee-Reinberg, York, Pa.*

Are you sure you have the pumps and oxfords proper for all the occasions of the summer outing?—*Steigerwalt, Philadelphia, Pa.*

Oxford tie shoes. In all assorted widths and in the best variety of leathers.—*Morgan's Shoe Store, Wilkes-Barre, Pa.*

Pumps, or low cut oxfords, are the proper shoes for women's wear this year. The great objection to pumps has been that they would slip off the heel. Very embarrassing. We have an entirely new style, cut so that they can't slip. We guarantee that they will stay where they belong. If they don't, bring them back. In two styles, patent leather and dull kid, the popular leathers for street wear.—*Fitzgerald, Waterbury, Conn.*

Distinctive spring and summer lasts. The to-order boot-maker will find his cleverness taxed and every phase of his craft called into requisition to fashion an oxford with the distinctive lines, the graceful arch and the perfect proportions that identify ours at five dollars. It is the only ready-for-service oxford of which we know that has everything in common with those made to order.—*Saks & Co., New York, N. Y.*

Serviceable shoes for any service. Whether you need them for indoors or out, from the daintiest creation for the ball room to the most durable boot for street wear. In every case their quality is of the best in point of style, durability and finish.—*Jas. Maynard, Altoona, Pa.*

Oxfords! Oxfords! Oxfords!!! Everybody wants them and we are prepared to supply the great demand in the very best shapes, best fitting and best values you'll find anywhere in black and tan.—*Daniel's Shoe Store, Atlanta.*

Of course, it's Oxfords now. Wouldn't be surprised if before long women wore Oxfords most of the year. Something in their freedom that's making style follow inclination instead of vice versa.—*Parker, Bridget & Co., Washington.*

"Hobo" and "Cadet." Two new toes in tans. Second shipment of tan oxfords this season—that tells of popularity. Both are nobby lasts in tan Russia. At \$3.50.—*Eiseman & Weil, Atlanta, Ga.*

Woman wants comfort this hot weather and our line of oxfords are the coolest and most comfortable shoes for summer wear. We have twenty different styles in popular leathers, and can guarantee a perfect fit and the most comfort and shoe ease imaginable. The woman who never wore a pair of these shoes doesn't know what comfort is. Just step in and try a pair.—*Elias Winter & Co., Logansport.*

Some Oxfords for Narrow Feet.—The wide feet have over-balanced the narrower ones as we figured it, so that in several lines of oxfords all the wider ones are gone and these narrow widths remain. We don't keep shoes around here very long after sizes have become broken, and we are not going to this time. Narrow feet must turn this way to-day, for we give them such a bargain in oxfords as to be long remembered.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Think of It.—A pair of Walk-over Oxfords for \$3.00—an opportunity that doesn't knock at your door every month, nor every year. Come and select from eight styles, in all the leathers—help reduce our summer stock and, too, get the best shoe value you ever put your feet into for \$3.00.—*Knott & Awtry Shoe Co., Atlanta, Ga.*

Rousing July bargains in hot weather oxfords and shoes.—*Knoblauch's, Minneapolis, Minn.*

A messenger of peace and comfort during the Summer months is the new Oxford ties that we will send home to you. No tortured feet when they are encased in these cool and easy walking shoes or boots.—*James Maynard, Victoria, B. C.*

If your feet ache or are tired, no shoe is so comfortable in Summer as the Oxford. Indeed, some ladies wear them the year around, but at this season of the year they are enjoyed most. They are light, cool, and ours have a chic and style that tones with the Summer dresses.—*Jas. A. Adams, Saginaw, Mich.*

Women's and misses' oxfords, pumps and ties of white canvas are the signal successes in this summer's footwear. There are reasons. Plenty of give to them; woven closely to allow the admittance of air, not tight as a result of tanning as in patent leather; all welted

and turned soles, which means comfort; they look cool and are cool; the prices are low enough to enable every Mrs., Miss and infant to wear a pair of these delightful summer oxfords.—*N. A. Haas & Son, Allentown, Pa.*

"Be alike all over." Don't put a handsome white dress on, and an ugly black shoe. (All black shoes look ugly with a white dress.) White canvas shoes. We think our line is the prettiest, best shaped, and finest fitting in Dorp, your opinion is what we are after. White heels, big eyelets, ribbon laces, Blucher cuts, Gibson cuts; you'll like them, or you're "one of a thousand."—*Brignall, Schenectady, N. Y.*

There are special shoes made for young ladies and young men at college, and we make a specialty of them. The same can be said of the special footwear here for sports—for golfing, for riding, for shooting, and the special boots for surveying and for use by those young men sent out by forestry department. This is a store of novelties—the only store which shows them at all, hence you may look to us for anything you want out of the ordinary. For instance nurses' noiseless shoes with leather soles covered with elk-skin, shoes for gymnastic exercises, shoes which tend to correct the temporary deformities of children's feet and limbs.—*B. Rich's Sons, Washington, D. C.*

Now for real hot days. They're coming sure as shootin' and you can't get away from them. If you're not prepared for 'em you'll lose out. You girls might just as well wear a smile as to go around with a long face, suggestive of hot burning feet. We've got a proposition for you folks and it ought to appeal to you very forcibly. We have a line of ventilated canvas shoes and oxfords priced from \$1.25 to \$1.98—the coolest shoe on earth. We suggest to you women who suffer with your feet during the hot weather to come down to our store, put your feet into a pair of these shoes, and if you don't go out looking happier, we miss our guess. Shoers to all mankind.—*W. A. Anderson & Co., Galesburg, Ill.*

Under Canvas.—The camper in the mountains, the yachtsman on the bay, the summer girl on the beach, are all under canvas these days. Canvas is the fabric of the moment. Are you fair to your feet? We have the tidiest, nattiest, most wearable line of canvas shoes you have had an opportunity of looking at.—*Miller's, Kenton, O.*

For house and veranda wear you should wear the new barefoot sandals, and we can safely say that our showing is the most complete one in the city. You will find here footwear for sports of all sorts—shoes made especially for riding, golfing, yachting, tennis, etc. For wear at the seashore we show canvas and linen footwear in many styles. This sort of footwear is preferable to leather, as the salt air and ocean sands are disastrous to leather.—*B. Rich's Sons, Washington.*

Are you going away this summer? To the mountains—the country—the seashore—it don't make much difference where you are going. You will certainly need some outing shoes. We have ladies' shoes in tan leather, in canvas and linen, and, in fact, every style of shoe and for outing purposes. Every lady going away this season will want a pair. High and low cut—not expensive—very swell indeed.—*Livingston's, Lexington, Ky.*

Outing shoes. Now that it is vacation time, many of our boys and girls will spend the summer at the beach or in the country, and it necessitates comfortable yet stout shoes. The ladies also who delight in outdoor recreation will find outing shoes very desirable.—*The Hamburger Store, Los Angeles, Cal.*

Everybody is wearing white canvas oxfords, and everybody is selling them. But you may look the world over and not duplicate this great value for tomorrow morning. And we've a thousand pairs, just about enough for tomorrow morning.—*Adams Dry Goods Co., New York, N. Y.*

For the shore or mountain, you will find nothing so conducive to comfort as Patrician shoes. For golf, tennis, cycling, yachting or tramping, our line of summer oxfords is especially suitable. They add to the pleasure of an outing.—*Adams Dry Goods Co., New York.*

All the outing shoes Fashion smiles on; some so new she's just beginning to see them!—*Steigerwalt, Philadelphia, Pa.*

It's easy enough to describe an ordinary shoe, but no words can quite do justice to the charms of these smart \$2.50 Oxford styles for ladies. As famous as we are for shoes, we've never had a better assortment or greater values—better styles, better leathers and better made shoes are not to be found for \$2.50. You'll say so, too, when you see them.—*Knott & Awtry Shoe Co., Atlanta, Ga.*

Tan oxfords for women. This season

tan leathers have returned to universal popularity, and the Wanamaker stocks are abundantly provided with every handsome sort that has been brought out; and never before were styles quite so handsome and varied.—*John Wanamaker, New York, N. Y.*

Dainty oxfords. Mannish styles in ladies' oxfords are no longer the correct thing. Women's tastes have swung back to a love of daintiness. One's foot is to be clothed as carefully as one's hand, and the high arch, full instep foot looks its prettiest in oxfords. But oxfords must fit, that's the charm. Yet two-thirds of the oxfords sold do not fit. We perfect the fit of all; and therein lies the success of this shoe store at oxford selling.—*Vorhes, Colorado Springs, Colo.*

Women's low cut shoes always give polish and grace to a summer costume. There's nothing that will add so much good tone to woman's appearance as to see a neat, trim, stylish oxford peeping from under her new short cut gown. Oxfords, ribbon ties, sandals, slippers, etc. We have a size and width for every foot that comes to us for a shoe.—*Scheurman, Bay City, Mich.*

"I'll wear them on the outing trips and save my \$5.00 shoes for at home," said a woman yesterday, who picked out a soft, pliable kid-skin low shoe, of a \$2.50 quality, from among the big lot of women's Oxfords that we are selling at \$1.40. She might have had the same thing in reliable patent leather, with a medium full round toe, slightly extended and stitched soles and military heels, a shoe that was made to sell at \$3.00.—*The A. E. Pitts Shoe House, Columbus.*

Finer in appearance and more dignified in style than last year's Oxfords. The more we look at the new styles as they are unpacked, the more pleased we are with them. These "innovations" are made exclusively for us, after our own plans, and they are in unmatchable value for the money. They are identical with Oxfords that sell at almost double their price. Among the latest styles are these: White castor Gibson ties with broad ribbon bows, no tips, welted soles, very flexible. Patent leather Gibson ties, on a very smart last, Cuban heels, with wide ribbon bow. White canvas Gibson ties, light flexible welt sole, neat and narrow toe. White calf pumps, broad "necktie" bow, light soles, low flat heels. Brown castor Gibson ties, three eyelets, wide ribbon bow, flexible welted sole, Cuban heels.—*Fred Loeser & Co., Brooklyn, N. Y.*

Here's an extract from a letter just received from a fashionable resort:

"Send a pair of Tan Oxfords, size 4½ B, at once. Everybody is wearing them here, and I feel quite out of it without a pair."

This will be your experience unless you go prepared. Tans are just as smart and comfortable for stay-at-homes.—*The W. G. Simmons Corporation, Hartford, Conn.*

So far as it will benefit the service of the shoe and your comfort, our three-fifty Oxfords are sewn by hand. For the snap and the life and the character of the lasts we have a confession to make—they are replicas of standard five-dollar shoes. The new series of spring models include four styles of tan Russia calf, three of corona patent colt, one of vici kid, one of gun metal calf and two of wax calf, in lace and blucher models, with Cuban or conservative heels, extreme pointed, London or broad, straight toes and extension or close trimmed soles. We believe it to be the best three-fifty Oxford in all the world.—*Saks & Company, New York, N. Y.*

Fashion has set the seal of approval on the Linen Oxford and this season at shore, in the mountains and country the cool, dainty shoe of linen will be the footwear of smart people. Never was a shoe designed for hot weather wear that so filled all demands for comfort and attractiveness.—*The W. G. Simmons Corporation, Hartford, Conn.*

Women's Oxfords.—Has the backward weather kept you from buying your low shoes? If so, you have benefited by the delay. These Oxfords are made of excellent materials, coupled with good workmanship, and will give the desired service.—*Abraham & Straus, Brooklyn.*

Beauty, daintiness, adaptability and ease of fit were never better exemplified than in the ideal results attained in our new spring Oxfords. A varied, elaborate and extensive gathering of styles that could only be possible in the colossal shoe parlors of *Frazin & Oppenheim, New York, N. Y.*

The unexampled skill of the "Frazin shoe" craftsmen shows to admirable and fullest advantage in the present showing of "Frazin's" Oxfords. 160 distinct and original style conceptions in women's Oxfords alone. Combinations of vici kid and patent leathers—plain leathers and some remarkably pretty combinations in rare color tints. All foot-conforming lasts in every width and heel, including the Castilian Spanish

high arch shoe.—*Frazin & Oppenheim, New York, N. Y.*

In our more than thirty years of shoe-selling we've never done so large a business in a spring season as we're doing this year. And this will be the banner week. Everything has been planned to help the week's selling—orders have been rushed so that stockings are now magnificently complete—a fine exposition of latest styles fills one of the big show-windows—and many splendid, popular, new lines of women's low cuts are offered at prices so attractive that crowds will respond to the announcement of the offerings.—*Keeley Co., Atlanta, Ga.*

Women's \$3 spring oxfords, \$1.85. Skeptical? Come and examine the Oxfords for yourself. See how fine and close grained the leather is—that means wear. Note how perfectly the Oxfords have been fashioned, how neat and trim in style, how perfect in every detail of finishing. Hard to match them, even for \$3.—*Abraham & Straus, Brooklyn, N. Y.*

Stylish Shoes for Summer Days.—We're splendidly ready to furnish the Summer girl's footwear. Our superb stock of low cut shoes embraces all the styles that are correct and the qualities that are desirable.—*Keeley Company, Atlanta, Ga.*

Low shoes are the vogue. And never was there presented a greater or more charming variety than our assortment of "Just Wright" oxfords now affords. Practically every style, shape and leather that your exacting taste could demand is here, and at a moderate price—\$4 the pair. We want you to see these fashionable shoes. You incur not the slightest obligation in so doing. Gunmetal, tan vici and patent—all styles.—*Bullock Shoe Co., Montgomery, Ala.*

Shoes don't make the woman any more than clothes make the man. But well fitting, stylish shoes give any woman an appearance of well bred, up-to-date prosperity which helps a great deal in life's journey. Our shoes and oxfords have a distinctive look of refinement and taste that make them worth more than other shoes, although we don't charge it.—*McCallum Bros. & Runyon, Binghamton.*

Slippers on the list? They are on every list. And there is no better place to choose them than at Loeser's. Here will be found a style to suit every taste, and low prices make them the best slipper values obtainable.—*Frederick Loeser & Co., Brooklyn, N. Y.*

SHOES—CHILDREN'S SHOES

Got some romping, healthy real children at your house? With big appetites and wonderful power of "kicking out" shoes? They're the youngsters we want. They can prove to you that our children's shoes are made of "stuff that wears." You'll notice the difference between our prices and the other man's.—*Small, Troy, N. Y.*

Why tie the children's feet up in hot, stuffy shoes and keep them cross and irritable when you can put their feet into our Children's Oxford Ties and render them happy and comfortable? By so doing you also increase their health and strength. Our children's shoes are the best in the world, and our prices are the least.—*Cammeyer, New York.*

Sale boys,' girls,' and children's shoes. To-morrow is truly bargain day in our shoe department. Purchases for the youngsters should be made with regard to the months of school wear to come, and then vacation, for the saving chances on good dependable shoes is most remarkable to-morrow.—*Kaufman's, Pittsburg, Pa.*

Little folks' parlor. An attractive, home-like place where mothers meet and receive special attention in proper fitting of children's shoes.—*Brandt, St. Thomas.*

Footwear that pleases the children, at prices that please the parents.—*Knott & Awtry Shoe Co., Atlanta, Ga.*

School Shoes.—As school opens soon, you'll need new shoes all round. We know we can save you money in boys' and girls' shoes, for we make a specialty of them. Get every pair made to order for us, so as to be sure of their goodness. If ever they need good shoes, it's in the fall—winter coming on—weather liable to change any moment. Keep their feet dry and warm—it's cheaper than paying doctor's bills. Our shoes all have good soles, nothing but the best of leather used in their making. The uppers are cut from good stout leather and the lasts are made so as to give a growing foot comfort.—*Jas. A. Adams, Saginaw, Mich.*

We show a line of children's shoes built to fit the child's foot and let it grow as Nature intended. The toes are roomy, but so artistically are they fashioned that this adds to instead of detracts from their beauty; a shoe that fits out-

wears one that does not. Such shoes cost but little more than the other kind at first and much less in the end.—*The Crescent, Spokane, Wash.*

Thought, skill and experience combined with superior materials and workmanship have made these shoes the leaders among all children's footwear. We take the same extreme care in their construction as we do with our famous lines for older people. They are not thrown together like most shoes for children are. And for these magnificent True-Form Shoes we charge less than other dealers do for the ordinary kinds.—*Cammeyer, New York, N. Y.*

Friday and Saturday will be the last days that you will have an opportunity to secure a pair of these elegant shoes for your boys. They were made by one of the best makers of boys' shoes and bought by us at a clean up price and you are securing the benefit therefrom.—*Kemp & Herbert, Spokane, Wash.*

School Shoes.—If you buy school shoes now you will have the advantage of this sale of a quantity of new fall shoes that came to us at a saving. We want your trade for children's shoes. We sell shoes of solid leather and correct shape only—which means less shoes to buy and less future foot trouble for the children.—*Dayton's Daylight Store, Minneapolis, Minn.*

The Right Sort of Shoes for Children.—Comfort is the first thought—the comfort that comes with perfect shaping of the shoe to fit growing feet without marring them. Then good style and durability and last—but by no means least—the little prices that make this Loeser Shoe Store boom ahead in business every day.—*Frederick Loeser & Co., Brooklyn.*

"These be cold days in the land," and the boys and girls should be well shod. Above all—those children that go out in the cold on the way to school each day. A child will play at recess—so see to it that the shoes are warm and without holes. And we specialize on children's shoes. They are our strong point. We lead in shoes for juveniles. Remember: One of the hardest things in the shoe business is to make children's shoes that will wear. We guarantee the shoes we sell—we know they will wear.—*Bullock Shoe Co., Montgomery, Ala.*

Children's Shoes for Vacation Time.—Shoes have got to be mighty good to stand the test of children at vacation time. Poor leathers and bad workmanship will soon show up. Here you'll find Oxfords and Slippers that will stand the test of the healthiest boy or girl—strongly and well made of the best leathers.—*Knott & Awtry Shoe Co., Atlanta, Ga.*

For Infants, Misses and Boys.—White Canvas Oxfords, Shoes and Slippers. Made with the same care, the high grade workmanship and finish that are not usual in Canvas Shoes—the care that goes into our finest shoes—98c to \$2.65, according to style and sizes. Also White Rubbers to wear over them—storm shapes—for infants and misses.—*Abraham & Straus, Brooklyn, N. Y.*

Surely Good Shoes for Girls and Boys.—More than low prices, style and good quality make your reasons for coming here for children's shoes. The shapes are right and we fit them properly. Young feet get the attention that will benefit them in years to come.—*L. S. Plaut & Co., Newark, N. J.*

Children's Slippers.—Fathers and mothers are wearing low shoes because they are so cool and comfortable in warm weather. Why not the children? We're selling two strap turned sole, spring heel slippers, in both red and black kid.—*Nelson's, Spokane, Wash.*

White Shoes and Other Shoes for Little People.—Whether it is that anniversary is near or because Miss Fashion has been looking after children's shoes lately, there is a great demand for all sorts of white shoes, oxfords, etc. Naturally, we are right on time for the call with a fine assortment—Gibson ties, oxfords, Roman sandals and just shoes in white at small prices; for misses and children, in high grades, welted and turn soles—98c. to \$2.65.—*Abraham & Straus, Brooklyn, N. Y.*

Here's a great opportunity for you to save on footwear for the children. Broken lots and odd sizes that we had rather sacrifice in price now than carry over for another season. They are indeed excellent values.—*Knott & Awtry Shoe Co., Atlanta, Ga.*

You should select your footwear from the handsome line we are showing. We feel confident that our shoes for children will satisfy the most particular buyer. Busy little feet need good shoes. All of our shoes are of the most recent make and styles and have many attractions. Mothers say they never saw such long-

wearing shoes, and the prices are less than such good shoes are worth.—*Pain's, Windsor, Ont.*

Our stock of footwear for children is more extensive this season than ever before, and it is in keeping with the needs of the little ones. Thoroughly hygienic, not crowding the growing feet, but allowing them to develop as nature intended. Just such shoes as busy little feet should have—shoes to romp and run in, and they are made just as carefully as women's shoes.—*Woodward & Lothrop, Washington, D. C.*

The children's shoe question is easily solved here. We have undoubtedly the best variety of children's shoes, oxfords, slippers and hosiery to be found anywhere, as shoeing the youngsters is one of our specialties, and our competent, painstaking salespeople are at your service, and do fit their tender feet properly.—*Family Shoe Store, Washington.*

"There is nothing new under the sun," not even the wearing of Sandals—that is so popular with the little tots this summer. The ancients demonstrated the great comfort of Sandals for warm weather centuries ago. They give the little one all the comfort of going bare-foot without hurting the feet.—*T. Eaton Co., Toronto, Can.*

We are putting a special price on these for the week, and expect to sell hundreds of pairs, so we advise mothers to bring the children early.—*P. T. Halahan, Philadelphia, Pa.*

Loeser children's shoes, once worn, always worn. There's surely a reason for our mighty big children's shoe business. It's not difficult to find that reason, either. Our shoes sell on their own merits. They are made by workmen who make only children's footwear; the materials, from the leather to the sewing thread and buttons, are of the best quality, lasts are the newest and most approved for comfort giving; serviceability is another prominent feature and, lastly, they are the lowest priced shoes made for children.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Baby Shoes.—Is there a baby in your home? Is it the sweetest, dearest, little creature in the world? And do you want the daintiest, prettiest little shoes that it is possible to buy? Of course you do. So we say come here for them. The handsomest, cutest little baby shoes to be had anywhere are here. Every shape and style. So we say come in and we will suit you with baby shoes.—*J. W. Rodgers Shoe Co., Bloomington.*

Boys and girls love to slash around in the slush of a January thaw, and if their clothing is of proper sort and their shoes keep the feet dry the slush can't do much harm. Washington would never have crossed the Delaware and made the Hessians fly if he and his soldiers had been afraid of an American winter.

Unusual Shoes for Children. It will pay to be interested. We have a special shoe for children and infants so much out of the ordinary that we are confident an acquaintance is the only thing necessary to make it universally used. It is the shoe recommended by the leading children's physicians. It is made on a broad toed straight last, carrying a broad sole without much extension and a specially wide insole—any child fitted with these shoes will positively have nothing to correct in its feet in after years.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Boys' and Girls' Shoes. Good reliable shoes for school or dress. If every mother in Spokane knew how good and low priced are the shoes for children which we have, we should still have to say something about them every little while out of pure enthusiasm, and to let the newcomers to Spokane know that the best is always the cheapest; and we have the best for your money. Shoe department on main floor, rear of left hand aisle.—*The Colonial, Spokane.*

Mothers, here is a "Shoe Item" worth your time to investigate.—Read.—*William H. Elliott Co., Detroit, Mich.*

Our twins—low prices and reliable quality—have brought us the largest children's trade in the city.—*J. P. Schellwbacher, Peoria, Ill.*

Our stock of children's summer footwear for this season represents all the high grade novelties—of course—Fischer's low prices attached. You naturally expect that. Bring the little folks here and let us show you how we can fit them with good shoes at little cost.—*Fischer's, Trenton, N. J.*

Children's Smart Shoes.—Put your boy and girl in oxfords this summer—they will appreciate the comfort of low shoes, and fashion prescribes their wear. You may choose readily from this fine stock of children's footwear, with assuredness of the longest wearing leathers as well as the smartest styles. Prices are exceedingly small, also.—*Abraham & Straus, Brooklyn, N. Y.*

Children's Summer Shoes.—Wise mothers are buying strong, rather heavy and moderately priced shoes and Oxfords for late spring and warm

summer—shoes that will stand the hard knocks of vacation time. Just such shoes as these we tell of to-day. Prices are small, too.—*Abraham & Straus, Brooklyn, N. Y.*

The best shoes for children. We study children's wants as closely as those of grown folks. Wearing quality and comfort are the essential features of our shoes for children, for a child's shoe should feel easy and fit well in addition to being durable. Buy your children's shoes here and they will satisfy in all details.

Is it the sweetest, dearest, little treasure in the world? Of course it is! And do you want the daintiest, prettiest little shoes for this baby that it is possible to buy? Of course you do! We say, come here for them. We have received a new line which comprises every shape and style. We are as proud of our baby shoes as you are of your baby. So we say, come in and we will fit you with baby shoes exactly.—*Drew & McDonald, Great Falls, Mont.*

This shoe is constructed to comfortably fit the baby's foot. More care should be given to the little one's feet. They must not be cramped or distorted. The Hawkins' Anatomical Shoe allows the little foot to grow naturally. Insist on having this shoe.—*The Hawkins Shoe Co., New Haven, Conn.*

Small shoes for small people at small prices.—*Fry Shoe Co., Omaha, Neb.*

Baby's feet should be allowed to grow naturally, not cramped into any shoe the dealer chooses to give you. Hawkins' Infants' Anatomical Shoe firmly supports the delicate anatomy of the foot, but does not cramp or pinch it. They cost no more than others.—*The Hawkins Shoe Co., New Haven, Conn.*

Distinctive shoes, but above all comfortable—the shape and fit of a shoe are the first consideration for growing feet. The perfection of lasts has been our foremost purpose. The leathers are our own selections—sound hides properly tanned, and yet we have held prices down.—*A. E. Pitts, Columbus, Ohio.*

A Boy's Feet.—The boy's feet are a very prominent part of his anatomy. They are always in evidence. For this very reason he should wear good shoes. Some parents and some shoe dealers appear to think that most any kind of a shoe is good enough for the boy. Not so here. We can shoe the boy well and substantial without placing him in plow shoes.—*Morse & Herrick,inghamton, N. Y.*

The way we fit boys and girls appeals to sensible parents. Your child can come here and be as properly fitted without you as with you. We have a scientific principle upon which we proceed, which gives the *boy or girl an ideal, comfortable fit in any shoe* you want to buy. Our grades upon which we pride ourselves run from \$1.50 to \$2.50. We have a few sizes for even less than this, but we pin our faith to those at the prices named above. They're made the Fischer way, according to ideas which experience and observation have shown to be best. And that, in part, tells why Fischer shoes for boys and girls are above the ordinary. Let us prove it to you.—*Fischer's, Trenton, N. J.*

Boys' full stock calf lace shoes, with double back stays; wear proof linings; all seams silk sewed; full, broad toe and heavy rock oak soles; one of the best boys' shoe items we ever offered.—*The Palace, Spokane, Wash.*

Have you ever given our boys' shoes a trial? If you have, the question is settled. If you have not, bring the boy here and we'll settle it for you. Boys' shoes from \$1.50 to \$3.00 made from calf, kid and varnished leathers. Durable soles, stout seams, comfortable and good looking—not clumsy, yet made to stand hard usage.—*S. Bassett & Sons, Lexington, Ky.*

Does your boy wear shoes?—If he does and is as lively as the average boy, it costs you many a dollar to keep his little toes covered up. Did you ever think that changing shoemakers might cut down the expense? Many a mother has found by experience that our boys' shoes will wear longer than some others—and so that, for the price—\$1.50—we give the best shoe in Omaha—a real leather shoe. There is a great difference in shoes—these are all leather. We fit them with care and always try to please.—*Drezel Shoe Co., Omaha, Neb.*

Young men and boys who want the right sort of shoes must come to us for them. Our shoes give them a manly appearance and a dash unknown in other makes. We guarantee to satisfy any preferences a young man may have respecting his footwear.—*Cammeyer, New York.*

There's a way to get ahead of the boys that start in about this time of the year and tear away shoe leather like paper. Don't buy the cheaper kind that rip apart and wear away soon, saying, "O, well, he's so hard on shoes anyway." Get him the best kind made—

tough, heavy-sewed shoes that hang together until there's not much left. That's sound advice, and you'll profit if you take it. We have them in the most dressy of shoes, too, where style and strength meet admirably. Let us do the shoeing of your boys hereafter, let's see whether we can't reduce your shoe bills.—*Dires, Pomeroy & Stewart, Reading, Pa.*

New shoes for boys, made to please the boy as well as his parents. Not a suggestion of "girls' shoes" about them.—*Wm. Eastwood & Son., Rochester.*

Big boys are the most critical buyers. They will have nothing to do with "boys'" shoes, nor with "oldish" styles—not much! We get them coming here, by having just what they want—radical, top-notch styles.—*Byck Bros. & Co., Atlanta, Ga.*

My boy knocks spots out of shoe leather—How about yours? If he's a real boy I want him to wear Small's shoes and show you that you get the worth of your money every time—Small's boys' shoes are made for wear, style "like dad's" and prices just right.—*Small, The Big Shoeman, Troy, N. Y.*

Almost everlasting shoes for boys are the kind we sell at \$1.50, good to look at and better to wear. It's always hard to furnish shoes for any length of time, but we guarantee these shoes perfect in every way and far superior to any other shoe sold at anything like the price. A companion shoe for girls at same price of \$1.50.—*D. E. Williams & Co., Youngstown, O.*

A good shoe for a "real boy" has to be about the best balance of good leather and good shoemaking that can be averaged in any line of shoes at a given price. Our experience has developed that the three prices at which the best results can be obtained in the different grade of boys' shoes is at \$1.50, \$2 and \$3 (referring to shoes for every day hard service).—*Wm. Eastwood & Son Co., Rochester, N. Y.*

Next time "Johnny Comes Marching Home" with shoes all worn out, don't scold him, it isn't his fault. If you'd buy him the "Dayton" shoes you wouldn't be bothered every two months. They're next to cast iron to stand abuse and hard knocks.—*Miller's, Kenton, O.*

A sturdy shoe for sturdy boys. Something that will wear. That's the kind your rough and tumble boy requires. He's a strong, playful chap. He should have a good, serviceable shoe.—*Watt's Shoe Store, Woodstock, Ont.*

Boys are born without shoes, but with a genius for wearing them out. Many parents will agree with this theory, but many others have found out that our shoes will stand a boy's hard usage and then come up smiling.—*B. B. Pyle & Co., Denison, Tex.*

You can buy that boy a handsome \$1.00 nickel "Yankee" watch at Millard's for just 49 cents, providing you buy at the same time a pair of those tremendously long wearing \$3.00 "Derby" shoes that "boydom" recognizes as the only proper thing in Troy—*Millard's, Troy, N. Y.*

Bless the boys—but we do like to shoe them. It's a real pleasure to see how they take to our "Everlasting" shoes. Boydom recognizes the fact that "Everlastings" are boys' shoes—not girls'.—*Millard, Troy, N. Y.*

A hard thing to find is a shoe that will withstand the wear and tear of a harum scarum boy. We have what we believe to be the most durable shoe for boys on the market, at a price to suit. We have heavy and light weight boys' shoes, made of the most durable leather, and with solid leather soles.—*The Crescent, Spokane, Wash.*

School shoes will soon be wanted. We are getting in big shipments of them every day, and will be able to show you the best selection in town. You know that our shoes and prices are right. Come and see us.—*Philadelphia Shoe Store, Fresno, Cal.*

Keep the children's feet cool and comfortable—it goes a long way toward making them happy and contented in hot weather.—*Wanamaker, New York.*

Winter shoes for the children. Good heavy shoes are the kind boys and girls need now. Winter, the season of rough, cold weather, is surely here. Come and select from an assortment of shoes for the children that are stylish, well made and will keep their feet warm and dry.—*Knott & Awtry, Atlanta, Ga.*

Cold weather will soon be here. Your boys and girls will need good, warm shoes. That's what we furnish—the best—where there is a good beginning the battle is half won. We put your children on a good footing at the start. Send the boys and girls to our store.—*Carl Riedesel, Crookston, Minn.*

Shoes for boys and girls.—Shoes that have withstood the brunt of vacation wear and tear will hardly be presentable for school, where youngsters are ambitious to appear at their best. In the shoe store are shoes for boys and

girls—sturdy, strongly built shoes with plenty of style and comfort in them. Prices are as attractive as the shoes.—*Sibley, Lindsay & Curr Co., Rochester.*

Some one has said that "there is nothing new under the sun." We think we may dispute this statement, and with good reason—for these shoes certainly show *new* grace of outline, have a *new* record for long wear and have made hundreds of *new* friends for themselves among the little folk.—*Abraham & Straus, Brooklyn, N. Y.*

You get full value for every penny you spend for children's shoes at this store. If there were better shoes made than ours we'd have them. There isn't. That's why we urge you to give ours a test. A test will prove our assertions true.—*Stemmler Bros., Memphis, Tenn.*

Shoe the children at Staub's. One thing certain—any shoes you buy for your children at Staub's will give absolute satisfaction. Whether you want strong, sturdy school shoes that will withstand the romping and jumping of child life or the finest quality stylish dress shoes—Staub's is the safest and most economical place to buy them. Fit the children to-day with Staub shoes—that will protect their feet this damp weather. We invite you to call and get one of our beautiful art calendars for 1907.—*C. M. Staub Shoe Co., Los Angeles, Cal.*

Vacation Shoes for Growing Feet—Especially for the children. Sliding on the asphalt—perhaps your children don't slide on the asphalt. You are to be congratulated, but watch out! There comes a grocer's wagon with four boys' hands on the tailboard, sliding along with shouts of joy—and the girls slide, too. Now what sort of shoes will stand that?—*A. D. Matthews & Sons, Brooklyn, N. Y.*

Before you read items let us emphasize this fact—no inferior shoes are to be found here at any price—all are of solid leather—while to insure more value than usual for the prices certain extra points were insisted upon in making, so that:—Leather runs up under toe caps—counters are of solid leather, while smooth inner linings prevent any burning or discomfort. Every pair offered in this sale is new, fresh, right from the maker—no odds and ends, no manufacturer's mistakes—no squeezing or injuring the growing foot, but style, service and comfort for children, and economy and satisfaction to parents.—*Hearn, New York, N. Y.*

SILKS

*Belinda's been a-shopping;
She's looked at silks galore,
And hats and hose and velvet
Enough to stock a store.*

*Belinda's been a-shopping;
She says she's almost dead.
She bought, and had delivered,
Two spools of cotton thread.*

*She's asked the price of bronzes,
And point lace collarettes;
She's looked at Persian prayer rugs
And tortoise shell lorgnettes.*

—Washington Post.

Great values in silks. Never more desirable than now. We know positively that we are selling more silks, at lower prices, than any other store in New York. All you need do is to make comparison of qualities and prices—and you'll become convinced of the absolute truth of this statement. The items below exceed in value-giving any we have ever made. This means more for your money than any other store can possibly provide.—*Adams Dry Goods Co., New York, N. Y.*

Extra special—thirty-nine pieces, the fad of the season (and the most sensible one known for many a day)—Rajah silk—full 27 inches wide, makes a swell auto coat, a particularly stylish suit, does not catch or hold the dust, and “wears like iron;” in browns, blues, greens, mode, champagne, natural, reseda, tan, cream, white and black; in plain and illuminated effects, and is selling to-day all over the country from \$1 to \$1.25 a yard. This lot goes Tuesday (see window) at 65c.—*Evans-Johnson-Sloane Co., Minneapolis, Minn.*

We probably sell double the quantity of silks of any other Boston house. The reason for this is obvious. It also explains why we are obliged to have an almost weekly house cleaning of remnants and short lengths. The best and fastest selling goods reach the remnant stage first and the opportunity to secure short pieces at half-price and less is therefore the more important. Friday we shall offer remnants of goods that sold at from 59c. to \$1.50 a yard off the piece, for 15c. a yard and upwards, and we never before placed on sale so tempting an array of bargains.—*R. H. White & Co., Boston, Mass.*

Radium is the most durable of all silk of modern looming. It has that expensive softness and luster and cry—it has a strength of fibre that no other

silk at any price possesses. Radium won't split, tear, or stretch. There's a guarantee that says it won't. Any time Radium silk acts contrary to this guarantee the price you paid will be exchanged for the goods you bought. It is this combination of invincible silk virtues without a “silk weakness” that makes Radium essentially your silk for all dress occasions. More remarkable than all the foregoing facts is the littleness of price—Radium silk costs just half as much as it ought to.—*Louis Einstein & Co., Fresno, Cal.*

Eighty-five cent silks at 58c. That's a combination to make them fly out as fast as scissors can cut them. All the patterns are good, but two especially are worth mentioning—a small check in a rich, lustrous blue-and-green changeable effect with a delicate vine-like tracery woven over it, a lovely broche effect really, but so delicate and dainty that it seems like an embroidery. The other is white with hair-line black checks with the same delicate little vine woven through it. They will make stunning frocks. But so will the others. And such prices—58c. and 68c. a yard.—*tom House.—Gimbel Bros., Philadelphia.*

A Sale of the Newest and Best Silks.—We have never been in so good a position to offer you unlimited money savings on silks of latest style and best quality.

Black taffeta silk, brilliant jet black, fine rustling finish.

Foulard silks, full 24 inches wide, in all the pretty dots, small and medium figured designs.

Satin foulard silks in the newest designs and all the latest shades of blue, brown, grey, etc.

Fancy taffetas for shirt waist suits, the latest figured and jacquard effects.

Colored peau de soie in reseda, pink and blue.—*C. R. Hawley & Co., Bay City, Mich.*

Imported means more than the endorsement of beauty. It means that the pongees are woven on a handloom; it means that they are all-silk and it gives you license to wash them as readily as you would a handkerchief. Fresh case-fuls have just reached us from the Custom House.—*Gimbel Bros., Philadelphia.*

To-morrow we open a sale that will give the most astonishing values that you have known this year in silks and in cotton and silk mixtures. This purchase consists of nearly 40,000 yards, and the goods are all of this year's production, up to the minute in style and beauty. Unsurpassed value for the smallest known prices. Not a yard in the entire collection that is not going to be retailed Monday for one-half or nearly half the price that the goods were made to sell for. The reason for the half price is because of a slight imperfection in the weave of the goods. Very slight, so you would probably never notice it, if your attention was not drawn to the matter. The sale begins at 8:30, when the store opens. Extra salespeople and extra space will be devoted to the selling. If the shoppers of Brooklyn are as wise as they usually are, there will be little of the goods left when the day is done.—*Chapman & Co., Brooklyn, N. Y.*

Some Silk News. You have come to know that while we speak enthusiastically on silk matters it is always conservatively. And how could we refer to silks than with enthusiasm! Year after year this silk store has been growing more and more into your favor and continually spreading out and demanding on its merits more notice from you. Often we have promised much in our announcement but have we ever failed?—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Silks Without Argument — Under Price. Spread out that every eye may see their peerless beauty, that every hand may feel the thrill of their unmistakable worth. We believe these prices are lower than anywhere.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

New Silks for a New Purpose. Shirt waists and skirts to match, made from sheer, dainty colored silks, have captivated Dame Fashion, and if you want to be particularly smart in your attire this spring and summer you must have at least two of these shirt waist suits. We have them in so many different colors we cannot count them. You ought to make your selection now before the decidedly exclusive patterns are sold.—*Mandel Bros., Chicago, Ill.*

The low prices on these fashionable,

very much fancied silks and satins are really brought about by a desire to close out all our printed Foulards, Pongees and Liberty Satins. The assortment of designs is excellent, including the popular polka spots. The colors are all the most favored.—*Abraham & Straus, Brooklyn, N. Y.*

We realized full well that the average woman's summer silk needs have been well nigh met by this time. To attempt the distribution of 50,000 yards now is to create a demand purely upon the basis of most attractive prices. The manufacturers led us to want this great quantity by quoting a price we did not feel like resisting. For like reasons we have little fear that New York's silk-loving women will permit this opportunity to go unchallenged.—*Macy's, New York, N. Y.*

Red Letter prices on our silk offerings mean manufacturers' prices—due to our taking the entire surplus stock from one of the best mills in this country. Twice a year they close out the whole of their overproduction, and we have for several seasons had first call. Here are a few of the special values, all perfect, reliable silks and priced phenomenally low for the red letter sale.—*Ehrich Bros., New York, N. Y.*

And this in spite of the fact that this silk is the most popular of the day for the very lightest summer frocks, waists and children's dresses. Rather than give you a bargain at the end of the season, we'll let you have your pick of these now. The quality is exceptionally sheer, yet wear-resisting to a great degree.—*Bloomington's, New York, N. Y.*

The truly regal excellence of this magnificent silk has been laid before the public some time ago, and while our sales are continually and rapidly increasing, we deem it advisable to renew our claim that Queen Quality silk is really better than anything else in the market, barring none. We guarantee to make good any claim reported within a reasonable time from date of purchase, the manufacturer standing behind us when we say "Warranted to wear."—*The Palace, Spokane, Wash.*

A great silk sale. Come Monday and come with great expectations to the greatest and best silk sale we've ever known. . . . We're willing to let the success of this sale be determined by your verdict after making the statement that we have prepared an event that will be bigger and better than ever before.—*Harris-Emery Co., Des Moines.*

A new silk creation. There's a dream of an exquisite gown or waist in just a glimpse of these crepe milinas at silk counters. Grace in every fold of their crinkled surface, and their shades present the perfection of colors.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

"They speak more and more about printed goods for the next dressgoods season—printed silks an organdie and tulle season, with prints in fine detached flowers. There is a *faureur* about tulle veilings, violettes fantasie, in all colors; they show assortments up to 25 varied shades."—*A late Paris letter.* We knew it long ago. So did the makers and designers—and every kind of little sprig and blossom has been coaxed into bloom for an early spring in the factory hothouses. The new embroidered Swisses are showing like crocuses—in colors we never had before. Irish dimities have come in brand new patterns. New linens from abroad are here—yes, it's going to be a great linen season again. Cottons wouldn't care if to-morrow were the first of April.—*Wanamaker, Philadelphia, Pa.*

55,000 yards of black silks under price. Imported and American: Brooklyn's greatest silk occasion. You can make some splendid investments here to-morrow. You can make one dollar do pretty nearly the work of two. You can get splendid, staple, *guaranteed* black silks in immense variety for prices almost without precedent in littleness.—*Abraham & Straus, Brooklyn, N. Y.*

The Silk Sale is an enormous success. This information is important to you simply because it tells the public measurement of the desirability of the silks and the exceptional values offered. Coming as it does right on the heels of continuous advances on the price of silks, this sale is one of the most decisive economy movements in dress fabrics likely to occur this Spring. The excellence of the silks, and the very broad variety double the attractiveness of these very remarkable values.—*The Wanamaker Store, New York.*

Pongees—The pongee pulse is strong—stronger in Paris, London and New York than anywhere else. Hundreds of women have pongees in mind—planning a dress, a coat, or a hat that's to be made of the popular fabric.—*R. H. Macy & Co., New York.*

Twelfth Annual Silk Sale commences Monday. The "Koch" silks are famous—the "Koch" silk sales command response from the five boroughs—and be-

yond. We believe that no other silk sale anywhere is so eagerly watched for—no other brings so many people. Every new weave is here—every new color is here—and it is the annual occasion when we are determined to offer values that are unapproached and unapproachable.—*H. C. F. Koch & Co., New York.*

For years the Star Store's silk sale has been looked forward to as the greatest silk event of the season. Women have waited for it before planning their spring and summer dresses and of all our silk sales there have been no disappointments and no dissatisfaction. Without further explanation we will simply state that this year our buyers have been unusually fortunate in securing silks for this sale. The leading silk manufacturers have contributed many pieces for this special event at special prices—in many cases below cost to manufacture. The prices on the following lots will show plainly what excellent values are to be found at this sale. Remember this is one day's sale and Monday is the day. Come early.—*The Star Store, New Bedford.*

Promptly at 9 o'clock Friday morning we will inaugurate the most remarkable sale of silks ever held in Oklahoma City. The really wonderful values are unmatched elsewhere, and of most interest to our customers is the fact that all are new and fresh. Many short pieces, waist and skirt lengths, are offered at most attractive bargain prices. Not a lady in Oklahoma City can afford to miss this sale. Just a few of the good things are listed below. Not a piece of silk in the store is exempt—the entire department will be included in this sale.—*Sidney L. Brock Dry Goods Co., Oklahoma, O. T.*

Every season develops a fabric that holds first place by reason of special character and distinction of style. But no previous season ever brought forward a new fabric which aroused more instant enthusiasm than the new figured Rajah silks. The soft, cool pongee in rough-threaded Rajah weave is smartened and individualized by plaids and stripes.—*Frederick Loeser & Co., Brooklyn, N. Y.*

From the mills of the well-known Cheney Bros. Exclusive styles only to be found here in the following beautiful shades; reseda, brown, tan, navy, goblin, rose; in dots, stripe and figure. The choicest patterns of the season. Prices 75c., \$1.00 and \$1.25 per yard.—*Gerretson Silk Co., Milwaukee, Wis.*

To-morrow we will put on sale thousands of remnants in silks, dress goods, wash goods, laces and embroideries, linens, draperies, etc., at figures never before heard of for such seasonable and desirable goods. These remnants have accumulated in the past three weeks during The Great Mill Agents Syndicate sale and as the number is entirely too large we must get rid of some at once, hence have not only marked them at low remnant prices but at about one-quarter of their actual value and in many instances less.—*Nachman & Meertief, Montgomery, Ala.*

It will be a treat to visit the silk department, for the exhibit includes a range and variety that few stores show—in fact, there's not a weave or fabric that Dame Fashion says will be in demand that you'll not find well and fully represented. Best of all, very special souvenir pricings will obtain for the three opening days.—*Hecht's Greater Stores, Washington, D. C.*

This is one of the brightest and pleasantest spots in Albany's best store—its *silk* section. As far as spring and summer silks are concerned, we are prepared now to meet your every wish better than we will be next July. The new 1907 silks are in profusion that confuses one in deciding which is best and prettiest. We want you to view this newness. Many of the weaves were imported exclusively for the John G. Myers Company. There is nothing ordinary whatever about the goods excepting the prices, and these, quality considered, are fairest in every instance. And we have plenty of the silks at low prices. The foulards are in wonderful assortment of new effects. This old favorite silk shows improvements in finish and design that one would hardly believe possible. The assortment of patterns is simply exhaustive. There are many novel and striking combinations in dots, specks in fact, to the spots as large as a silver dollar.—*J. G. Myers Co., Schenectady, N. Y.*

Most beautiful *silks*. How far away we are from the days of stiff heavy silks—when a silk dress to be fashionable, had to creak and groan at every move, and stand out from the figure most rigidly. The woman of to-day demands that her silks be soft, pliable, clinging—and fall in rich, graceful folds. It's a happy tendency and has resulted in our gathering together from home and abroad the most wonderful assortment of wonderfully woven and rarely tinted silks that has ever been displayed in

Kansas City. You will have a new gown for the P. O. P. ball—we know that you will not find so wide a range for your selection as right here.—*Jones Dry Goods Co., Kansas City, Mo.*

Don't you need a *silk*? In view of the absolute, imperative necessity of silk for this summer's coats, dresses, shirt-waist suits and gowns the answer to the above question is not far to seek. Of course you need silks, and reduced prices do not make them any the less desirable. 2,500 yards desirable dress silks, in French Louisine, French Paillette, French Messaline and French Satin de Chene, every new shade represented in each make, also white, ivory, cream and black, uncrushable makes, beautiful soft finished dress silks, extra heavy weight, firmly woven, recommended by us to give every satisfaction. Fancy silks—A miscellaneous collection of high-class fancy silks, suitable for dresses, shirtwaist suits, jumper suits, waists, etc., extra nice qualities, good variety to choose from, in prices up to \$1.25.—*Simpson, Toronto, Can.*

New silks. Our *silk* department, the great outlet for all the newest and handsomest silk designs, colors and weaves. Large broken plaid effects, checked and barred designs, the new large black checks and a complete line of black silks, priced at the same low figures.—*E. B. Riley, Wilmington, Del.*

An excellent quality *silk* with soft lustrous finish; is a beautiful black, will not split or cut, purest of dye, strictly all silk and will retain its luster; is very durable and twenty-three inches wide; only 500 yards in the lot.—*Hamburger's, Los Angeles, Cal.*

Of course some ladies like to buy their spring suit ready-made. But there are many others who cling to the idea that it is preferable to buy the cloth and have a suit made. Now if this is your idea, we want to sell you the goods. We have *silks* so fine, so exquisitely woven that fairy fingers might have held the shuttle which wove the beautiful fabrics. Certainly no fairy garments could be more beautiful than the dainty colorings of some of these silks. We have filmy silk voiles, a bewildering array of mousselines, foulards that would make a silk worm wonder how such lovely material could come from its repulsive body; chiffon-like weaves which are as light as a summer cloud; more practical silks and the heavy suitings for street suits. A glance through this department will satisfy you.—*Wren's, Springfield, O.*

A great showing of strictly new silks. Beautiful check silks, 36-inch widths, handsome quality, in the popular shades of tan and navy, \$1.50 quality, our special price \$1.25 the yard. New Roman stripe taffetas, the new fad, in the most wanted shades, 65c the yard. Special new silk voiles, specially new, nothing like it shown before, beautiful spring shades, 27-inch width, price 50c the yard. Handsome black voiles, 46-inch width, \$1.25 values, special today \$1.00 the yard. Handsome colored voiles, most wanted shades, special values, \$1.00 the yard.—*J. L. Mimaugh & Co., Columbia, S. C.*

Every table in this department will be filled with special features to greet tomorrow's crowds. For this event we have not simply arranged to put forth our richest materials, but have adopted as our plan to display our greatest values. Your dollar will buy more silk in this department tomorrow than on any day in sight.—*A. S. Knowles Dry Goods Co., Montgomery, Ala.*

We would not have the biggest silk store in New Jersey if we did not sell the most silks, and we would not sell the most silks if we did not sell the most dependable silks, and sell them at moderate prices.—*Hahne's, Newark.*

It will interest you to see the silk display of new foulards in the silk store Monday. Foulard silk will be popular the coming season. You can get an excellent idea of all the newest patterns in these old time silks that will be worn for spring and summer costumes. All the newest spot effects are shown in blue and brown. Also a few new figured effects. Make it a point to see them.—*Weinstock, Lubin & Co., Sacramento, Cal.*

Such dependable silk values for Tuesday will surely fill this department with eager buyers. You can replenish your wardrobe with a charming silk dress at little cost.—*Scroggie's, Montreal.*

In the silk store you can now find all the new colorings for spring in taffeta silks. If you are making a new costume or want linings for a new suit bring in samples of your materials and we will match them for you. You can get an excellent idea of the new spring shades by visiting the silk store.—*Weinstock, Lubin & Co., Sacramento, Cal.*

Just think of buying handsome new colored taffeta silks at what they actually cost to make them. This will be a leader that no one can gainsay—There is every imaginable color—the

regular selling price of these should be 75c and 85c per yard. This sale 59c.—*The People's Store, Tacoma, Wash.*

Fifty cent Crepe de Paris, 29 cents. Silk and cotton, yard wide. Again we have enough of this lovely fabric to advertise. And again the news will stir enthusiasm. A fine crepe de chine weave, silk one way and cotton the other. It has a luster almost as bright as pure silk and it has the strength of cotton. Very beautiful, indeed, for evening frocks.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Christmas silk sale. To those wishing to make a Christmas gift of a silk dress, skirt or waist, we will place on sale all our guaranteed black silks and fancy silk waist patterns, including the new Scotch plaids and moires. Space not permitting details, we herewith give you a few prices and widths for consideration.—*Dancer, Brogan & Co., Lansing, Mich.*

Gift silks for Christmas. These are excellent silks for waists and children's dresses. Neat striped and check designs in soft, delicate colorings of blue and white, green and white, brown and white, pink and white, lavender and white, etc. Good wearful qualities. This economic silk opportunity comes to you today at the very time of year when it is more than a usual satisfaction to save.—*The Crews-Begg Co., Pueblo, Colo.*

Rich black taffeta silks, yard wide and guaranteed. Plain facts and good reading. We might say the silks are worth more, and with truth, for we could back up the claim with facts, but leave it to your good judgment to discover the desirability of the silks at the prices quoted. The silks are the good old reliable kinds, made by a firm who temporarily suspended operations on these goods owing to the almost prohibitive price on raw silks, and inability to furnish the same reliable grade for which it was noted, at a price that would yield a fair profit. The silks are adaptive to suits, skirts, waists, linings, coats, every use to which a silk is put. They are guaranteed by us, and the maker warrants them.—*John G. Myers Co., Albany, N. Y.*

Silks! Silks! Silks!—Have you bought your silk suit? We have all the good things in silks. The demand for silks for entire suits has never been equaled, and we have been fortunate in securing the right styles.—*R. P. Herndon & Co., Springfield, Ill.*

Some of the beautiful summer *silks* are here, in time for people who are preparing for their southern trip or for those who are planning and working ahead on next summer's gowns. If for nothing else, they're worth coming to see for the advance styles and fashions they suggest.—*Schipper & Block, Peoria, Ill.*

This weave has been approved as the fashionable dress *silk* for the coming season by the leading model makers of Paris. It will appeal to lovers of the beautiful in dress, not alone for the softness and richness of the weave, but for its original and artistic designs and color combinations. Our display is an assortment of choice designs and colorings.—*Gimbel Bros., Milwaukee, Wis.*

The style wave of pongee *silk coats* is coming. There's magic in the words pongee silk coats this spring to stir up feminine interest. New York is all a furore over the style, and we don't mind prophesying that once the full strength of the style wave strikes Winnepeg our present stock of these handsome coats will be inadequate to supply the demand. Our present stock is made up of handsome model coats, selected from leading New York ladies' tailors. Beautifully appliqued and, for such lovely coats, exceedingly moderately priced.—*The T. Eaton Co., Winnepeg, Can.*

At our active silk department facilities and conveniences for selling are provided that are not found elsewhere. Our section devoted to showing evening silks is a feature that isn't duplicated in the city, and furnishes a very comprehensive and satisfactory method of displaying and matching evening silks.—*Dayton's, Minneapolis, Minn.*

Superb Display of Novelty Silks. New Effects.—Months of careful planning find their culmination in the finest display of fancy novelty silks we have ever brought together. All the new and scarce shades are shown—golden and cinnamon brown, onion skin, tans, castors, gun metal shades, Bavarian, Delft and cornflower blue.—*Mandel Brothers, Chicago, Ill.*

Silks that are fashionable, low-priced and good. Every department store sells fashionable silks and low-priced silks, but not always good silks. Many stores are all eyes for modishness and price. This store has another eye open for goodness—and a mighty sharp eye it is. No silk enters our store that isn't good. Modishness and price-lowness

aren't enough—we demand more than that. Silks coming in this store must not only be right in fashion and rightly priced but “right good”—thoroughly, entirely, unquestionably good! In choosing silks here—you only choose good silks—silks that wear well, look well and satisfy. Our showings are wide and comprehensive, embracing every new weave in black and colors and all the various fancy and wash silks a decided silk season has brought forth.—*Knight Dry Goods Co., Denison, Tex.*

An important group of silks. *Silks* are in the minds of nine women out of ten, who are busy on their spring and summer wardrobe. Our whole silk section gains its prestige by reason of the silks we have secured for it, and these fine offerings that are presented here are of wide interest accordingly. These are mere illustrations that will be pleasing to hundreds of women this week. Including elegant silks for dresses, the best silks for waists and shirt waist suits, and splendid lining silks, all at prices that will offer a large saving without the least sacrifice of desirability.—*Louis Einstein & Co., Fresno, Cal.*

No woman who has ever bought *silks* at one of our half-price sales will need a second invitation to help herself to the splendid values we shall offer today. And though we always have variety and quantity in plenty, today's assortment will better even our previous records, for there are more silks, longer pieces, in more fashionable weaves and shades, than we've ever had to sell at half prices before, simply because brisk buying has left an unusual number of odd pieces and lengths in its wake. You'll find plain black silks, plain white silks, plain colors in every good shade; foulards, taffetas, louisines, messalines, Peau de Cygne—but what's the use of enumerating them all—every good weave is here; there are plaids, stripes, checks, polka dots, neat figures, Jacquard designs, etc., in plenty, and lengths sufficient for linings, separate waists, skirts, and in many instances whole gowns. Every piece at half marked price—which is its every-day retail figure—not some fictitious valuation.—*Coulbert Dry Goods Co., Los Angeles, Cal.*

More astonishing values from our popular *silk* department—a department that has tripled its business of last year! One great reason for the increase—the world's best silks in large variety at absolutely the lowest prices ever known.—*Lit Bros., Philadelphia.*

Where or how we obtained these new, beautiful *silks* that we are able to offer them to you at such bargain prices, of course does not interest you. All you want is the goods, and we promise you we will give them to you in generous quantities. We will display on special bargain counters miles and miles of yards of new silks at such sensationally low prices (quality considered) that wonderful selling will certainly follow from opening hour here tomorrow.—*E. W. Edwards & Son, Troy, N. Y.*

Important mid-summer sale of new *silks*. We are not always able to offer in the middle of the season, new bright silks at prices that are below the present cost of manufacturing. These are not old and shopworn silks, but are all new, stylish, fresh, and this season's latest silks just sent out to us by our New York buyer, bought by him at far less than the regular prices. We are offering these silks at lower prices than they cost to produce. The lots are not large, and if you are interested and want a pretty dress skirt or waist, come early, as the early buyers get the choicest and best selections. Sale starts at 8:30 o'clock.—*Weinstock, Lubin Co., Sacramento, Cal.*

Silks for fall. French taffeta plaids in lovely color effects, some with cross stripes in Dresden patterns. Clan plaids, too, in all the favorite color combinations—all to be made up in smart tailored effects, with little buttons, strappings and French neck bows as shown in advance waists from best makers. Prices start at 89c a yard and run up to \$1.50.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Very newest silks and dress goods. You'll find them always at this store. "Dame Fashion" herself must have conspired with the silk and dress goods sections when this exquisite collection was assembled. All that is new, all that is rich, and all that you yourself could wish for in high-grade dress materials may be found here now. And the very vastness of it is responsible for the generous prices you will find at *Yonkers, Des Moines, Iowa.*

Some new and beautiful *silks*. If new goods make a new store this busy silk section is new. It is filled with the rarest and most beautiful plain, plaid, striped and fancy silks produced by both European and American weavers this season.—*The Harris-Emery Co., Des Moines, Ia.*

There will be lively silk selling for two days more at this store. The rea-

son? Because we are going to sell silks for prices so low that every woman who sees them will realize that not to buy is to lose money. Our shelves and counters are uncomfortably crowded—perhaps we expected a bit too much when we bought our stocks—yet you'll find every yard is modish, in wanted weaves and colorings—worth far more anywhere, at any time, than the prices at which they are marked. The offer partakes of the sensational—as you'll agree when you come, and examine, and buy—for you'll buy! of that we're sure. Below we hint of the price reductions—but you'll have to come to this department in order to realize how much of opportunity and economy this store holds for you, just now.—*Hills, McLean & Haskins, Binghanton, N. Y.*

Marvelous silk offer. 75c shantung pongee for 49c. So low a price for this elegant shantung pongee silk has never been mentioned in Newark before. It is the genuine article and made entirely of wild silk "Tussah," and contains no schappe, spun, dyed, or cotton substances. We guarantee that it can be boiled and still retain its individuality; in fact, washing improves this fabric. It is desirable for shirt waist suits, hoods, wraps, pajamas and automobile garments. See window display.—*Hahne & Co., Newark, N. J.*

What store can show a larger stock? What store can show a more varied assortment of beautiful silks in quality of patterns? There is not a store in Central Ohio that can approach this magnificent display of the most stylish silks of every kind. Staple silks, novelties, evening silks, fancy silks, every yard is stamped with the best quality values and the most approved fashion.—*The Bowland, Morehouse & Martens Co., Columbus, Ohio.*

A silk talk that will cause a rustle.—*Z. L. White & Co., Columbus, Ohio.*

A Rare Sale of Popular Silks.—Here's another Loeser characteristic offer of silks that will be sure to attract the very widest attention and extend matchless economies to those fortunate enough to avail themselves of the opportunity.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We have received a wonderful collection of new silks, suitable for every occasion. We guarantee the silks we sell. And in no store in the south can you find a more complete, a more comprehensive collection of silks.—*The James L. Tapp Co., Columbia, S. C.*

Lustrous, Beauteous Silks.—To see is to desire to possess—and you may for the smallest prices for which these goods have gone within all our recollection in storekeeping. If this sounds a bit strained, better look at the silks themselves and prove it to your satisfaction.—*S. Kahn, Sons & Co., Baltimore.*

New silks are here in prodigal assortment. It might be almost as well to stop with this announcement, for imperfect indeed must be the picture that we would attempt to paint of new arrivals. Never have these silk counters borne such evidence of the genius of the Frenchman, the cleverness of the Yankee. Perhaps makers have done better than ever, perhaps we have. We'll just draw aside the curtain a bit to give you a glimpse of the beauty. Many times more revealed than shown.—*Sibley, Lindsay & Curr Co., Rochester.*

Opening Sale for Fall Silks.—For whatever purpose you may desire silks, we are satisfied than nowhere else can you find such an elaborate display in color and texture as we are showing for this great event. While the prices are low, they are not inferior in quality and the one reason we can afford to make low prices is that we give no discounts to anyone, therefore save our customers from 10 to 15 per cent over what the same quality sells for elsewhere.—*Hamburger's, Los Angeles, Cal.*

Silks.—No cheerier place in all the store to go a-Maying than where the silks are gathered. Pleasure and profit are there for almost every woman. The stock of them surpasses all former or competing collections, and we take the South into the comparison. That's a great big statement. Not a whit too big.—*Chamberlain-Johnson-Du Bose Co., Atlanta, Ga.*

Some Splendid Silk Propositions for Monday.—Isn't it reasonable to suppose that our greatly augmented silk business comes about by having larger assortments, by quoting lower prices, by having better silks for those lowest prices than anywhere in Greater Pittsburg? Yes, we think it does. Here are some silk underprices that will make next Monday a close second to the tremendous silk business of last Monday.—*Joseph Horne Co., Pittsburg, Pa.*

This is Silk Headquarters.—This is what the latest reports have to say of the silk situation of the present: "Fancy silks, in the neat, small designs, are selling freely." Patterns suit-

able for the silk shirt waist suit are referred to—foulards, taffetas and Louisines are the most wanted kinds, with foulards receiving first call. Crepe de Chine, plain and changeable taffetas and the new soft finish mousselines are very much used. We did not write the article for the Dry Goods Journal telling of these conditions, but the silk situation here is accurately described. To put it in a nutshell, we would say, "All silks are selling freely."—*People's Store Co., Tacoma, Wash.*

The newest expressions for the summer shirt waist suit are veritable dreams of richness and splendor. Prices range from \$.75 to \$1.25. Special attention is now directed to the real new gray effects—clever afterthoughts adopted from those ideas that have already proved popular. There are styles in dot, hair-line, pin-head check, checks with figures, etc.—a decidedly beautiful and entrancing collection in new tones of light and dark gray.—*Gerretson Silk Co., Milwaukee, Wis.*

This anniversary week presents more than twenty-five thousand yards of the season's most desirable silks, at less than you can buy the same qualities at any other store. All new silks—from the most reliable makers; absolutely perfect in weave and guaranteed for wear.—*Adams Dry Goods Co., New York, N. Y.*

Every yard is of absolutely dependable quality—goods bought from the leading silk manufacturers of America, from the world-known looms of Europe and the Orient. We want you to see this splendid display. We feel sure you will be interested. Not only will the beauty of the goods attract you, but the marvelously low prices at which they are marked.—*Lit Bros., Philadelphia, Pa.*

Our silks this season are more beautiful than ever. Every piece is a picture in itself. All the latest styles—just arrived from all the foreign and domestic markets.—*Golden Rule, Saint Paul, Minn.*

This will be a great season for foulard silks. Many beautiful new designs have been conceived, and the patterns and colors are such as will make up handsomely for shirt waist suits. The silver grays and various shades of green will be highly popular colors. The advance arrivals now on display represent the choicest foulards that will be shown this year.—*Ville de Paris, Los Angeles, Cal.*

Lyons silks have the greatest reputation of any silk in the world. Every woman knows that and will go out of her way to secure them. This is the first time to our knowledge that they have ever been offered at a saving anything like the tremendous reduction that is making this sale the talk of the town. Not only among smart dressers but among the other stores that have not found a way to meet this wonderful selling event. It is a revelation to everybody. The price barely represents the actual cost to manufacture, and they are the richest effects. Checks and small figures and picturesque floral designs vie for the favor of multitudes of discriminating women, who, it seems, simply can't get enough of these wonderful values.—*Simpson Crawford Co., New York, N. Y.*

We bought all the silks a prominent importer had—3,350 yards, mind you—and regardless of the extreme scarcity of desirable novelty silks, we bought these away under price. Why, there isn't a piece in the lot that is not worth nearly double the price asked. Novelty, originality and beauty crop out of every inch of these goods. You see elegance as interesting as a painting. The delicacy and richness of the many effects is exhilarating to inspect, being select. Nothing intrusive or alarming to good taste in the entire collection. Actual values up to \$1.00 a yard. On sale today, yard 59c.—*Whitehouse Dry Goods Co., Spokane.*

A lucky strike indeed was this purchase of 1200 yards of the most popular silks worn today—a silk that lends itself most beautifully to the making of soft, clinging summer gowns and smart waists.—*Bloomington, New York.*

Foulard silks have long been a favorite among women. The "wearing test" has proven their durability. They are a sensible, usable, wanted silk. And foulard silks, unlike many kinds of merchandise, do not stand still. The return of every spring and summer brings more desirable patterns to our counters. The soft, delicate shades represented in these new foulards are in pleasing combinations for new spring costumes and shirt waist suits. They are in small, neat designs—mostly stripes and dots. The advantage of buying here is that our patterns are exclusive and can be found in no other store in Kansas City. If you like to see beautiful silks, come and view these.—*Emery, Bird, Thayer, Kansas City.*

You simply can't afford to miss an

inspection of this showing when you begin to plan your spring gowns and waists. There is absolutely nothing new and correct in the way of spring silk that does not find its place in our display. Here are the favorite taffetas in plain and changeable, and the exquisite Swiss and French stripe and new chine effects; embroidered pongees in soft, dark colorings; fashionable rajahs and burlinghams; satin mousselines; warp printed crepe de chine, and all the other spring silks. An exposition of everything that is new and pretty and proper.—*Bonesbo-Shaidnagle Co., Milwaukee, Wis.*

Summer silks, all of them, some washable, all desirable, and each with a tale to unfold of economy in price that is as pointed as it is profitable. Referred especially to those women who want cool, pretty Summer waists, shirt waist suits and dresses at less than they'd usually have to pay.—*Wanamaker, New York.*

Nowhere else in Newark will you see the patterns shown here—and we had first choice of the product of the world's best maker. These and swell novelty silks reflect spring styles that will please and benefit any woman to see. New in design, fresh in colorings, these silks are a revelation to women who keep in touch with fashion's latest decrees.—*L. S. Plaut & Co., Newark, N. J.*

This will prove one of the most popular silk sales we have ever conducted. Everybody knows that foulard silks were never before sold at such a price. And every woman wants foulard silks for waists and shirt waist suits. They come in the newest colorings for summer, including blue, green, brown and black backgrounds with the daintiest small dot effects—the newest thing for spring and summer. Measure 19 inches wide. Over 3,000 yards, so that everybody will have a splendid opportunity to secure some of them.—*Hales, Los Angeles.*

The approaching spring shows evidences, even now, that this is to be the greatest season ever known for silks. With the tidal wave, black silks will come in for their share of favoritism. The new two or three-piece suit, of a beautiful soft finish glossy black taffeta, or a stunning gown of a silk soft to the touch are certainly charming conceits for spring wardrobes. Messalines, Peau de Cygnes, Crepe de Angelus and Silencieux are the choicest of these soft materials.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Most women know the great popularity of bright taffeta silks for shirt waist suits. The taffetas shown for the coming season are of a softer weave and finish, which besides adding to their beauty, imparts to them much better wearing qualities. In this special sale we offer brilliant colorings in the newest colors, including the new shades of cardinal, garnet, cream, oyster, white, champagne, mode, golden brown, tan, reseda green, pink, sky blue, blue, pearl gray, royal, navy and dark navy blue, old rose, porcelain, blue, brown and turquoise blue.—*Weinstock, Lubin & Co., Sacramento, Cal.*

Here are some of the irresistible offerings in handsome shimmering silks. In these items the purchasing power of your money is greatly magnified—sometimes two-fold. You are fortunate, indeed, if you can use them to advantage.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

This purchase represents silks which are entirely new this season. The styles and colors are only those that are in great demand for present and early Fall wear for the new shirt waist suits. They come in a variety of neat Jacquard and Faconne effects; also checks and hair-line stripes.—*O'Neill's, New York.*

"Moneybak" Black Silks.—The finest, most satisfactory and fashionable fabric for women who wear black. Made of selected raw silk, "Moneybak" will neither cut nor fade, and for durability, appearance and finish is unequalled. The trade mark "Moneybak" woven in white on the patented detachable selvage insures absolute security against loss from cutting or fading.—*Dalrymple's, Salem, Ore.*

Fresh from French looms and manufacturing comes a shipment of the newest of new silks in beautiful new designs and colorings, in faint, delicate tones as well as the strong, sturdy ones. You'll surely want to see them today.—'Tis none too early to be making up the new wardrobe for spring. They are pompadour silks in the new colorings, chamellon stripes and chamellon checks and new colored imported Shantungs. Among these new comers is a The "rajah silks" are in all respects a counterpart of true native Asiatic hand-loom fabrics, and at the same time they have elements of durability and usefulness which are so exquisite. They are adapted for street and house gowns, evening costumes and blouses.

The "Burlington" and "Le Jungle" are two more silks to which we would call your especial attention for tailored silk dresses and shirt waist suits. Then there are the Clifton bond taffeta and suitings in a handsome variety of colorings and styles.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

The 1909 shower-proof foulards. Nothing the silk store offers is more attractively springlike or more thoroughly practical for all-season wear than these pretty shower-proof foulard silks. Every yard sterling silk in character. Every yard proof against a summer shower, and colorings this year richer and softer than ever before. New patterns show smart variations of the popular stripe effects; chevron stripes, wavy lines, even cluster dots dashed on in stripe suggestion. Colors are new brown tones, green, rose and many shades of Copenhagen and navy blue, as well as black.—*F. Loeser & Co., Brooklyn, N. Y.*

"These very silks I meant to put on the looms for Fall," said a manufacturer yesterday, "but here you are selling them for next to nothing!" All the better for you—if you buy now while the prices are half, instead of waiting till later.—*The Wanamaker Store, Philadelphia, Pa.*

Our great silk sale starts tomorrow! simple announcement is sufficient to crowd our store and effect the rapid sale of almost every piece of silk in the house. Our patrons have been kind and generous the past year and we feel the obligation keenly, and at this sale we have determined to show our appreciation by some unprecedented bargains. Preparations have been made through extra counter space and additional salesmen which will, we trust, lessen the crush that usually attends those sales.—*Goldsmith's, Memphis.*

Rough shantung silks in self-colored stripes. A lot of rough shantung silks closed out from an Eastern house away below regular has just been received and will be immediately turned over to customers with our little dry goods profit added to the low cost price. They are 27 inches wide, have a round thread, slightly rough weave, with a neat hair-line stripe of self color—one of this season's most popular and desirable semi-rough silks. Just the proper weight for three-piece suits, long coats, separate skirts and jumper suits. The lot comes in the new shades of rose, gray, Alice blue and brown. Choose from the lot to-day, instead of at \$1.50 at 89c.—*Emery, Bird, Thayer Co., Kansas City.*

Refreshingly new spring silks. A distinctly new note is sounded in spring novelty silks—a note that will be hailed with welcome by women who are becoming tired of the sorts of silk that have been worn for the past two or three years. Tuscan silks, these newcomers are named; the advance arrivals are indicative of their beauty; black and white block plaids with blue or green over-checks; even stripes of black and white; blocks of black over small checks of light blue, with tiny Jacquard figures; champagne shades with Oriental figures in blue, green, red and heliotrope; all 24 inches wide, shown in exclusive patterns, and buyable for \$1.25 a yard.—*Coulter Dry Goods Company, Los Angeles, Cal.*

The soft richness of the new silks gives them an elegance that more than makes amends for fashion's dictum for plain silks. They are here in glorious profusion of supple weaves and lustrous colorings; in single and double widths. The satin florentine, satin roi, Elysee satin, satin majeste, satin meteore, crepe cashmere, satin royal, satin directoire, as well as plain messalines, satin duchesse, peau de cygnes, crepe de cygnes—shown in complete ranges, in street and evening colors.—*John Wanamaker, N. Y.*

New Colored Silks.—Many of our spring colored silks have arrived, and in point of variety and beauty they excel any previous showing. From week to week we shall refer to a few sorts in particular, but it should be remembered that they form but a very small part of our superb collection that awaits your inspection.—*Hutzler Bros., Baltimore, Md.*

On Monday the store will show glints of the first spring styles in silks. All the information that the two hemispheres are pouring in on us, all the knowledge which our close relations with the silk manufacturers of the country have enabled us to obtain, shall be yours for the asking. But, after all, words are mere symbols of thought often falling far short in their power to express physical things. The silks themselves are the eloquent, convincing spokesmen, and it is to them we ask you to turn for the really correct and expressive ideas which we are confident will give you much pleasure.—*Joel Gutman & Co., Baltimore, Md.*

Our silk department has advertised itself. If it's to be had, and its silk, we have it.—*The James L. Tapp Company, Columbia, S. C.*

The first thing to say about them is: Never have we had silks so rich and beautiful, yet at the same time so practical, as those France, Switzerland and Italy have sent us this fall. They are not merely silks to look at and admire in a glass case, but silks to put on and wear and delight in because of their usefulness. The utmost simplicity is often the greatest art. Plain silks as these seem, they have a charm that holds you until you have discovered in them a wonderful variety of weave, a diamond brilliancy of finish, an unusual softness and grace of texture, a fascinating depth and richness of color.—*Wanamaker's, Philadelphia, Pa.*

Silks away down in price. That's the special word from the silk counter for Wednesday morning's selling. We have made the value so good that it will only last a few hours' selling at most—maybe two, maybe three. A splendid selection, including such popular silks as shepherd's plaids and fancy stripes, in taffeta and Louisine weaves. They'll make up with beautiful effect into waists, dresses and also separate skirts.—*T. Eaton & Co., Winnipeg, Can.*

Bordered silks. The Egyptian and original bordure foulards are one of the attractive features of the Easter show of silks. They're very new in style and pattern—exceedingly desirable for the tunic frocks that will be so fashionable; and we're assured that no other Cleveland store will have them. The body colors are handsome tones of Java brown and nattier blue.—*Taylor's, Cleveland, Ohio.*

Silks.—A pod the size of a peanut, the silk worm and the mulberry leaf, the raw material through the loom at the mill to the finished product, into the hands of the dressmaker to the stylish, rich costume for milady's wear is an evolution wonderful. By the aid of modern machinery besides the up-to-date methods of merchandising such as this store employs, these beautiful silk fabrics are within the reach of all.—*McNaughton's, Muncie, Ind.*

Those knowing little Japs, clever at so many things, have given us an ideal summer silk, cool as a zephyr, almost as light as that proverbial feather, fresh and dainty as the first spring snow-drop—yes, all that and washable. Now, isn't that an irresistible recommendation of excellence. And Tussore silk is an occidental substitute for the oriental pongee, looks like shantung and is used like it.—*Strawbridge & Clothier, Philadelphia, Pa.*

"If a man can write a better book, preach a better sermon or make a better mouse trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door." We make better silk sales than all the others, and the path will be crowded to the door of this sale. We are not writing books, preaching sermons or building mouse traps. But we are making the best silk sale and presenting the best silk bargains ever shown in this city, and the path will be well beaten and crowded to the door of this sale.—*The Euwer Store, Youngstown, O.*

The great sale of summer silks is near the end! It has wrought a revolution in the silk trade. Previous prices have disappeared from view. Without the slightest deterioration in quality we have placed before you all kinds of silk at absolutely the lowest prices known. For the final days of the sale there is still a magnificent assortment. Thousands upon thousands of yards. For the climax we have prepared values such as these.—*Lit Brothers, Philadelphia.*

We are fortunate to secure a line of high-grade advance fall styles, redingote, bolero, postilion in taffeta and peau de soie silk suits and are offering them this week at prices which will interest you. They are the newest and latest shades. We offer the general public every inducement to make this their great shopping store. We have the goods, we have the prices all right; we give trading stamps which are redeemed in beautiful and useful articles. We have good light and air, pleasant clerks. We sell only for one price. We deliver goods to any part of the city.—*Haines, Washington, D. C.*

We had our own pick of the patterns, from a manufacturer's surplus stock—took only what we wanted, and what we know you'll want—yet we got the very liberal concession that enables us to sell these attractive and seasonable silks at this low price.—*John Wanamaker, New York.*

Sensation after Sensation in That Silk Store.—When we advertise silk bargains you are never disappointed. While our regular prices on silks must necessarily always be as low or lower than other stores, we are ever aiming to secure lots no matter how large to sell so much below the usual prices that we can confidently announce them as great bargains.—*Ehrich Bros, New York.*

Sensational silk selling must follow when seasonable silks, every yard warranted perfect, can be bought at such low figures as these—of course these are not all the bargains, just four picked at random to illustrate the trend of the reductions.—*Boston Store, Chicago, Ill.*

Raw silk is costing so much more than last year that manufacturers have stopped half their looms and are going to clean up the stocks on hand, and then make sharp advances in prices if they fail to break the raw silk combination. So you know what's likely to happen. But it hasn't happened yet. So come promptly if you want some of these.—*Campbell, Pittsburg, Pa.*

One dollar and 75c silks at 59c a yard; but only for Tuesday's selling. Prices are beyond comparison elsewhere—which is invariably the case. And don't think they are "job lots" gotten up for sale purposes. They are a select assortment of the most wanted kinds, in weave, color and quality. Taken from our regular stock—to double the Tuesday business.—*Adams Dry Goods Co., New York.*

An enormous sale of black silks, 10,000 yards offered at from one-fourth to one-third less than usual. This sale should establish beyond all question our pre-eminent position in silk retailing. It will attract enthusiastic throngs of buyers, but that is not enough. We mean it to make an indelible impression. We mean that when you come here and see these unrivaled values that you shall feel convinced that this is New York's leading silk store as judged from an economy viewpoint. Such splendid qualities at prices like these are certain to create an immense stir.—*Rothberg & Co., New York.*

Half Prices for Silks.—Rather clever news this, and we suppose you will be at the silk counter early Monday morning to get your share.—*Joseph Horne Co., Pittsburg, Pa.*

So full of new silks that the doors won't shut are all the cupboards and corners of the store. We can't give away secrets, and don't want to say too much before the full formal display begins—but you will see some things if you come that will give you new hints.—*Schipper & Block, Peoria, Ill.*

A breath of Spring, and wisp of sunshine and rainbow tints, feebly express the bounteous beauty shown at our silk counter.—*The Scott Dry Goods Co., Cleveland, O.*

Stirring news of splendid silks. It is easy enough to choose. There isn't a yard in the sale that starts tomorrow but what is desirable, fresh and fine. And yet, from makers with a surplus, or for other reasons, we have been able to buy such silks as later will bring full prices everywhere—and the prices tomorrow will be like this: \$1.50 black satin crepes de chine, 98c.—*Frederick Loeser & Co., Brooklyn.*

More wanted silks—more extraordinary pricing. No wonder the lots of silk that we expected would hold out all last week were gone before Thursday, for we never saw women more eager than were those thousands who came in here in answer to our silk announcements. By law of precedent, this week is bound to be another record breaker, for these silk values are just as sensational—and better, lots are much larger in most cases, so that the choosing will be practically unlimited.—*Bloomingdale's, New York.*

The silk section is beginning to feel the approach of spring. New things are coming in every day, and the showing this week is an authoritative forecast of the season's favorite styles.—*Keely's, Atlanta, Ga.*

New Silks Arriving Daily.—We might almost say "arriving hourly." Every woman likes to see them as fast as they come. The earlier you look at them the better. Dressmaking plans will work more smoothly, whether you start on them now or a little later.—*Minneapolis Dry Goods Co., Minneapolis.*

It is almost without rhyme or reason that we are selling these silks for so little. Any one of them might go into our regular stock at regular prices and would sell out inside of a month. But we've reduced the lot with the determination to wind it up in a week.—*Schipper & Block, Peoria, Ill.*

Spring Novelties in Foulard Silks.—Never such a handsome showing of the great Foulard family, and this includes superb new effects in satin brocades, satin twills, peau de gants and Liberty satins. Never such a business in January as we have had this year—but it could hardly have been otherwise with such an array of beautiful novelties at undervalue prices.—*Strawbridge & Clothier, Philadelphia.*

Silks and Velvets Again to the Fore.—So many, many young women came to buy today that all previous selling records in the silk store have been broken. We count ourselves able,

therefore, to make a second announcement for tomorrow, which will enable those women to share who could not get here today. The residue will go quickly, however, so you must be prompt if you desire to obtain your portion.—*Abraham & Straus, Brooklyn, N. Y.*

The First Great Silk Sale of "Nineteen-Nought-Nine."—Many lots, many kinds in each lot, and every kind absolutely and altogether new. Such are the sensational purchases made recently in a hurried trip to Eastern markets. Next to the unheard-of cheapness, the point of importance is the newness of these silks. In many instances nothing like them has ever been shown here. Most of them are spring 1909 styles, and nearly all of them are exclusive with us. 1908 was the greatest silk selling year in the store's history, and in this sale we have put forth every effort to start 1909 aright. Each lot or item is worthy of a grand individual sale. What shall you say, then, to a half dozen or so, all equally strong and attractive? Read every item—we never printed better silk news than this.—*Field, Schlick & Co., Minneapolis, Minn.*

A good time to buy your holiday silks. Never in the history of our store have we made such interesting prices on silks as at present. You cannot afford to buy elsewhere until you see these values.—*Lantz, Mansfield.*

Silk and Velvet Remnants.—The girl who can make her own stocks, or who has planned fancy work for Christmas, has a feast of pretty things awaiting her. We have thousands of pieces of silks and velvets of every description, in lengths varying from 1-4 to 11-2 yards.—*Mandel Brothers, Chicago.*

To see these beautiful silks in their rich colorings and attractive new patterns—silks that most women buy eagerly nowadays, and offered so much below their real value, one should be prepared to supply their silk needs for a good while to come.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

Monday is silk day. You will long remember it. Eighteen thousand yards of silk in one vast sale—each yard spic-span new—just out of its original case—sparkling with lustre, scintillating with the subdued beauty of new color combinations, holding the eye entranced with the dainty charm that is lent by new stripes and dots and figures, and immediately conquering all beholders.—*Siegel, Cooper & Co., Chicago, Ill.*

The Parisian *couturiers* say "silks." The American dressmakers also say "silks!" Which means that it will be a silk season, *par excellence*. And the wizard looms have woven silks more exquisite in texture and coloring than ever before—such shades as you see in rare gems or beautiful flowers; and the mouselline finish makes them so soft and supple that they are shirred and plaited and ruched almost like chiffon.—*Strawbridge & Clothier, Philadelphia, Pa.*

It's a few of the best efforts of the silk weavers of Japan, France and Switzerland that we present tomorrow, though we would not have you judge their beauty and qualities by these prices. It's our excellent connections in the world of silk and our unsurpassed buying facilities that enable us to price these beautiful fabrics at so little. Elsewhere you would have to search the high-priced silks to find their equal.—*T. Eaton Co., Toronto, Can.*

A silk sensation!—*Siegel-Cooper Co., New York.*

A stir in silks. The silk store is all a-bustle today, with the coming of fresh supplies of the pretty summer silks you're always so keen about. Silks for dozens of present uses, bright and new, of excellent, most trustworthy qualities, and each offering welcome because of unusual economies in price.—*Wanamaker's, Philadelphia, Pa.*

"Nevertear" silks. All the store sections which have to do with the wardrobe are hastening to get in their first word on fall subjects. We have already had something to say concerning some of the new fancy silks and now an important bit of news of black silks. We want to introduce a newcomer which bears its character right in its name and on its face—the "Nevertear" black taffeta silk. There is one of the finest makers in the country back of the name and reputation of this silk. We feel as though we could afford to put our name back of it, too. "Nevertear" is quite different from the ordinary taffeta silk as we find it today. It is almost lusterless—and has a much softer finish—reminds us of the old "American" silk, which some of you will remember.—"Nevertear" will make good its name—the maker's word for that. It is intended for dresses, petticoats, waists and linings. Its dull surface particularly recommends it for mourning wear.—*Sibley, Lindsay & Curr, Rochester.*

These beautiful new fabrics, just

from the looms of Europe and America, from which all the best favored ideas come, will be especially admired for the richness of the designs and the new colorings. Every piece has been especially brought forward for this opening exhibit, and is exclusive to this section. New foulards in stripes, rings, ovals, nail-heads, diamonds, cannelle, plaids, floral effects and dots on grounds of gobelin, reseda, new browns, heliotrope, navy, cardinal, black and white—24 inches wide—yard, 75c and \$1.00. Imported shantungs in new hand-drawn work—original designs by Japanese artists—very practical and an exceptional value at this price—yard \$1.50. New spring styles in hand-printed designs, 27 inches, yard \$1.75.—*Marshall Field & Co., Chicago, Ill.*

Fashionable silks at favorable prices.—*Globe Warehouse, Scranton, Pa.*

The advent of real summery weather makes every woman who hasn't one wish for a fashionable foulard. These silks are dressy in appearance, delightfully cool and virtually dust proof. Every woman who dresses well knows their many virtues.—*Hennessy's, Butte, Mont.*

No words that type can frame can speak with sufficient eloquence and force of the unmatched values to be found in this assemblage of Simpson, Crawford Co.'s silks, which are recognized as the standard of excellence.—*Simpson, Crawford Co., New York.*

There are several hundred thousand yards of fine, new, perfect popular silks just received from the importer. They are silks that will be worn during the summer, fall and winter. There are evening silks, street silks, black silks, colored silks, fancy silks, plain silks, printed silks, in almost limitless variety.—*Wanamaker's, New York.*

Summer silk news.—The first whisperings of fashions for fall are heard in the silk store. Before dog days are over—and they are not uncomfortable this season—the avocations and plans of many compel them to give thought to the wardrobe for fall and winter.

We are always mindful of this, and the various store sections which have a part in your dressmaking plant make preparations accordingly.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

The silk for your fall gown will cost you an average of thirty cents a yard less than its value if you supply your needs from this rich assortment of autumn silks at specially favorable prices.—*Wanamaker, New York.*

SMOKING JACKETS AND HOUSE COATS

Our special lines of Christmas smoking jackets and bath robes are now on display. Make your selections without delay and have the privilege of selecting from a complete new stock. Few things a man will appreciate more than one of these garments for a Christmas present. Do not wait until the big rush is on to do your buying in this line.—*Titche Goettinger Co., Dallas, Tex.*

We have about 100 too many smoking jackets and housecoats in size 36—in order to reduce the quantity in this one size we offer the coats at half price—all are fresh, new goods—put in for the holiday trade—double faced golf cloths, velvet and matelasse—former prices from \$20 down to \$5—Choice Tuesday, just half price, or \$10 down to \$2.50.—*The Plymouth Clothing House, Minneapolis, Minn.*

Men's House Coats at Half.—When a man is in the habit of slipping into a comfortable house coat or smoking jacket, as soon as he gets home at night, seasons make no difference to him. They do to us. We like to be rid of all our house coats, except a very few, by the early spring. So on all those that are booked for a hasty departure, we set half prices, and it's great good luck for the man who needs one of these most cozy, comfortable lounging coats.—*The Wanamaker Store.*

Step into a house coat for a comfortable evening at home. Throw off your business coat, and you'll wonder at the way your business cares vanish with it. Then slip on one of these cosy, comfortable and dressy Benjamin house coats, and you'll begin to regret having been without it all this time.—*C. D. Vail & Co.*

A clearance sale of *house coats and dressing gowns*. Sold more of these handsome house coats than we did last Christmas season—by a whole lot. To keep a good selection up to the last day of Christmas shopping we placed heavy orders, even though it would be necessary to price-sacrifice a few after Christmas. Now the sacrifice.—*The T. Eaton Co., Winnipeg, Can.*

Smoking Jackets. The sensible, practical Christmas gift for a man, whether

he smokes or not. Lowman has held the record for selling smoking jackets in all previous holiday seasons. This year we're going to break the record. Better jackets to offer you—better values to offer. A cleaner, choicer lot of jackets than have ever been in this store before. And we bought them right. We got these high-class jackets at about the same rate department stores pay for trash. To make an interesting sale we have included the bath robes and dressing gowns, divided the entire stock into three lots and put them on special sale Monday morning as follows.—*Lowman & Co., Los Angeles, Cal.*

Smoking Jackets. Fine assortment of attractive holiday smoking jackets, cut new style length and long lapels, fine quality broadcloth, tricot, eiderdown and fancy cassimere fabrics in blues, grays, tans, greens and plum shades, trimmed with fancy plaid and striped linings, also cuffs, collars and pockets trimmed with same fancy linings. \$2.45 to \$15.—*Koch Bros., Allentown, Pa.*

Bright colors in smoking jackets. Some stunning patterns that you will like. Come in and look these novelties over before the choicest ones are chosen.—*King's, Philadelphia.*

Makes you want to stay at home. Get into one of these house coats at the close of a hard day—you'll vow home keeping hearts are happiest.—*Weed's, Buffalo, N. Y.*

No use loafing around the house nights in your shirt sleeves when you can get a comfortable, stylish house coat at these low prices. We thought of your interests when the opportunity to make a good purchase was offered—now come here and pick out your coat. A multitude of styles—nearly every size.—*Lamson's, Toledo.*

Nothing induces a man to stay to home nights more than home comforts. Buy for your husband a comfortable house coat or smoking jacket—have it handy every night—you'll break up the longing for an evening with the boys or at the club. Some very pretty coats and jackets just in. Prices cover a broad range and sizes are suitable for any man.—*Boston Store, Chicago, Ill.*

SOAP

Fairy soap makes white hands and faces. No other toilet and bath soap has the cleansing qualities, the handy shape, and the lasting purity of Fairy Soap. It is pure white and remains so as long as it lasts. The price is but 5 cents—each cake wrapped and packed in a separate carton.—*The N. K. Fairbanks Co., Chicago, Ill.*

For more than a hundred years Pears has remained ahead of a thousand others.—*Selected.*

The odor left by a highly-scented toilet soap is not agreeable to most people of refined tastes. A delicate perfume may be used after an Ivory Soap bath with much more pleasing effect. Ivory Soap is so pure that it leaves only a sensation of perfect cleanliness.—*Selected.*

The morning bath starts the day right, makes the skin glow with health, gives that comfortable feeling of perfect cleanliness, if you use Woodbury's Facial Soap. Scientifically adapted to promote and preserve delicacy of the complexion. Stimulates the pores, tones up relaxed muscles, puts the skin in pink of condition, smooth, firm, clear.—*Selected.*

Don't break your back rubbing clothes when you can avoid it so easily by using Easy Task Soap. A pure white article made of only the best material. It requires no rubbing or boiling. Your clothes will last longer too.—*The Hewitt Bros. Soap Co., Dayton, Ohio.*

For infant or adult there is no soap as good as Ricksecker's soap for the skin and complexion. Being absolutely pure and free from all injurious substances, there can be no harm from its use. Doctors throughout America use and indorse this famous soap. Price 25c a cake, or 65c per box of three cakes.—*Off & Vaughn Drug Co., Los Angeles.*

Sleep cannot be imitated except in appearance, neither can Ivory Soap. There are other white soaps that look like Ivory soap, this is a penalty which it pays for its great success. But do not be deceived, there is only one Ivory, the others are imitations that fall far short of its perfections.—*Selected.*

Lifebuoy Soap is more than soap, yet it costs no more, for while it cleanses

thoroughly it also disinfects—purifies—at the same time. As electricity gives light as well as power, so Lifebuoy Soap cleanses as well as destroys the unseen germs of disease. Ordinary soaps merely cleanse but do not safeguard health by destroying the germs of disease as Lifebuoy does. Buy a cake from your dealer, use it all up, and if it does not do all we say, he will refund purchase money promptly.—*Lifebuoy Soap ad.*

The sweetest thing on earth is the face of a little child. Its skin is exquisitely delicate, like the bloom of a ripe peach. Imagine washing a peach with colored and perfumed soap! Next to pure water, Ivory soap is the purest and most innocent thing for a child's skin. No chemicals! No free alkali! Just a soft, snow-white puff of down, which vanishes instantly when water is applied.—*Proctor & Gamble Co.*

Are there blemishes on your skin? Pimples, rash, clogged pores, black heads or freckles? They can be removed permanently. Craddock's Medicated Blue Soap heals and keeps smooth and soft the most sensitive skin. In fact, it is the only soap that is sold under a positive guarantee to cure any and all skin diseases. Craddock's is "the soap that soothes."—*Selected.*

The daintiest soap made is Hand Sapolio for toilet and bath. Other soaps chemically dissolve the dirt—Hand Sapolio removes it. It contains no animal fats, but is made from the most healthful of the vegetable oils. It opens the pores, liberates their activities, but works no chemical change in those delicate juices that go to make up the charm and bloom of a perfect complexion. Test it yourself. The fame of Sapolio has reached far and wide. Everywhere in millions of homes there is a regard for it which can not be shaken. Sapolio has done much for your home, but now for yourself—have you ever tried Hand Sapolio, for toilet and bath? It is related to Sapolio only because it is made by the same company, but it is delicate, smooth, dainty, soothing, and healing to the most tender skin. It pleases everyone.—*Selected.*

SODA

The soda water we serve is sure to please those who appreciate quality.—*Wanamaker's, New York.*

Leave your thirst at our fountain. "The parting will be sweet."—*Wanamaker's, New York.*

The soda water we serve touches the thirsty spot and satisfies the fastidious ones.—*Wanamaker's, New York.*

Delicious foaming soda flavored with pure fruit syrups and served with cream. Can anything be cooler or more cooling?—*Macy's, New York.*

Refresh yourself during the summer days at our soda fountain. The most delicious drinks with pure fruit flavors. Just try our fountain once.—*Wanamaker's, New York.*

The difference in soda drinks.—Two persons may mix the same materials and get a greatly different result. Then, too, the deliciousness of a drink depends much on the quality of the ingredients. Our fountain is in charge of an experienced dispenser—a man who thoroughly understands the serving of mixtures and who keeps instant tab on the new things as they are introduced; and in line with the policy of our whole store none but the absolutely pure materials are served from our fountain.—*Wanamaker's, New York.*

She smiles with delight, and so do all our patrons when ice cream is served that is calculated to tickle even the most fastidious taste, made from the very purest and choicest of cream and fruit flavors, containing nothing in the smallest degree unhealthful. It is both delicious and wholesome.—*Wanamaker's, New York.*

Cooling lays for thirsty days.—*Caldwell Sweet, Bangor, Me.*

There are other reasons besides location to account for the crowds at Dean's fountain—try the soda!—*Dean's, Los Angeles, Cal.*

Chocolate ice-cream soda made and served exactly right.—Chocolate is the hardest to make and make right. It requires so much care and attention. Then good chocolate is expensive and a great many "skimp" on the quantity used. Try our chocolate—it's delicious.—*Andrew R. Cunningham, Detroit, Mich.*

Hot, isn't it? Soda water and ice

cream are the most desired articles now-a-days. The following ads, selected from old newspapers, are a little modified and herewith given for the benefit of those who are looking for suggestions when writing ads for the hot and thirsty.—*Wanamaker's, New York.*

Always remember at Wiley's it's pure, that's sure. Our fountain is marked by its daintiness and cleanliness—everything looked after as carefully and kept as clean as though we had to do all the drinking ourselves. Our soda water and ice cream are the kind that's sure to please you—we are confident of that, for no purer or better can be made.—*Wiley's, Atlanta, Ga.*

Ginger ale outclasses lemonade, and there is not the trouble of making it. We have the genuine Belfast. Just hot enough to be interesting.—*T. E. Burns Company, Knoxville, Tenn.*

Refresh yourself during the Summer days at our soda fountain. The most delicious drinks with pure fruit flavors. Just try our fountain once.—*F. L. Gutmann, Colorado Springs, Colo.*

Strawberry ice cream. The choicest selected strawberries and bananas make these two flavors of our ice cream especially fine. Our pineapple, vanilla, chocolate and others are the best of their kind.—*Hazelwood Co., Spokane, Wash.*

It touches the spot just right, and the effect produced stays with the drinker. Don't flood the stomach with ice water and other stuff that brings discomfort first and dyspepsia afterwards. What's more delicious than our foaming soda, flavored with pure fruit syrups and served with cream? Can anything be cooler or more cooling? Drinking it has delighted crowds and hurt no one.—*Wyman's, Bangor, Me.*

Wiley's is a delightful place to visit these warm days. And why so? A large, bright and well-ventilated room, cool as can be—music by Atlanta's best orchestra—and the purest and best possible iced drinks, ice cream and ices served. Could you want for a better Summer attraction? Before and after a tour of shopping in the mornings and afternoons, or a car ride after tea, are the times to think of us and the many attractions that await you.—*Wiley's, Atlanta, Ga.*

Drink Dean's delicious ice cream and soda. It's satisfying, it's cooling.—*Dean's Drug Store, Los Angeles, Cal.*

Leave your thirst at Dean's fountain. "The parting will be sweet."—*Dean's, Los Angeles, Cal.*

Barton's maple mist and sweet cherry 5c. ice cream soda are considered the finest drinks in the city. We use only the pure fruit juice. When warm and thirsty come and see us.—*Will M. Barton, Mansfield, Ohio.*

Pomona ice.—A fruit punch that has body and a delicious New Flavor that's produced by the blending of choice ripe fruits. We make it and it is served at our fountain (5c.) every day. A cool, refreshing summer drink without an equal.—*Schlotterbeck & Foss Co., Portland, Me.*

Ice cream soda.—There's but one good kind and you'll find that at Malstrom's. It is our earnest endeavor to "Get Next" to just what you want, not too sweet, just enough soda water "to make it right" and only the best ice cream. Best fruit flavors and all the new "kinks" in serving make this the best soda fountain in the North.—*Malstrom Bros., Tacoma, Wash.*

The Drinks We Serve are just as good on cool days as hot. We've drinks for all appetites and all people. Our Soda is as pure and delicious as it's possible to make. Our Ginger Ale is a world beater—has that satisfying taste that makes it so popular. Our Policy of Low Prices pleases the public, and that's what we are here for.—*Loranger & Culver, Saginaw, Mich.*

Dean's soda is sure to please those who appreciate quality.—*Dean's Drug Store, Los Angeles, Cal.*

A delicious summer drink that is healthful for the children, as well as adults, is our sparkling root beer, lemon soda, and sarsaparilla. For mixing drinks for papa and his friends there is nothing so delicious as our snappy ginger ale and our fine carbonated waters. No one should be without these comforts during the Summer months.—*Spokane Bottling Works, Spokane, Wash.*

Hall's soda touches the thirsty spot and satisfies the fastidious ones.—*Geo. E. Hall & Co., Binghamton, N. Y.*

Good Soda.—Syrups made from the fruit, plenty of ice, "velvet" ice cream, clean glasses and spoons and an obliging clerk, all go together to make a glass of good soda.—*Andrew Cunningham, Detroit, Mich.*

A glass of soda smoothes things out

and ends a lovers' quarrel, makes mamma and the children happy and braces up papa for his business duties. There is nothing so refreshing or so bracing on a warm day as a glass of our ice cream soda, flavored with pure fruit juices or our orange phosphate. Try it.—*Smith & Good, Lexington, Ky.*

When you drink Sun's soda you drink the best, the freshest, the cleanest soda made. We know how to mix soda drinks in the proper style—know just what to put into them to reach perfection. If it's an egg chocolate you order, you'll drink the best egg chocolate that can be made. If it's an ice cream soda, ditto. In fact, it doesn't matter what you order, it will be the best. Now, suppose you try us once—a fountain in every store.—*The Sun Drug Co., Los Angeles, Cal.*

"Mr. Smith, how do you make such delicious ice cream?" A frequent question asked of us. Do you know how delicious it is? Drop in and let us serve it to you. Everything is neat and clean and of the best. We make over 100 different drinks with and without ice cream and they are all right.—*Smith's Pharmacy, Janesville, Wis.*

"Never tasted anything nearly so good" is the verdict of all who have tried our choice fruit flavor soda. It's so delicious as to almost force an expression of delight from a sphinx. Prepared from purest and finest ingredients, it is always of uniform high quality. Try a glass of this unrivaled ice cream soda. 'Twill make you feel there's something worth living for.—*Hemlick, Mansfield, O.*

The Difference in Soda Drinks.—Two persons may mix the same materials and get a greatly different result. Then, too, the deliciousness of a drink depends much on the quality of the ingredients. Our fountain is in charge of an experienced dispenser—a man who thoroughly understands the serving of mixtures and who keeps instant tab on the new things as they are introduced; and in line with the policy of our whole store none but the absolutely pure materials are served from our fountain.—*Hefley-Arcularius Drug Co., Colorado Springs, Colo.*

The soda that's right. It's said to be the best in town—this soda of mine—but that's just because it's made right, flavored right and served right. There's a lot in knowing how to do things right, even in the soda water business.—*Turner's Drug Stores, Altoona, Pa.*

Cool, sparkling soda, served in cool, thin, sparkling glasses by an expert mixologist, makes Wynkoop's ideal soda peer of all. We've many new drinks this year.—*Wynkoop-Vaughn Co., Tacoma, Wash.*

To drink a dream try our soda water. It is all that money, experience, skill and cranky ideas as to purity and cleanliness can make it. Sparkling water, rightly charged—pure fruit syrups—plenty of ice—glasses of ample size—these are a few of the features that account for its excellence. Try our perfect and daintily served soda once and you'll need no second urging.—*Sawyer's Pharmacy, Schenectady, N. Y.*

Our ice cream soda and sundaes are so good that they are helping us to sell more soda water than we ever sold before. Let our soda fountain help make this hot weather pleasanter.—*Pedley, Mitchell & Egbers, Cannon City.*

We are especially prepared to furnish bottled soda in any quantity to picnic and excursion parties, and the best for the money—always.—*Solomon's, Pensacola, Fla.*

It touches the spot just right, and the effect produced stays with the drinker. Don't flood the stomach with ice water and other stuff that only brings discomfort first and dyspepsia afterwards. What's more delicious than our foaming soda, flavored with pure fruit syrups and served with cream? Can anything be cooler or more cooling? Drinking it has delighted crowds and hurt no one.—*Macy's, New York.*

Dean's soda touches the thirsty spot and satisfies the fastidious ones.—*Dean's, Los Angeles, Cal.*

For a pure and delicious sherbet or punch try one of Wiley's, made from the purest cream and choice ripe fruit juices.—*Atlanta, Ga.*

Delicious soda waters aren't a happening. It takes pure fruit juices, the best of ingredients, utmost cleanliness and expert knowledge to produce them.—*Charles Stuckert, Trenton, N. J.*

We are often asked why it is that our soda and fountain drinks taste so much better than those they get at other places. It is because the water is perfectly carbonated by our electric generator producing that clear, sparkling water, with its snap and sparkle, that goes right to the thirsty spot. It is because our fountain is so constructed that it produces the coldest soda water that can be drawn. It is because our fountain is the sanitary kind, and every

glass of soda drawn from it means health and happiness.—*Pedley, Mitchell & Egbers, Cannon City, Colo.*

A lover's retreat is our soda fountain. For those who love a cool and refreshing soda, flavored with the real taste of the garden, just sweet enough, our fountain suits. There must be something about our fountain that brings people back for more. You will come back, too, when you taste our flavors.—*Owl Drug Store, San Bernardino, Cal.*

Of course you want the best soda. Ever try Kingston's? If you have, you know it's the best. If you haven't—well you know you are missing it. It's cold, sparkling, luscious with rich creamy cream—and tastes just right. We mix it as you want it.—*Kingston, Denison, Texas.*

Our ice cream soda is one of the most popular drinks to be had in town. It brings people from everywhere; it's so delicious and cool.—*Geo. E. Savage, Portland, Me.*

Soda Water at Will—With a "Sparklets" Bottle.—How often have you wanted carbonic water, to add the necessary life to your cooling drink, and found the club soda or syphon exhausted? With a "sparklet" outfit no such accident can happen; for you can always have your soda water plant at your elbow. There's a magic in the little capsules, that is easily invoked to make a cooling and refreshing drink. An attractive new feature is the club soda set of six bottles, charging case, and box of "sparklets" capsules, so that a sufficient supply of carbonated water can be prepared and set away to keep cool, until needed.—*Wanamaker's, New York.*

Ing's ideal soda is soda lightful.—*The Ing & Allen Drug Co., Sacramento.*

Dean's soda tickles the palate and quenches thirst.—*Dean's Drug Store, Los Angeles, Cal.*

Dean's delicious foaming soda flavored with pure fruit syrups and served with ice cream. Can anything be cooler or more cooling?—*Dean's, Los Angeles.*

The choice is not limited to half a dozen flavors. There's more than twice that number from which to select the flavoring for your soda water. All are rich fruit syrups and perfectly delicious. The soda water is pure and wholesome, and everything around the fountain and counter is clean and inviting.—*Patten Pharmacy, Grand Forks.*

Try our delicious soda water and you will get the coolest and most delicious drink right in front of our fountain. We have the purest and best syrups and flavors, and we know exactly how to draw a glass of soda that will hit your thirsty spot every time.—*Peoria Candy Kitchen, Peoria, Ill.*

It's Drinking Time.—Don't wait until you are thirsty. Thirst isn't necessary for the enjoyment of our soda. Extra good soda is good any time. There's satisfaction in its deliciousness. Our soda isn't the ordinary soda—it isn't made from ordinary materials. It's the kind of soda that requires the best grade of fountain supplies, abundance of ice, skill and conscience in the making. It's the kind that affords little profit and makes friends.—*Dr. E. D. Morrison & Co., Valley Junction, Ia.*

To Reach That Thirsty Spot.—Makes no difference how big your thirst is, a soda drawn from our fountain is sure to quench it. Our ice cream soda has every element of superiority—that's the secret of its popularity.—*Loranger & Culver, Saginaw, Mich.*

Our best soda fountain is sizzling and fizzing and bubbling with the most delicious drink. None but the best quality of materials is used, and folks tell us that we know how to make delicious soda drinks.—*A. G. Reynolds & Co., Co., Denison, Tex.*

Satisfying Soda. Our soda is made just right, tastes just right and the drinking is followed by that satisfied feeling. Any drink worth drinking we serve, serve several to be found here only. Bring in your thirst and call for the antidote you found most satisfactory.—*J. G. Jamieson, Charlotte-town, P. E. I.*

A bargain in every glass. Some soda water is good and some not so good. Ours is too good to sell for 5 cents; but as we cannot afford to sell a poor glass of soda any more than we can a poor drug, we will give you a bargain in every glass.—*Jay Smith & Son, Saginaw, Mich.*

The vast army of soda water drinkers is growing as the days grow warmer. Refreshing and exhilarating, it's the most popular summer beverage for all classes of people. Those who visit this fountain are of one opinion—"the soda that wets the dry spot."—*Turner's Drug Stores, Altoona, Pa.*

Chocolate ice cream soda is the hardest flavor to make right, it requires so much care and attention. Besides, good

chocolate is expensive; but that makes no difference here. Our chocolate is perfect in quality and generous in quantity. Try it—it's delicious.—*Clark's Ice Cream Parlor, Lockport, Ill.*

Say, girls, the laugh has been on you so many times about your complexions being bought in a drug store at two bits a box—Here's a secret—You can buy it for five cents a glass at our soda fountain—and it's the kind that won't come off. You may tell that healthful tint in the cheeks of a majority of smiling faces about our fountain, any day, for our soda tattoos a rosy, healthful hue that sapolio couldn't budge—there's health in every drop—mental nourishment, too—for it drives away dull care and instills a cheerful disposition.—*The Ing & Allen Co., Sacramento, Cal.*

Soda Water Philosophy. Facts worth remembering. Some people don't believe in soda water. They say it's too sweet—injures the stomach, etc. That's nonsense! True, there's a great deal of poor stuff sold under this name—chemical syrups, half carbonated water—but when you drink what we serve, you do your palate, your stomach and your digestion a genuinely good turn. In the tropics fruits of all kinds are the principal diet—a wise Providence so provides it. When the sun brings out the perspiration here, we give you the pure fruit juices without the pith and fibre, which are the indigestible parts. And the sparkle—who will say it isn't better than the exhilaration of alcohol? And the refreshing coolness—who will claim it is not more invigorating than the effects of beer or wine? The drinking habit won't harm you if it gets its supply from our fountain. Come—and bring the lady with you!—*Adrian Paradis, Brooklyn, N. Y.*

There is nothing on earth that will cool you as quickly as a glass of pure, sparkling, delicious soda. And when prepared with the purest of fruit juices and choicest of cream, like ours, it is as nectar for the soul. We serve ice cream soda that can't be excelled. Cooling, refreshing, reviving, wholesome, palatable, delightful. You must try it.—*Mykranitz Pharmacy, Columbus, Ohio.*

Oh, But It's Good.—That's what they all say about our soda. When something really delicious, refreshing and satisfying is desired, drop in here and try our ice cream soda. It's the very acme of Summer pleasure.—*Gray & Worcester, Detroit, Mich.*

Our soda fountain is now at your service for the summer season. A fine place to stop and enjoy a delicious, refreshing drink—pure and wholesome.—*The Diamond Drug Store, Kansas City.*

A few swallows of Mykrantz's delicious, cold and sparkling soda water on a sultry day will open your eyes to the difference in a high grade, pure fruit juice flavoring and that made by artificial processes. Mykrantz's choice soda water is a boon to the thirsty on a hot day like this.—*Mykrantz, Columbus.*

Something sparkling, exhilarating, refreshing comes from our soda fountain on every turn of the valve. You will soon learn how delicious each one of the many drinks we prepare is. And you will soon learn that our soda is as pure and wholesome as perfect materials and great care can make it.—*Dudley's Drug Store, Silver Springs, N. Y.*

There is nothing on earth that will cool you as quickly as a glass of pure, sparkling, delicious soda, and when prepared with the purest of fruit juices and choicest of cream, like ours, it is a nectar to the soul. The ice cream soda we serve cannot be excelled. It is cooling, refreshing, reviving, wholesome, palatable and delightful. You must try it at *Lilley's Ice Cream Parlors and Candy Factory, Victoria, B. C.*

Sliced Peaches and Crushed Raspberries.—What a vision of deliciousness arise as you think of them in connection with a cooling draught! How tempting the thought! Well, they're more than tempting when served with our ice cream soda. All this would be wasted on old customers. They know there's no drink like these two beverages of ours. They're around our fountain every day. It's the stranger that we hope to attract.—*Schlotterbeck & Foss Co., Portland, Me.*

An elevated taste is displayed by those who drink our soda water. They have learned to discriminate between the good, bad and indifferent and have chosen the good as their favorite beverage. Our soda fountain can supply an almost endless supply of flavors, and from those and the pure soda water are concocted delightful, refreshing, wholesome and invigorating drinks.—*A. L. Ziegler, Drugist, York, Pa.*

Hall's is a delightful place to visit these warm days. And why so? A large, bright and well ventilated room, cool as can be—music by electric piano, and the purest and best possible iced drinks, ice cream and ices served. Could

you want for a better summer attraction? Before and after a tour of shopping in the mornings and afternoons, or a car ride after tea, are the times to think of us and the many attractions that await you.—*Geo. E. Hall & Co, Binghamton, N. Y.*

Meet me at Watson's fountain. That's what you should say to your friends if you want to please them. We have an expert operator in charge at each of our stores. Our soda is pure, delicious, refreshing and everything that good soda should be.—*Watson's, Winnipeg, Can.*

Delicious soda daintily served. Everybody likes our soda water with its sparkling freshness, its refreshing ice-coldness and its thorough purity and wholesomeness. We go to endless pains to make each drink suit the particular taste of each individual customer. We serve it just as you like it.—*People's Pharmacy, Denison, Texas.*

Ice cream soda.—There's but one good kind and you'll find that at our fountain. It is our earnest endeavor to "Get Next" to just what you want, not too sweet, just enough soda water to "make it right" and only the best of ice cream. Best fruit flavors and all the new "kinks" in serving make this the best soda fountain.—*Wanamaker, Philadelphia.*

Our soda fountain is the chilliest, coldest, frostiest proposition in town.—*Loranger & Culver, Saginaw, Mich.*

Our ice cream soda is one of the most popular drinks to be had in town. It brings people from everywhere, it's so delicious and cold.—*Macy's, New York.*

An elevated taste is displayed by those who drink our soda water. They have learned to discriminate between the good, bad and indifferent and have chosen the good as their favorite beverage. Our soda fountain can supply an almost endless supply of flavors, and from those and the pure soda water are concocted delightful, refreshing, wholesome and invigorating drinks.—*Wanamaker, Philadelphia.*

"Never tasted anything nearly so good" is the verdict of all who have tried our choice fruit flavor soda. It's so delicious as to almost force an expression of delight from a sphinx. Prepared from purest and finest ingredients, it is always of uniform high quality. Try a glass of this unrivaled ice cream soda. 'Twill make you feel there's something worth living for.—*Wanamaker's, Philadelphia, Pa.*

Our ice cream parlor is a delightful place to visit these warm days. And why so? A large, bright and well ventilated room, cool as can be—and the purest and best possible iced drinks, ice cream and ices served. Could you want anything better in these scorching hot days?—*Macy's, New York.*

Pomona Ice.—A fruit punch that has body and a delicious new flavor that's produced by the blending of choice ripe fruits. We make it and it is served at our fountain (5c) every day. A cool, refreshing summer drink without an equal.—*Macy's, New York.*

Real ice cream soda. That's the kind we serve. Although in this enlightened age it is possible to make a pretty good imitation of ice cream without using cream of sugar, we are still old-fashioned and use the real ingredients. That's why you get such delicious ice cream soda here. We spare no expense in making our ice cream soda. Not only is the ice cream pure and good but the syrups are made from real luscious fruits. If it were possible to make better we would do so. Our cleanly service helps to make soda drinking more delightful.—*Reynolds Drug Co., Denison, Texas.*

Soda. The darkest face will brighten after a glass of our *delicious soda*. The tired and thirsty man or woman will find it both satisfying and refreshing. A glass of sparkling soda drawn from our fountain will make you think it indeed the fountain of youth. It will banish the lassitude due to the heat, comfort the parched throat and tickle the palate as no other drink can. Have one with us.—*Exchange Drug Co., Montgomery, Ala.*

Soda Fountains. Several rare bargains in our warerooms for quick delivery. Easy terms of payment. A postal will bring our representative.—*Robert M. Green & Sons, Philadelphia.*

Golden Orangeade. Cooling, refreshing, healthful. A soda beverage that makes a long thirst scamper. If you drink Golden Orangeade you will wish you had a neck as long as a giraffe's. It is the drink for these sizzling July days. Long drink, 5c.—*Towne, Seccombe & Allison, San Bernardino, Cal.*

When thirsty quench your thirst at our *soda fountain*. The coolest, most refreshing drinks are to be obtained there. The best ice cream soda in the city, made from pure fruit flavors. Root beer, vichy and all kinds of mineral waters served ice cold, for hot

weather thirsts at *The Modern Pharmacy, Binghamton, N. Y.*

A sip for the fair generally includes a glass of delicious soda water. We have it in all flavors as well as all other "soft drinks," such as sarsaparilla, ginger ale, root beer, etc. It is all pure and guaranteed. There is a delightful feeling of comfort that follows a drink of this matchless soda. Make a trial of it in the near future. Then you will wonder how you have managed to do without it so long.—*Owl Drug Store, San Bernardino, Cal.*

Pure food chocolate with our sundaes. The chocolate we use to make our syrups for the fountain is "Bensdorp's," the most expensive, the purest made. Imported for high grade use, it is one of the few that conforms to the Pure Food Law. Try a soda with this chocolate.—*Central Drug Co., San Bernardino, Cal.*

The Fountain. Refresh yourself during these hot days at the Marble Fountain. The most delicious drinks with pure fruit flavors. Lemonade, coca-cola, but our specialty is ice cream soda. In the tea room we serve ice cream in all sorts of unique ways.—*Schipper & Block, Peoria, Ill.*

Soda Fountains. We are well equipped for the season. Fountains at all our stores. Expert operators to supply you with all the latest American mixtures and favorite flavors. Everything modern and up-to-date. Bright, cheerful stores and parlors.—*The Watson Confectionery Co., Ltd., Winnipeg.*

The *best soda* in town. It is our aim to make the best soda. We therefore spare neither trouble nor expense to secure the best results. Natural fruit flavors, plenty of ice, cleanliness and superior skill in dispensing make "Gorgas' soda" just what you want it to be—pure—delicious—satisfying.—*Gorgas, Harrisburg, Pa.*

A satisfied expression will be noticed in your face after one of our cooling and refreshing tutti-frutti sundaes. Ask our mixologist.—*Wynkoop-Vaughan Co., Tacoma, Wash.*

So-da you see the point. The leading soda men in all its branches. Purity in water and best of material in the manufacture of goods is our motto.—*Pioneer Soda Works, Reno, Nevada.*

Maple mist and sweet cherry five-cent ice cream soda are considered the finest drinks in the city. We use only the pure fruit juice. When warm and thirsty come and see us.—*Macy's, New York.*

STATIONERY

Forty per cent. discount sale on some society stationery. "French dimity" is one of the most popular and best selling papers in our society stationery at 25c per pound. It is "standard"—the stock never varies. The manufacturers, in some unaccountable way, made for us last month a quantity that was a little light in weight—just enough to forbid its sale as regular stock. The quality is perfect, but instead of 76 sheets to the pound it is sufficiently light to average 98. This warrants you in anticipating your stationery wants for a long time.—*The Burrows Brothers Co., Cleveland, Ohio.*

Visiting cards, monogram dies engraving. We take pleasure in announcing that we are now in a position to fill all orders for engraved plate work and die embossing with promptness and dispatch. Samples now ready for your inspection.—*H. S. Crocker Co., Sacramento, Cal.*

"The Drug Store on the Corner." How do your letters look? Are they dainty epistles, written on paper that will appeal to people of good taste? Strangers often judge correspondents by the kind of stationery they use. Don't be judged wrongly by using poor, out-of-style papers when only a slight outlay will provide you with a box of stationery that is strictly correct. Anything from our new spring styles will be right, and there's a wide variety from which to select at prices from 25c to \$1.00 a box.—*Central Drug Company, San Bernardino, Cal.*

Wedding stationery. This store is rightly known as headquarters for the finer grades of wedding announcements, invitations, "at home" and visiting cards. We carry the highest class stock made—our workmanship is perfect—service quick and prices exceedingly moderate. Ask to see specimens of the newest styles.—*Field, Schlick & Co., St. Paul.*

Another marvelous stationery offer. Again we are in the lead—this time it's Knickerbocker Vellum, a hand plait laid correspondence paper at a popular price. We will, as usual, give our patrons the very newest thing in paper at the very lowest possible prices, and in addition this paper will be sold exclusively at the Mannheimer store. You have no

doubt been reading about this style of paper for some little time, and we now have it so that it can be sold at a very low price. This rich looking paper comes in white only—is perfect to write upon, as the pen glides over the surface so easily. It has a beautiful texture, comes in four of the most wanted sizes, and artistic cuts in envelopes—Bijou (note), Louvre, Cambridge, Gladstone and Empress, and is truly the gem of all writing papers. Don't forget when you're down town to ask to see this excellent paper. You should have it on your writing table, as it is ideal.—*Mannheimer Bros., St. Paul.*

Correct wedding stationery for June brides. If you're undecided just what kind of stationery or lettering you want, a suggestion from us will no doubt prove of value, for we are always in close touch with the latest ideas in form, wording, lettering, etc. This season's samples are now ready and show the newest style lettering—shaded old English, French text, script, etc.—and our stationery section possesses every possible facility for the execution of invitations, announcements, commencements, programmes, at home, calling cards, etc., in a manner that is both highly artistic and faultlessly correct, and always at the lowest prices.—*Mannheimer Bros., St. Paul, Minn.*

Engraving and stationery. Thousands of people recognize our superior workmanship in the engraving business by continually re-ordering from their card plates which are left with us. We have just received an enormous shipment of visiting cards which will be used in filling holiday orders. Our stock of high grade writing paper is most complete, comprising Whiting's French Organdie and Cheviot and Hulburt's Highland Linen—three of the finest papers made. The newest shades and the latest cut envelopes are shown.—*M. A. Hagen, Fargo, N. D.*

Note paper and stationery. Stationery of the finest quality usually commands a fairly high price, but here's a special offer for the big sale which will surely be accorded a most enthusiastic reception by all of particular taste in the note paper line.—*The T. Eaton Co., Winnipeg, Can.*

Calendars and cards, Xmas cards, post cards, calendars and booklets in endless variety; both Raphael Tucks' and International Art Co.'s complete lines. Anything you may want in calendars and cards, from the simple, dainty ones at 1 cent each to a Christy or Fisher calendar at \$2.50 and \$3.00.—*The Fair, Fort Worth, Tex.*

Fine stationery isn't necessarily expensive. Many of our most attractive styles sell for less than you have paid for inferior and imperfect papers. We sell stationery of absolute correctness in detail—of elegance and individuality. *Ford Smith & Little Co., Los Angeles.*

Unmounted photo and post-card books. Not the stiff cover style; these are bound in soft velvety leather and decorated with burnt work designs—Indian heads, and so on. Uncommon and low-priced.—*The T. Eaton Co., Winnipeg, Can.*

A letter delivers two messages. One is contained in the written words; the other in the paper. One expresses the writer's thoughts; the other, the writer's taste. The message that Eaton's Highland linen carries is one of refinement. The next best thing to knowing what is correct in a writing paper is to know a dealer who knows. We know, and we have the papers in Eaton's line. Let us show them to you.—*The Central Drug Co., San Bernardino, Cal.*

Stationery.—It is not often that you have such a stationery offering as this one: Plain white and light blue linen, good quality, finely finished, nicely boxed, two quires of paper and four dozen envelopes in each box for only 39 cents. Don't forget to take advantage of this opportunity when up town to-morrow. These values cannot be duplicated in Paris; a box of elegant stationery.—*Cook-Record Co., Paris.*

There is nothing that counts for so much in a letter as your own good "gray matter" but—don't neglect the stationery you write on. Common, bad, cheap paper takes the "snap" out of the best letter—good paper makes a good letter better still. Our stationery is up-to-date and of the very best quality at the right prices. The stationery you buy here will make your letters more attractive.—*Hanna, Denison, Tex.*

Boxes of writing paper. Ideal gift boxes of fine writing paper offered now for a very low price, because the artistic box tops represent a surplus, and the maker made a special price concession to close them out. The box tops are all

imported and most are hand colored. The paper is in the correct square sheet with a fabric surface. There are 24 sheets and 24 envelopes in each box. A box of this paper, die stamped, would make an especially pleasing holiday or birthday gift. Not over six boxes to a purchaser. None sent c. o. d.—*F. Loeser & Co., Brooklyn, N. Y.*

Christmas engraving. Order now. Loeser engraved stationery or visiting cards represent gifts of acknowledged worth and value, because everybody in Brooklyn knows about Loeser engraving. Many stores are making extravagant holiday offers of low prices in engraving. That means extra helpers—temporarily called in to finish up the work in time. No temporary, unskilled or inexperienced laborer is permitted in the Loeser engraving plant—at Christmas time or at any time. For those who order now there is opportunity to get fifty visiting cards and plate engraved in script for as little as 98 cents.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Appropriate Stationery. No matter what the importance of the letter you write may be, use the best paper. Select the finish that appeals to you most and use it always—let it become a part of your individuality. We carry in stock a complete line of mourning and assorted stationery, ranging in price from 25 cents per pound up. Get our samples and prices of engraved visiting cards, wedding invitations, etc., before ordering elsewhere.—*LeBron Jewelry Co., Montgomery.*

Xmas stationery. A showing of stationery in Xmas boxes, more complete than ever before. Beautiful boxes in holly and other appropriate designs, fancy boxes with ribbon tied stationery; many with sealing wax and compartment for seal, and the boxes are designed to be useful for handkerchief and glove boxes. Paper is the best quality and in white and colors. Box stationery for the children, too. Xmas boxes, 25c. to \$3.98.—*The Fair, Ft. Worth, Tex.*

Attractively boxed papers. At stationery store in its new quarters on main floor, will be found many helpful suggestions for the gift seeker. Let us drop a hint along one particular line—correspondence papers in attractive boxes. We would state, however, that in no case is the quality of paper sacrificed because of its receptacle.—*Sibley, Lindsay & Curr Co., Rochester.*

Write on our *stationery*. We can supply you with high grade stationery in all the newest and most correct styles, at very modest prices. Alpine Flax linen is especially good value at 25c per pound.—*Exchange Drug Co., Montgomery, Ala.*

Gorham's fine stationery. We have a superb showing of Gorham's fine stationery, engraving and monogram stamping, which as is well known cannot be excelled in quality, style or workmanship. We will receive orders for this high class work, which will receive the same care and attention as the work turned out by the Gorham Company in New York.—*Wineburgh & Sons, Utica.*

Boxes of *stationery* at ruinous prices, to close out the finest and largest stock in the south. We have all grades of paper, so all can be suited in this remarkable clearance sale.—*L. Hammel Dry Goods Co., Mobile, Ala.*

Post card albums, 3 cents to \$9. A Christmas gift suggestion that will fill a special need. This has long been headquarters for illustrated postal cards and for post card albums and the stock gathered for this Christmas season is the broadest and best we ever had. The finest of both foreign and American making are included.—*Frederick Loeser & Co., Brooklyn, N. Y.*

See these gift boxes—*writing paper*. Nothing nearly equal to these have ever been seen anywhere at the same prices. They were made to our order in enormous lots by one of the oldest and best stationers in the country. Writing paper is fine—fashionable fabric finish. Boxes are well made and covered with newest and most beautiful imported of fancy papers.—*Hahne & Co., Newark, N. J.*

The proper *stationery* at the right price. We buy our stationery in very large quantities, and you'd be surprised to know how much we sell. We are familiar with the wants and needs of the people and we feel sure we have what you want. If you can't come down to make your selections, phone us, and we'll send you several different kinds so that you may take your choice.—*Hanna, the Careful Druggist, Denison.*

Writing Paper, 14c. lb.—One of the finest lots of writing paper we have ever sold in pound packages is this Batiste Bond—a fine, light weight, fabric finish paper—similar to our Victoria lawn, but lighter—and it is especially liked by those who write good long letters, the kind we all like to get.—*W. V. Snyder & Co., Newark, N. J.*

New Stationery.—Some of the very newest things in writing papers that must surely interest people particular in their correspondence. All of the latest weights, shapes and textures in the new Danish blue and swallow gray shades. We make a specialty of giving unusual things in tablet paper with envelopes to match.—*Kingston, Dallas.*

We have succeeded in getting another large quantity of Eaton Hurlburt's fine quality Writing Papers, with which we hope to duplicate the sale success of a week ago. While the values are as good as of the recent sale, the lots are smaller and there is more occasion for hurrying if you would share them.—*Macy's, New York, N. Y.*

Whiting's fine stationery—the kind that has fashion's approval and will suit milady to a "T." Whiting's cloth finish—none better made; thank this maker for the great bargain, one of the rarest that has ever come from so famous a factory; lay up a supply for yourself; buy several boxes for gifts that you look forward to making—you save half by being forehanded.—*L. S. Plaut & Co., Newark, N. J.*

An army of tablets—10,000 strong! The maker's store room was overloaded, so he sold them to us at a price that means quick distribution—good for business, school or home use.—*Strawbridge & Clothier, Philadelphia, Pa.*

Letter writing is what you make it—for better or worse! If you write on cheap flimsy paper you are no welcome correspondent. If you use a substantial and stylish writing paper—one that is easy to write upon and always correct, you create a good impression and please your correspondent. Letters written on bad paper are seldom saved—they convey none of your personality. A good up-to-date paper is just as essential as the composition of a letter. All Eaton's, Crane & Pike's fine writing papers can be entirely depended upon—the sizes, the styles, the prices and the manufacture are strictly correct. Come in and see them. If not satisfied—your money back.—*William P. Beers, So. Norwalk, Conn.*

Correct social stationery. Crane's linen lawn is a fabric paper which is comparatively modern and infinitely popular, but Crane's fine writing papers in some one of their many forms have always been the most popular as they have always been the best writing papers of their time. Crane's linen lawn is obtainable at *Cady & Olmstead Jewelry Co., Kansas City, Mo.*

You'll find everything you need in the shape of fittings for your desk, at home or downtown, and Office Supplies in general, in this Commercial Stationery Store. Goods are of the best quality; and prices are consistently low.—*Wanamaker, New York, N. Y.*

Right things in writing. Your acquaintances always notice the stationery they are addressed upon. We have what is demanded by fashion's decree—it is proper and right.—*Pattons' Book Store, Salem, Ore.*

Take stationery with you.—Your friends will be interested in hearing from you during your vacation. The descriptions you give of your pleasures will be pleasing to them, but you know how hard it is to get stationery at inland villages or shore resorts. Take a supply with you. The following lines are what you need and are priced much below regular.—*Hamburger's, Los Angeles, Cal.*

Every box of this paper is in keeping with Fashion's strictest requirements—and there's no other time or place in America when or where you could buy this correspondence paper at the price we quote.—*Simpson, Crawford Co., New York.*

Enough paper for a half million letters.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Good business stationery is essential in every business. The letter often procures a customer because a good impression is made on the person who receives it. Your stationery will be correct if you get it here.—*Rogers' Book Store.*

As beautiful as a bride should have, is the wedding invitation that comes from Clarke's engraving department.—*E. H. Clarke & Bros., Memphis, Tenn.*

Did you ever? A fountain pen that needs only blowing to fill it, blowing to clean it, and you don't have to blow to sell it. See the blow pen at *Orem's, Terre Haute, Ind.*

Fine papers. They must be fine when you see them bearing Crane's stamp and watermark. But when it comes to giving bargains we're no respecter of makers. Even the best see their goods on Eaton bargain tables.—*T. Eaton Co., Toronto.*

"Polite" paper—the new summer tints in fine stationery—just received by us and now on display. If you're looking for the really correct thing in writing paper, you'll find in this latest line of

ours "just the proper caper."—*Dillingham's, Bangor, Me.*

We will give away half our stock of stationery this week. How? For every box or quire you buy we will give you another box or quire. You Write Letters? Then you might as well get some paper at this special summer sale.—*The Beard Art Co., Minneapolis, Minn.*

Good opportunity to purchase stationery. All stationery bought Saturday night will be initialed free of charge.—*Columbus Dry Goods Co., Columbus, O.*

To-day we make another announcement, the result of months of preparation and the most notable offering of stationery which we believe has been made this season.—*Abraham & Straus, Brooklyn, N. Y.*

A third less than you'd pay in the exclusive stationery stores, and the collection includes just such refined styles as are in demand among women who note the trend of fashion.—*The Annex, Seattle, Wash.*

Whiting Paper Co.'s finest 25c. quire writing, 4c; envelopes to match, 25 for 4c. Gray white vellum, cream linen, white and blue bond, sea shell linen and golf bond, azure Irish linen, white laid antique in Lakewood and Victoria sizes, worth 25c. a quire. This little price for the finest correspondence paper manufactured is almost unbelievable, and this announcement will bring thousands to buy.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

To those who write there is nothing gives so much pleasure, so much satisfaction as a fountain pen that suits your hand. The bookkeeper, especially, would find one to relieve him of the tedium of writing, removing the constant dipping, and writing smoothly and easily all the time.—*Eyrich & Co., Jackson, Miss.*

Stationery.—In this department we excel—nothing but the best, at the lowest possible price—that's our motto.—*Donaldson's Minneapolis, Minn.*

Elite writing paper and envelopes. Something new, dainty and attractive! Our customers are delighted with it. So are we.—*Robertson Drug Co., Lexington, Ky.*

There's pleasure in school work if the pupil is properly equipped with the kind of supplies that make the work interesting. This is headquarters for everything that converts the rough road of school life in an avenue of pleasure.—*H. W. McCartney, Altoona, Pa.*

Here is something correct in note paper—"Winthrop's Note," a very fine kid finished writing paper of the finest quality. It is an example of the good things always cropping to the surface in our stationery store.—*Jacob's Pharmacy, Atlanta, Ga.*

Hemstitched Writing Paper Less Than Half Price.—On May 17 last we advertised for the first time in Brooklyn the batiste hemstitched writing paper—paper outlined with the dainty embossing in almost perfect imitation of hemstitching. Since that time we have sold thousands of quires—it has steadily grown in popularity.

Men write more letters during summer than any other season of the year—meaning, of course, personal notes. Loved ones scatter to the various resorts, and the time between week's-end visits is shortened by frequent letters. Men of exacting taste in matters of social intercourse use Hoskin's masculine bond—a new bond paper; white as snow, firm as parchment, a surface easy to any pen.—*Hoskin's, Philadelphia, Pa.*

Our department of stationery offers the people of El Paso a service that is not approached in this city, or is it excelled elsewhere. Correct forms of embossed and engraved stationery is a specialty with us. Copper plate and steel engraving is carefully executed at prices that entirely favor you.—*A. H. Richards, El Paso, Tex.*

Fancy Stationery.—Such as we are offering this week at special prices, certainly is creating an ovation among bargain hunters. Twenty-five cents will procure a box that is fully worth double the price. Beautiful shades, ruled throughout. A few days yet remain to take advantage of this price.—*Patton, Salem, Ore.*

Writing paper for Vacation, 49c.—Supply yourself with a cabinet of this elegant paper. It contains 100 sheets and 80 envelopes to match of that rough yet smooth "French Batiste" paper so popular just now. White and blue—it comes in the smart square sheet style.—*Wanamaker, New York.*

Get the summer stationery here. You will need a good supply to take with you on your vacation trip. The folks at home will want to hear from you, and you will want to hear from the folks often, so both of you will need stationery and lots of it. You'll find a goodly assortment here and all popularly priced.—*The Crews Beggs Co., Pueblo.*

Professional stationery for physicians

requires a delicacy of application in regard to the use of proper types and paper, and whether it be an order for recipe blanks, cards, envelopes, note-heads or anything you may need, we can supply your wants in correct style at low cost, and quickly, too.—*Brooklyn Eagle, Brooklyn, N. Y.*

By the recent change and enlargement of our Book Department we have the room to display a stock of writing materials large enough to offer the widest range of selection. We have secured and offer at a low price a number of writing papers which will prove economical to the one going away as well as to those left behind.—*Crews Beggs Co. Pueblo, Colo.*

Hemstitched Notes—A Favorite Writing Paper.—Another shipment of this dainty and popular writing paper is here. The quality and finish are fine and the hemstitching around the edge of each sheet is the most artistic that has ever been produced on writing paper. The tints are Quaker gray, celestial blue and white.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Some Pound Papers.—Buying writing paper by the pound is the economical way. In the interests of economy we offer some extra good papers by the pound. Either with plate finish, real Irish linen or fabric finish, as you choose. Nine or more good kinds of paper at 32c. a pound. Four kinds at 20 cents a pound. All these have envelopes to match. Enquire for these pound papers when next you're needing stationery.—*Hanford & Horton, Middletown, N. Y.*

The Great Sale—Vancouver has had all sorts of sales—red letter sales and blue letter sales, white wear sales and footwear sales, auction sales and other sales—but never before a real genuine stationery sale, in which profits and even costs were not considered. When a thing is to be done, it is worth doing well, worth doing thoroughly, and on this basis the sale will be conducted. The stock is in the best of condition, full in every line—large purchases of standard staples have been made. We wish to emphasize the fact that the stock now offered you at prices hitherto unheard of is one that is characterized by quality.—*Thomson Stationery Co., Vancouver, B. C.*

Stationery news that is interesting. Correspondence papers at about half their regular value is an opportunity that should not be overlooked.—*Mannheimer Bros., St. Paul, Minn.*

Pineapple linen writing paper. This wonderful paper goes on sale Monday. The word pineapple linen will bring crowds to our stationery section, as those who know this excellent paper will surely lay in their year's supply. It's the most used paper ever made, as it has the texture of fine lawn and is most pleasant to write upon. If you have not used this splendid paper try it now at this special price and you'll have no other. We have the exclusive sale of this fine paper for the Northwest and have it in nine new artistic sizes and the very newest cuts in envelopes.—*Mannheimer Bros., St. Paul, Minn.*

Stationery.—Are you going away? You will need some of this stationery for your correspondence.—*Stewart & Co., Baltimore, Md.*

When the postman comes does not a letter bring with it added pleasure when it comes upon neat paper, incased in an envelope which bears its message with an air of the sender's personality? Our new lines are unusually distinctive and individual. No stationery store can set before you a better showing at as low prices. Few can display as complete at any price.—*Jacob's Pharmacy, Atlanta, Ga.*

Holiday Stationery. August—the month of vacation—a month smiling with adventures, pleasures, etc.—then is there need to write your friends of your experiences. No need to take that large writing portfolio, it will only be in your way. Better get a small, durable box of paper and envelopes. We have them from 15c to 75c per box, or can give you 5-quire packages for 25c. Then we have all the latest designs—Khaki, Wedgewood, military notes, etc. They're a date ahead of up-to-date.—*The Ford Stationery Co., Winnipeg, Can.*

You Write Letters—Well, here is an opportunity for you. We have a small lot of excellent stationery in boxes that are a little soiled after the holiday rush. Paper just as good as new. Regular prices 50c to 65c. Will be closed out quickly at 15c the box.—*N. E. Ryan, South Norwalk, Conn.*

Writing Paper and Valentines.—The directing genius of a "woman's column" said a few days ago that young women didn't—or shouldn't—send valentines. Granted that they don't often send the conventional kind, on that day many a dainty note with a wished for message finds its way from many a maiden to many a man—so it's quite as essential that we tell of

writing paper as well as valentines.—*Hochschild, Kohn & Co., Baltimore, Md.*

The "Portland High School Paper" we sell is the very best sort for compositions and for all school use. We've sold tons of it, and we are still selling large quantities of it to all the schools in town. If you don't know about our school paper send for a sample sheet.—*Owen Moore & Co., Portland, Me.*

Writing papers.—This year's correspondence papers all have "that fabric finish" but none so successfully as the "Two-tone Linen." These papers have the three essentials—good taste, attractive appearance and a perfect writing surface. A variety of proper tints and shapes. If it's the correct thing in stationery we have it.—*Sanborn, Vail & Co., Los Angeles, Cal.*

About school supplies. It would be just as easy for us as for others to say "regular 8c pencil tablets for 5c," but there are no 8c pencil tablets in the market; the biggest are made to sell for 5c, and we have the biggest one in town by 50 leaves, for 5c. The standard sizes of writing tablets are also quoted as "regular 8c tablets for 5c," but as a matter of fact, 5c is the regular price. We are selling the handsomest and thickest ink tablets in town for 5c. School children should be told of these deceptions by their parents so that they will not be misled. If parents shop with the little folks the buying will be done here.—*W. V. Snyder & Co., Newark, N. J.*

What makes a man more miserable than a pen that does not suit his hand? Many writers keep several pens to suit their temper—like a change now and then. You can keep on trying our fountain pens until suited exactly, else we return your \$2.50. A good pen is the cheapest purchase and the most serviceable friend you ever made. Let us show you.—*Eyrich & Co., Jackson, Miss.*

Other things being equal, don't you think it wise to buy your school books and supplies at a new store where everything is sure to be bright, fresh and clean?—*Foltz & Hardy, Pueblo, Col.*

There is style in writing paper, as in everything else and nothing is more characteristic of the user. Our "Bond Paper" is the finest made in the world—a sweeping statement but true. It gives an individuality possessed by no other paper. If you do not wish a quire at 25c, you can buy less.—*Eyrich & Co., Jackson, Miss.*

STORE NAMES

A store for men.—*Daniel Bros., Atlanta, Ga.*

The great credit house.—*Brent's, Los Angeles, Cal.*

The big store of little prices.—*Berge-man Bros., Pueblo, Col.*

The store that saves you money.—*May & Co., Columbus, O.*

The little-at-a-time store.—*Ingram & Bird, Sacramento, Cal.*

The busy corner.—*S. Kann, Sons & Co., Washington, D. C.*

The store of the Busy Clothier.—*Swift, New Bedford, Mass.*

Tailors for good dressers.—*Brauer & Krohn, Los Angeles, Cal.*

Store of many departments.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

The new daylight store of Youngstown.—*Euwers, Youngstown, O.*

The store that made Penn avenue famous.—*Spear & Co., Pittsburg, Pa.*

The home of the stylish suit.—*The Continental Clothing House, Galesburg.*

A store where true economy can be safely practiced.—*Mandel Bros., Chicago.*

The store that keeps the prices down.—*The Golden Rule, Great Falls, Mont.*

The home of dollar-down—the house of liberality.—*F. R. Slocum Co., New Bedford, Mass.*

The gift store of Joliet.—*Feagans', Joliet, Ill.*

The better store.—*McConnell & Co., Scranton, Pa.*

The big busy trading place.—*The Potts-Clark Co., Simcoe, Ont.*

The always busy store.—*Stanley Bros., Charlottetown, P. E. I.*

The your-credit-is-good store.—*L. Schoenfeld & Sons, Tacoma, Wash.*

The dependable store.—*Goldenberg Bros., Baltimore, Md.*

"The store of quality."—*Hoffman's Toggery, Leadville, Colo.*

"That totally different store."—*Chapman & Co., New York.*

Baltimore's best store.—*Hochschild, Kohn & Co., Baltimore, Md.*

The people's store.—*Bernstein's, Pueblo, Colo.*

The home of nothing down and a lit-

tle each week.—*The Household, New Bedford, Mass.*

The right clothes store.—*Babbitt & Co., Troy, N. Y.*

The right house.—*Thomas C. Watkins, Hamilton, Ont.*

The school of style.—*The Edw. Malley Co., New Haven Conn.*

The home of fine furniture.—*Kennedy Furniture Co., Chicago, Ill.*

The home of good goods at the lowest prices.—*Haines Bros., El Dorado, Kan.*

The store that trusts the people—the store that the people trust.—*H. H. Lampe & Co., Altoona, Pa.*

The store for you.—*Hartigans', Troy.*

The short hour house.—*Power's, Minneapolis.*

The home of dress goods.—*O'Brien's, Jersey City, N. J.*

The best goods store.—*Jos. Meyers & Sons, Salem, Ore.*

The big trustful store.—*Gately & Britton, Reading, Pa.*

The ready-to-wear center.—*A. Livingston & Sons, Bloomington, Ill.*

The home of good clothing.—*Joske Bros.' Company, San Antonio, Tex.*

Chicago's permanent exposition of beautiful things.—*Marshall Field & Co., Chicago, Ill.*

A store that promotes better merchandising.—*A. Hamburger & Sons, Los Angeles, Cal.*

The enterprising, up-to-date and a-day-ahead merchandise Mecca of Columbus.—*Bond's, Columbus, O.*

The busy hardware store—the one that saves you money.—*The Phillips Cooke Hardware Co., Pueblo, Col.*

The sleepless tireless hustlers.—*The Churchill-Hemenway Co., Galesburg, Ill.*

"Greater Memphis' Greatest Store."

"The Big Store of Guthrie."

"Washington's Fastest Growing Store."

"Portsmouth's Busy Store."

"Portsmouth's Up-to-Date Store."

"In Every Detail, the Leading Retail Establishment of Brooklyn."

"Calgary's Best Store."

"Cheyenne's Big Busy Store."

"Not the Largest in the World, but the Best Store in Dubuque."

THANKSGIVING

We've moved the domestic section. Splendid bargains Monday to popularize the new location. The domestic section was forced to vacate to make room for our tremendous stock of dolls and toys. It is now located in the north section of the same floor, adjoining the draperies and rugs. We want you to become familiar with the new location. The best way we know of is to give you bargains that we know you can't help coming after. We print a partial list for Monday, but there are plenty of others not given newspaper publicity.—*The Broadway Dept. Store, Los Angeles, Cal.*

We are thankful for your patronage. You'll be thankful for these chances to save. We are extremely thankful for a phenomenal year's business, and fully realize that the magnificent volume of trade which has passed through our doors during the last twelve months has been made possible only by the continued good will of the people of Southern California. Though we have strained every nerve, and used every honorable means at our command to build this business up, its growth has resulted wholly and solely from the generous support of the good people of this favored community. What we have achieved in the past has but prompted us to attempt greater things. We are striving not only for a bigger store, but a better store, more conveniences for employes and customers, and better facilities for handling the constantly increasing volume of traffic which naturally centers at the heart of Los Angeles—the corner of Fourth and Broadway. As evidence of continued effort we herewith publish a list of some of the strongest bargains which we've ever offered to the trading public of this community; bargains which you'll be thankful to get and which we are sure will provide us with a crowd for which we will be thankful. Read carefully each item and come, expecting all these and hundreds more. The bargain list will be changed daily. Watch our windows and watch our newspaper ads.—*The Broadway Dept. Store, Los Angeles, Cal.*

We have a very good reason to be thankful. The cordial welcome extended

to this store by the people of Allentown and contiguous territory, and the constantly increasing patronage that we have received ever since, have given us ample cause to be thankful. We are receiving the most substantial sort of encouragement in return for our efforts to serve the people with the best that money can buy at the smallest margin of profit, and we are constantly striving to improve our service, ever zealous in the best interests of our patrons; constantly alert for their welfare, and realizing that the more satisfied customers we turn out of our store each day the greater will be our ultimate success as a business venture. Therefore we are going to celebrate our thankfulness in a way that will be best appreciated by frugal housekeepers—by offering some special bargains that have never been approached in this city before. Below are some of them; not room to make mention of them all, but you will find the store full of them. And no matter how much we cut off the price the same easy-payment privileges hold good throughout our vast establishment.—*Prince Furn. Co., Allentown, Pa.*

Thanksgiving this week; then for Christmas in real earnest. We are ready for both. The special Thanksgiving sales of linens, china, cut glass, etc., chronicled on this page, will appeal forcefully to the wise housekeeper. This store has never in all its successful past, been so thoroughly equipped for an enormous Christmas business as it is right now. Months of careful planning and assiduous work in the world's leading markets by our expert buyers have resulted in an assemblage under this roof of a marvelous aggregation of merchandise, useful and ornamental, that is particularly appropriate for Christmas gifts. Commence your Christmas shopping now, unless you enjoy being in the great throngs inevitable during the few days prior to Christmas. You will find the J. M. High Co. store your very best helper. Our facilities for serving you at the store and for delivering your purchases promptly are remarkably efficient. Remember, "The Basement" is Santa Claus' headquarters.—*J. M. High, Atlanta, Ga.*

TOYS

Pomeroy's Toy Store. Anything in the toy line from a whistle to a rocking horse. We have just received some German pigs, real squealers, too. All kinds of animals for the small children.—*A. H. Pomeroy, Hartford, Conn.*

Christmas Doll at Hale's.—First scene on the Christmas stage. Old Santa Claus has been good to Hale's this year. He has everything ready so early, and now lifts the curtain. Anyhow, the program is so long we must start if we get through in time.—*Hale's, San Francisco, Cal.*

Our doll party is open. There's a big window full of dolls; there's a big display in the toy section in the basement—everything big except the prices and those we make very much less than usual as the figures below tell you. It's a splendid chance to get the Christmas dolly. There's an assortment of thirty-five different numbers—Kestner dolls—the best made in all Germany—at special prices.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Toys and games. What fun for the youngsters! Dolls in silks and satins, mechanical railways, hook and ladder trucks, crokinole boards, parchesi, balky mules and a thousand other entertaining things to brighten time and amuse busy little minds. The toy department is just as interesting to mothers and fathers as to the youngsters. To the elders it recalls the days of childhood. To the youngsters it is a place of continual delight.—*Siegel-Cooper Co., New York.*

Toyland is ready for the little ones; ready for the grown-ups as well; ready with an opening sale of toys that will bring gladness to thousands and thousands of children. Folk who take time by the forelock will have a most complete assortment of every kind of toy to select from; will escape the hurry and confusion the final buying days will bring.—*Siegel, Cooper & Co., Chicago.*

Both the toys and dolls are in classes by themselves. They are vastly superior to any displayed elsewhere. They represent the very newest thoughts—among the mechanical effects in the imported toys are many remarkable inventions that will furnish delightful amusement for parents as well as for youngsters.

The dolls in construction are the best procurable. They have the prettiest faces, the brightest eyes, the glossiest hair—in short, they are irresistible.—*Journey & Burnham, Brooklyn, N. Y.*

The Christmas toy store in the great basement is ready with thousands of wonderful things to charm the children. It's like Wonderland down there. On one counter are animals that almost live and breathe—automobiles that go like the wind—fire trucks that make ready in a jiffy—mysterious looking magic lanterns. On another counter the full rigged men-of-war, with internal works and guns like the real. On still another counter the railroad trains with tracks to run them on—automatic toys and goodness knows what else besides. We wish the little ones could fill the place to overflowing tomorrow and enjoy every second of the time.—*The Anderson Company, Buffalo, N. Y.*

There are no "don'ts" in Toyland except two: Don't get too tired and don't go home without seeing everything. Every kind of doll that a little girl could wish is here, and if you tease hard enough perhaps Santa Claus will bring you one of those \$5 ones.—*Gimbel's, Milwaukee, Wis.*

Such a host of dolls—hundreds of them—elegant, handsome German dolls, direct from the fatherland—can't speak a word of English. But oh! they're beautiful, even the little ones, and the big dolls, large as a two-year-old baby; they're simply magnificent.—*Robert J. Leight & Co., Brockville, Ont.*

A city of dolls—a city whose inhabitants run into the thousands and comprise all classes, from the stately and haughty queen to the poor little rag baby. Was there ever such a doll display? Once you seen it you'll answer with us—no. Cold type can't do it justice. Be sure to bring the little girls—they'll jump for joy.—*Kaufman's, Pittsburg, Pa.*

Our game and toys department is a permanent part of the business. Not simply for the holiday season and then side-tracked for the rest of the year, but a live feature first, last and all the time.—*Pardee-Ellenberger Co., New Haven, Conn.*

Dolls Ready on the First Floor Today.—We are rapidly getting ready for Santa Claus, and today we open our doll booth on the first floor, and Miss Dolly and all her sisters make their initial bow to the children of Schenectady. Such a splendid doll show—couldn't begin to display them properly in our basement—so all the little Miss Dressed-up Dollies, as well as those waiting for their Christmas dresses, are now in their permanent booth on the first floor. It's a regular doll party, and all the little girls are welcome to come to our store to see the gay assemblage and pick some brown or blue-eyed beauty to dream about.—*H. S. Barney & Co., Schenectady, N. Y.*

The wonderful toy store is in its full holiday trim now, and it is best to come in early while things are at their very freshest. We have noticed that a great many mothers have brought their little folks in for an hour's happy time among the toys and carefully noted which things most struck the youngsters' fancy.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Doll Day.—Baby Blanche, the sweetest of all Philadelphia doll babies, is holding a reception today on the main aisle. Her curly head is as yellow as gold, her big blue eyes will shut sleepily if you rock her in your arms, and she's a wise little body—knows that, though Christmas seems a long way off now, there won't be more than time enough to comfortably make her little dresses and wraps.—*Wanamaker's, Philadelphia.*

Opening the Holiday Doll Show.—Early? To be sure it is, but hundreds, yes, thousands of dolls must be dressed before Christmas comes, and to make a doll's trousseau nice and fine takes time. So we have hurried the foreign makers—the best doll makers in the world—and now the full stock is ready. Dollydom opens wide its welcome to all the little mothers in Brooklyn and starts the season by presenting the best and biggest doll in America for 97c.—*Abraham & Straus, Brooklyn, N. Y.*

Boy dolls, girl dolls. Dolls that open and shut their eyes. Jointed dolls. Indestructible dolls. Big flaxen haired dolls. Dolls that stand alone. Dolls that will sit down. Cunning dolls, dolls that look almost as if they would walk.—*Ruggles & Ellison, New Bedford*

Toyland. The toy stock. Do you know that even Chicago, with its two and a half millions of people, doesn't hold the assortment—the stock—the

price—that our famous "toyland" can show. We supply all Milwaukee to all intents and purposes and why? Because the young folks have their hearts here, because parents are better able to satisfy their demands at the least expense; but, of course, the stock will diminish in numbers, and if we packed salespeople thick as herrings in a box the time is near when crowds compel them to give you hurried service. Moral: Buy now, and secure suitable toys while they are here.—*Gimbel Bros., Milwaukee, Wis.*

See our toyland. You will find it on the first floor, and it's filled with everything that will help the little tots make merry for Christmas, the greatest annual event in the life of children. Dolls, mechanical toys, musical instruments, tiny trunks, toy beds, washing outfits, pianos and other things too numerous to mention—just bring the children down and let them see all these lovely, interesting and amusing domestic and imported devices specially conceived and made for their pleasure. There are doggies, sheep, ponies and buggies, automobiles, cannons, soldiers, tea sets, paint boxes, work boxes and hundreds and hundreds of other tiny, tasteful toys which we want you to see—and you would better come down right away, as they are going in a hurry.—*A. S. Knowles Dry Goods Co., Montgomery.*

The doll family want homes. These prices will secure them. A good many of the doll family are becoming anxious to be in a cosy home for Christmas. They would be lonesome to remain here on the cold shelves, and there's many a little mother anxious to have them.—*The Broadway Department Store, Los Angeles, Cal.*

Drastic reductions in toys at the toyland capital. The space devoted to toys on the third floor must be empty as a barn in as short a time as possible. We carry no toy stock over, hence these extreme measures. Prices simply cut in two. Profit by our loss. It's hardly necessary to do much praise-singing about this section. Everybody who visited it knows our assortment to be the most unique and complete in the city. Notwithstanding the tremendous business, we can render the satisfaction this store is noted for, because the stock is here—an assortment that surprises and electrifies. Toys that are new to the world of fun. New kinds and old kinds, in one great big toy home on the third floor, and all to be sold out regardless of cost.—*Scroggie's, Montreal.*

TRADING STAMPS

Are you a collector of purple stamps? If not, you are missing a good thing—an opportunity to get something which is really valuable and absolutely free of cost.—*Holbrook Hunt Co., Rome.*

The plan of giving trading stamps is equivalent to allowing you a discount on every cash purchase you make. Blue trading stamps cost you absolutely nothing, and they can be redeemed for handsome, useful articles.—*Rothenberg & Co., New York.*

If all the world were Trading Stamps,
And all the sea was ink,
Unless we lived on promises,

What should we eat and drink?

No trading stamps here, but value always. Yesterday, today, tomorrow.—*Hearn, New York.*

When the trading stamp concerns called on us and told us that we never need reduce our prices on merchandise if we gave away stamps we refused to have anything to do with them, and sent them away one after the other. The green, also the blue; pretty soon there'll be pink and yellow ones in the market. A big merchant in New York told us that the trading stamp people never give an article away that costs less than \$2. Just think of that for an inducement to save 1,000 stamps—under ordinary circumstances that means \$100 worth of purchasing.—*Perlmutter's, Jersey City, N. J.*

It's a fact! We are giving double green *International Trading Stamps* in every department. The premiums given by this company which will be on exhibition at our store today are exceptionally good and of more value than others we have seen, and as this question is of vital importance to every one saving stamps, we would earnestly invite you to call and examine their value. This company as a guarantee of its good faith to redeem all stamps issued has placed \$10,000 with the Sovereign Bank.—*Au Bon Marche, Montreal, Can.*

Double "S. & H." green trading stamps tomorrow (Friday) until noon. Two "S. & H." green trading stamps with each ten-cent purchase until noon—after 12 o'clock, one "S. & H." green trading stamp with every ten cents you spend. In order that you may fill your

stamp books quickly, we make this special stamp exchange offer: Bring us your tobacco certificates, tags, coupons, cigar bands, soap wrappers, coffee package signatures, and we will exchange them for their equivalent in "S. & H." green trading stamps. A complete list of the exchangeable coupons and wrappers will be furnished at the Exchange Trading Stamp Booth, on the Main Arcade, First Floor, near the Seventeenth Street end. The "S. & H." green trading stamps are finally redeemable in the most beautiful premiums.—*Lit Bros., Camden, N. J.*

Premium Tickets.—Never lose sight of the fact that Premium Tickets can be had at this store with everything. Get them with your millinery, dress goods, ready-to-wear skirts, blouses, parasols, wrappers, rain coats, jackets, children's dresses, prints, muslins, underwear, hosiery, ladies' fancy ties, belts, corsets, men's sweaters, shirts and drawers, overalls, shirtings, gingham, carpets, matings, oilcloths, lace curtains, table covers, bed quilts, sheets, pillow slips, shams, etc.—*The John Campbell Company, Hamilton, Ont.*

Already this store is bright and attractive with the arrival of spring merchandise. The markets of the world are fast pouring into this great establishment goods for the coming spring. We have been fortunate enough to make some special purchases along these lines, and are giving you the benefit of the price savings that have come to us through our big outlet and ready cash. Then, too, there are marvelous price savings to be had in the clearance sales going on throughout the entire store. Winter goods must go, even though prices are cut below manufacturers' cost. To these unparalleled price savings are added the giving of Sperry & Hutchinson green trading stamps with all purchases—I with each 10 cents you spend. Don't fail to visit the premium room and see the beautiful premiums for which these stamps are redeemable.—*Lit Bros., Philadelphia, Pa.*

Miss Leghorn Buffcochin, a hen,
Took a stamp to a rooster named Ben;

He said: "Henrietty

I think that you'll get a
Rebuff if you do that again."

"It is a deceit." From the Detroit Free Press, quoting Vice President George H. Barbour before the Detroit Committee on Ordinance: "People grow wise in a year," said Mr. Barbour. "The merchants of Detroit do not want these trading stamp grafts forced upon them. They are asking for relief from such conditions. That is why the board of commerce has taken up this agitation. It is not to the interest of the people of Detroit to allow this trading stamp business to go on. It is a deceit, nothing else. People who think they are getting something for nothing are deceived. If you pay 12 cents for an article worth but 10 cents and get a two-mill stamp in exchange, what do you gain?" No trading stamp prices here.—*J. N. Adam & Co., Buffalo, N. Y.*

When Johnnie and Arabel Spratt
Were told they could furnish a flat

With stampies, they said

With a shake of the head:

"We're onto the buncombe of that."

—*J. N. Adam & Co., Buffalo, N. Y.*

Beginning Monday, we will give 5 stamps instead of one on every ten-cents purchased from eight o'clock in the morning until twelve o'clock noon. During the afternoon we shall give double stamps all next week. Five stamps with every ten cents purchased—25 stamps with every 50 cents purchased—250 stamps with every \$5.00 purchased—500 stamps with every \$10 purchased, and a full book of stamps if your purchase amounts to \$20.—*The Fashion, Bangor, Me.*

Note to our stamp collectors: The Green stamp, as given by this store, will always be worth a little more than any other color. In the premium store, the finest line of goods is ready for your inspection. Drop in and see the display the next time you are down town. If you prefer \$3.50 in merchandise, exchange your stamp book at the stamp store for an order on Freese's. This order is received as \$3.50 in cash.—*Freese's, Bangor, Me.*

No trading stamps here, but value always, yesterday, today, tomorrow. Being in receipt of letters from trading stamps companies urging advantages and endeavoring to show how we can sell and *make* much more by using stamps, we would only reply: "Why scheme when business is entirely satisfactory?"—*Hearn, New York.*

Facts regarding green discount stamps. Ten million people from the Atlantic to the Pacific are using them, and know

what they are, and from actual experience will testify not only to the advantages of trading where they are given, but also to the benefits derived from collecting and redeeming them.—*Kemp & Herbert, Spokane, Wash.*

The dog will come when he is called,

The cat will walk away;

The trading stamp on folks has palled—

It's doomed and's had its day.

—*J. N. Adam & Co., Buffalo, N. Y.*

Our two stores will continue to give the Sperry & Hutchinson green trading stamps regardless of what people say; of what other stores do. We've got by far the best stamp, and naturally wish to retain the advantage. But not because it is necessary. This business is not prospering on that account. We use them for the purpose they were originally intended—to induce erstwhile credit customers to pay cash. For cash selling and buying has its advantages for both buyer and seller.—*Schipper & Block, Peoria, Ill.*

We give "S. & H." green trading stamps free with every purchase. This system has been added as one of the additional attractive features of this business. It was inaugurated after careful investigation, and has resulted in a general approval by all our patrons. Through your collection you are enabled to add beautiful and valuable premiums to your household—premiums that cost you absolutely nothing—goods for which you would otherwise have to pay cash. Here they cost you nothing. They are given in addition to the very low prices that always prevail in this store.—*Lit Bros., Philadelphia, Pa.*

The little green sticker is the only sticker that sticks. Stick to it. It's the one grand method that earns interest on the money you spend. (This is another Bennett expression, Mister. Don't use it without quoting the author.) Alterations throughout the store made necessary by our growing business, will bring out gigantic bunches of bargains every day this week. Our cut prices on good goods and green trading stamps with all purchases in all departments all the time is the stuff that blazes the way for the crowds. Come.—*Bennett's, Omaha, Neb.*

No trading stamps. When trading stamps come in, fair prices go out, and people are waking up to this fact. These prices for Wednesday are possible only because we don't give stamps.—*Ruggles & Ellison, New Bedford, Mass.*

TRUNKS, SUIT CASES AND BAGS

Considering that our featherweight trunk is from thirty to forty pounds lighter than the ordinary article, is there any reason why you shouldn't buy it and save excess baggage money? The featherweight is the strongest trunk made and the prices are not high.—*Whitney-Burroughs Co., Los Angeles.*

The time has gone by when a journey was an event in the family life. Now almost everyone travels more or less. It may be a trip of a few days or it may extend over a year. In either case a good trunk is necessary, one that will withstand the rough handling to which it will be subjected. We have selected from our stock all one-of-a-kind trunks and suit cases and shall place them on sale tomorrow, Thursday, at a saving of at least a third on the regular prices. An opportunity is thus afforded to purchase a staunch, thoroughly constructed and strictly high-class trunk or suit case for the price usually asked for the ordinary sort.—*Woodward & Lothrop, Washington, D. C.*

No doubt you are making preparations for your trip to the World's Fair, seashore or lake to spend your summer vacation. We are going to help pay the expense of your trip. Commencing this morning we are going to give you a special discount of 20 per cent on all trunks, valises, telescopes and suit cases.—*The IXL Clothing Co., Spokane.*

This has been a fine year for the man who gets off over Sunday. Decoration Day came Monday; so will Fourth of July and Labor Day. Get out of the city, if it's only a couple of days at a time. Pack up a suit case or a small bag and follow your family or take your wife—she needs it just as much as you do—to the seashore or mountains. Finest tonic in the world is change of air, scene, food—to get away from the daily grind.—*Abraham & Straus, Brooklyn, N. Y.*

Everybody is going away for the summer, for a vacation, or at least over Sunday. It's a great satisfaction to have the right bag or suit case, to just fit the outfit that you wish to carry. We have a most complete and carefully-selected stock; and can give you exactly what you want, in shape, size and style; and all the fairest price.

Light and medium weight suit cases, in various colors of linen, cowhide, pigskin, and in alligator, horn-back alligator and walrus. Sizes 10 to 28 inches in length. Prices, from a linen suit case at \$1.25, to one of horn-back alligator at \$25.

These Are the Trunks to Travel With. They are Unmatched for Reliability, Convenience, Attractiveness and Economy.—At this writing it looks as if there might be a few of the remarkably priced russet and rawhide bound trunks that sold so rapidly this morning left for tomorrow. But every trunk in our stock is a bargain in every way, and a visit is well worth while. The special trunks advertised yesterday are strongly built and well worth much more money. There are three styles, two regular travelers and one steamer—some are russet, others rawhide bound.—*Abraham & Straus, Brooklyn, N. Y.*

Ladies' skirts trunk of extra quality, full riveted and cloth lined, divided top tray and two extra trays with tops, made to stand extra hardship. Our special canvas-covered trunk, stave top, extra reinforced corners, two cowhide leather straps, top tray and extra dress tray—at bargain price. Suit cases—the best selection at the lowest prices. Leather-covered suit cases, in imitation lizard, made on steel frame, strong handle and catches. Extra quality cowhide cases, best case ever sold at this bargain price; all parts strongly riveted, roll handles, brass lock and catch, canvas lined with shirt fold in lid.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

About Your Trunk.—As the time for vacation and summer trips approaches, we cannot too earnestly impress upon you that anything needful in trunks or bags is best bought here. The range of choice is large, and the prices lowest reliable goods can be sold at.—*Cooley Bros., Westfield, Mass.*

If you are about to go on your vacation and last year's trunk shows how unkindly the baggageman used it, this offering should strike you as particularly appropriate. These trunks are large enough to hold your wardrobe, and then you can pack a lot of satisfaction in them.—*Mendel & Freedman, New Haven, Conn.*

The price is so low and the bags of such good quality that no woman need go without a new one—either a Peggy Bag or a Carriage Bag. This is another big lot of bags that we purchased at very special prices—the two prevailing styles so much sought after. White bags are in demand just now. We have them in this lot. Also black, tan, gray and brown. The bags are all nicely made and finished. Some have fittings inside. A large collection to choose from.—*Emery, Bird, Thayer & Co., Kansas City.*

If you are contemplating a trip to the World's Fair or a vacation trip, don't fail to call and see us for the latest models in trunks, suit cases and grips. We carry the most complete leather line in the city. Inexpensive and high-class is our motto.—*Thos. F. Moores, Kansas City.*

Travelers' requisites—trunks, suit cases and leather bags. The scope of prices, and varieties makes our immense third floor trunk section the great supply center for travelers' necessities. Everyone may find satisfactory selections in the extensive lines, and in the present prices there is a broad suggestion of economy to those who contemplate a summer trip abroad, or elsewhere. Our stock comprises all that is new and novel in trunks, and you will find our prices at least 20 per cent lower than like qualities are offered for anywhere else in the city.—*B. Lowenstein & Bros., Memphis, Tenn.*

Summer travelers will find this store the most satisfactory place in the city to provide themselves with trunks, bags, suit cases and other similar necessities for a journey. Every trunk in stock is modern in arrangement and substantial in construction.—*Younker Bros., Des Moines, Ia.*

The sea-town excursions call for a little thought about a grip or a trunk, or that other capacious convenience, the telescope. Anything excursionists need, either for a long trip or the short trip. Trunks here that would probably trouble some people to find enough belongings to fill—great big fellows of enormous storage capacity; others just right for a change or so—and the short tripper doesn't need more than that.—*Joseph Horne Co., Pittsburg, Pa.*

Traveling Bags for Pleasure or Business.—When one stops to consider how often among strangers he is sized up by appearance of his traveling bag there need be no argument about the import-

ance of getting the correct thing. We are giving a good deal of expert attention to the matter. We are finely equipped with some eighty entirely different varieties of stylish traveling bags for all vacation and business purposes.—*Burke, Fitz Simons, Hone & Co., Rochester.*

A trunk tournament, in which pigmy prices play a most important part—and we add with emphasis that he who hesitates loses a good trunk. It doesn't matter whether you need a trunk just now—come and see them anyway—you can afford two trunks at these prices. All of these trunks are heavy canvas covered, strong hardwood slats on all—some sole leather bound, some iron bound, some have two leather straps, heavy brass locks, some linen lined, some two trays with hat box compartment, two bottoms, one of which is sheet iron, and not one in the lot but will defy the fiercest baggage smasher that ever flung, kicked or jumped on an unoffending trunk. Some of these trunks are great, handsome, swell affairs, that the white ribbons flutter from so beautifully as the carriage rolls away. These prices speak volumes when you compare them with the trunk.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Going on your vacation? Going to take a trip soon? If so, you need a trunk; in fact, you need a trunk anyway, whether you are stationary or traveling. And when you buy a trunk you want one that is strong, serviceable, trim and reliable, such as you will get here. We can supply you with the right trunk, the right dress suit case and the right traveling bag, at a price that meets and vanquishes competition. Try us and see.—*Frey Brothers, Wilkes-Barre, Pa.*

A fable of the man who went out to buy a trunk. Once there was a man who went out looking for a cheap trunk. He found a "cheap trunk," got a "bargain," in fact. It was real swell and showy and looked as nice as any trunk should. He thought he was born under a lucky star. But the sides pulled apart, the straps parted where the buckles came, the top cracked and finally broke, just when it was needed most, and in less than three months the man was looking for a trunk again. This time he went to Bruce's because he had had experience and now he wanted no experiments with "just as goods." He wanted a trunk that was right. He found Bruce's prices on really good trunks were less than he had thought. N. B.—He is using that Bruce trunk yet.—*W. S. Bruce & Co., Memphis.*

The right place to buy trunks is where you know they are reliable—most anybody can pick out a stylish, handsome looking trunk—but you have to take the merchant's word for its reliability—that's why it pays to trade at a safe store and that's why the bulk of the trunk business comes here.—*Kaufman's, Colorado Springs, Colo.*

Vacation trips. Should you need a trunk of any sort—a hand bag or suit case in any grade—let us show you the best values in new style goods, honestly made.—*Coe's, Portland, Me.*

Need a trunk? Buy it now—and here. Why? Because of a most enticing state of trunk price affairs. We saved in the buying of these trunks, and now give you the opportunity to do likewise.—*G. F. Alston Co., Tuscaloosa, Ala.*

Do you know we will keep in repair for one year any trunk bought of us? We always have some special bargains in trunks, bags and suit cases. Ask for them.—*J. W. Edmonds' Sons, Lansing.*

The short trip, the week end visit and for a hundred and one other uses have been devised the light weight suit cases and traveling bags. Many of them are made with locks and can thus be expressed, and all are made to look well. The best of it is, however, that they weigh just nothing at all—that is, if the rattan and the bamboo cases be chosen, and the favor with which they have been received seems to warrant the prediction that this is to be a rattan year and that these especial cases have come to stay forever. The Japanese selected straw suit case, having a frame of wood, is covered with fine tea matting. It has leather corners and binding, a leather handle that is smart looking and is fitted with a lock and key. Its price ranges from \$2.34 to \$3.45, according to the length. There are bamboo suit cases also that are leather protected and lined with a Japanese paper used in many trunks. These cases cost \$1.98, \$2.39 and \$2.69, according to the size. Woven rattan telescopes having leather straps and leather corners and handle are the lightest of all the light weight bags. Their prices are \$1.83 and \$2.20 each. Other telescopes are named Matsuki bags. These also have the leather corners and handles and the lining of Japanese paper. Their prices are \$1.89, \$2.89 and \$3.89 each. Bamboo suit cases and telescopes having no straps of their own, but made to be used with shawl straps, are among the cheapest possible traveling bags. And they are so durable and so easy to carry that they are

really a delight to know of and to possess. These range in price from 57c. to \$1.19 each. Bathing suit cases have been developed of the attractive rattan and of bamboo. These are waterproof and some are fitted with lock and key. The best ones cost \$2.30, while the really cheap ones range from 19c. to 57c. each.—*Abraham & Straus, N. Y.*

How about a suit case?—one never comes amiss—most folks make short trips at one time or another. Or a good, roomy English-frame bag?—the kind that seems to grow deeper as you open them. Stylish, too. Here's hand baggage at handy savings.—*Gimbel Bros., Philadelphia, Pa.*

Even the lowest priced kinds are not only safe, but sightly; have a look of substantial goodness, and they're just as good as they look, too. And the higher priced ones reach a point of perfection that you would expect to find in a trunk costing you a quarter to a half more.—*S. P. Dunham & Co., Trenton, N. J.*

If the old trunk has lost its stiffness and strength, don't use it. Far better to buy a new one than to lose or ruin one's best gown—not counting the disappointment. And don't carry a shabby suit case in the belief that everybody who sees it will think you're well-traveled.—*Hochschild, Kohn & Co., Baltimore, Md.*

Good economy in trunks, goes without saying that good, strong trunks are the only sort to buy—no matter what price you have to pay. But we have made a special study of trunk manufacture for years and good trunks in the big basement store are decidedly inexpensive. They are good looking, as well as good, too—that counts for something with most people.—*Frederick Loeser & Co., Brooklyn, N. Y.*

As the time approaches for summer trips, trunks and traveling bags must be given consideration. Where to get the best at the lowest price is a matter of vital importance. The new shopping center is the place. We have in stock ready for immediate delivery the best trunks offered by the five leading manufacturers of America. Our goods are superior to any offered elsewhere. Under no consideration will we offer you a trunk that will not withstand the hard usage it is sure to meet with. In traveling bags we have an almost endless variety and the prices we have them marked are the very lowest at which goods of this quality can be sold.—*Titche-Goettinger Co., Dallas, Tex.*

If you are going away for the summer and need a trunk, the spirit of economy should prompt you to see our line before buying, and once you pay us a visit, the goods and prices (introductory prices—purposely low) will certainly induce you to buy.—*Gray & Dudley Hardware Co., Nashville, Tenn.*

Trunks for all purposes—from the best manufacturers here and abroad. The kind that will travel and travel and show their good merits by traveling again. In few words, we have a most complete collection of the most worthy trunks for the least money.—*Abraham & Straus, Brooklyn, N. Y.*

Every one plans to pack up and take to the country, the mountains or seashore, for a few days at least. This trunk and bag store provides whatever you need to carry the luggage—trunks, suit cases, telescopes, bags—substantially made and economically priced.—*Sibley, & Curr Co., Rochester, N. Y.*

Plans for summer travel are maturing thick and fast nowadays, and summer trips mean sturdy trunks, hand-bags, etc. Hence—to-day's offering of new, well-constructed, in great variety of sizes and styles—possess more than ordinary interest to intending travelers.—*J. N. Adam & Co., Buffalo, N. Y.*

We have been so busy with our suit sale that we have neglected to tell you about our trunks and bags. This department is situated in the back half of our south Main street store and is the best lighted and most convenient as well as the largest department of this kind in this city. We carry every good kind of trunk or bag that is correct style and our "rightly-made" kind are the kind that you should buy; they will stand the hard service that they are sure to receive. The last of this week we shall have a demonstrator here to show the ladies the good points of our "hold all" trunks and how to pack them to the best advantage.—*J. B. Mullings & Son, Waterbury, Conn.*

We have a store full of goods that must be sold while the warm weather lasts. Never before could you get such bargains in traveling goods. Good strong, well made trunks for the price you have to pay for pine boxes elsewhere.—*Mackay & Flacy, Kansas City.*

'Tis travel time—and the trunks are here to go.—*Abraham & Straus, Brooklyn, N. Y.*

A little Jaunt? Extra grip or suit case needed? Ready! Readier than ever! French-sewed leather suit cases;

tan; linen lined; best lock; good workmanship throughout. \$5. Should be \$7.50.—*Schipper & Block, Peoria.*

"Peggy from Paris" Hand bags.—It's barely two months since the "Peggy from Paris" put in its appearance, yet we're selling more of this style of hand bag than any other—it's undoubtedly destined to be the bag of the season.—*Kaufman's, Pittsburg, Pa.*

World's Fair specials for the needy traveler. A full car of trunks just received puts us in a position to supply your wants at prices no other firm will or can meet. Commencing Monday and continuing three days, we will place on sale this entire line. Protect yourself by comparing qualities and prices.—*People's Store Co., Tacoma, Wash.*

The first thing for the tourist is the decision to go somewhere. The next, the trunk or suit case, and then things to put in them.—*S. Kann, Sons & Co., Washington, D. C.*

The right place to buy trunks is where you know they are reliable—with a guarantee back of every one.—You can see that they are stylish and handsome; you can see that they are inexpensive. But you have to take the merchant's word for the reliability—a poor trunk may look just like a good one. That's why it pays to buy in a safe store. That's why the bulk of Brooklyn's trunk business comes here.—*Abraham & Straus, Brooklyn, N. Y.*

Dress suit cases and traveling bags are very much in evidence these days. They'll be more numerous as the vacation season approaches. We have a splendid line of each, embracing all the newest ideas in the way of leathers, conveniences, shapes, etc. We can also please you with prices.—*Loring, Short & Harmon, Portland, Me.*

We have opened a trunk department for the reason that we have had so many calls for them. People wanted to buy trunks at prices that would satisfy them. Our reputation for selling trustworthy goods only at one low price to everybody has been applied to this department, and from now on we shall serve you with trunks at prices that will please you in every respect. Should you want any kind of specially made trunk we shall be pleased to make one to order for you at the very smallest kind of profit to ourselves. By opening this department we have not added one cent more expense in selling them, so we can sell them to you at the smallest margin of profit.—*The One Price Clothing Co., Altoona, Pa.*

Going away this summer? If so, come down and make a selection from our complete stock.—*Alfred Cornish, Omaha.*

When you a-traveling go, and every one seems to be planning trips for this summer, you will in all likelihood require a trunk of one kind or another. We have them, and we want you to see them—whether you wish to spend four dollars or forty dollars for a trunk we have them—and if the price is an object you will be delighted to find how good a trunk you may secure for a small price.—*Wasserman, Kaufman & Co., Sacramento, Cal.*

Suit cases and traveling bags. Every desirable style, size and almost all leathers will be found in our unequaled lines of traveling bags and suit cases—we invite comparison of the values.—*Marshall Field & Co., Chicago, Ill.*

There's just as much style, or lack of it, about hand-bags as there is about clothes. And a traveler who carries a stylish bag is contributing considerably to his personal appearance.—*Wanamaker's, New York.*

We are showing a line of trunks on our third floor that is unequaled in the city. For to-day we are offering regular \$14, \$14.50 and \$15 trunks for \$11.95. They are made of good basswood; heavy duck canvas covered; protected by elm-wood slats and heavy brass corner bumpers; fiber bound, with straps all around; lined with good linen; single and double trays; brass lock, bolt and catches; steel sheet iron bottom; sizes 32 to 38.—*Bullock's, Los Angeles, Cal.*

If you are looking for a suit case or in fact anything in the leather goods line, don't miss coming here to-morrow, for we've prepared to offer some most exceptional values in the best sorts—*Bloomingdale's, New York.*

If you are getting ready for a Summer trip, don't forget that one of the most complete collections of Suit Cases and Hand Bags will be found in our basement. Here is every practical and convenient sort of bag that the summer traveler needs. All are the best construction, and priced to save you money.—*Wanamaker, New York.*

We've been on the lookout for a lot of fine trunks to sell at a low price for some time. A maker who anticipated a great rush of business because of the World's Fair made more than he could possibly dispose of, so we gathered in his "extras," and have a trunk bargain worth talking about.—*Adams Dry Goods Co., New York.*

Here are the dress-suit cases and traveling bags that men and women who are going away for Christmas will want for their own use. They are likewise exactly the most suitable sorts for those who wish to give them as holiday presents.—*Wanamaker, New York.*

Trunks and suit cases for the "Back East" Excursions. You are fully conversant with the advertised dates and rates by all the roads for the "Back East" Excursions in the next few days. These excursions make business for us in the sale of carrying cases for personal effects. Do not put off until the last day making your purchase of a new trunk, grip or suit case, but be sure to make it Monday.—*Hamburger, Los Angeles, Cal.*

A large line just received for the vacation business. Your old one may be broken or look shabby.—*Mitchell, Cassel & Baker, Lexington, Ky.*

A trunk? Yes, sir. What kind will you have, metal or canvas? We have all styles and sizes. All the new improvements in the locks and trimmings—most any prices.—*Cluckers, Trenton, O.*

You can trust these trunks and bags. Is there anything more exasperating than a trunk that won't stay shut and needs to be roped or strapped up to keep it from falling apart? You'll never get such a trunk here.—*The Edw. Malley Co., New Haven, Conn.*

Had we space we could enumerate scores of extraordinary values in leather goods to be found throughout this section these days. As it is, these splendid items will have to represent all. Better come in and see what were offering if you've a need in this line.—*Bloomingdale's, New York.*

Last year we thought and said we had the best case that could be made for the price—but we have found even more improvements for this year's "Lethersol." Best selected cowhide leather—sewing carefully done with heavy linen thread—frame steel, lining of Irish linen; shirt pocket inside, well made; inside are four brass buckle straps; has the flat lying handle, that will not break; solid brass lock and either straps or brass catches; rich russet leather or dark brown shade, with neat creasing on all sides—22 inch.—*Abraham & Straus, Brooklyn, N. Y.*

The prices we quote on all sorts of leather goods in this annual sale are less than what you'd have to pay were you to go direct to the makers and buy wholesale in large quantities.—*Bloomingdale's, New York.*

In every detail of leather and workmanship the finest bags we ever had to sell for such a price. They are made of brown cowhide leather that is not only smart in looks, but that wears like iron. They are leather lined, with sewed in frames and two inside pockets. High cut shape, with extra wide bottoms and good brass locks and clasps.—*Frederick Loeser & Co., Brooklyn, N. Y.*

The Trusty Trunks to Travel are Here. all sizes and for every purpose. Each has some special merit in the way of convenience, but all are built strongly, canvas covered, iron bound, hardwood slats, double bottom, brass lock, etc.—*A. D. Matthews & Sons, Brooklyn, N. Y.*

We are striving to reduce our stock of trunks and dress suit cases before taking our semi-annual inventory. In the two following lines we have a little excess that we are determined to reduce, and will do it by severely cutting the prices. This is a bona-fide chance for whoever is looking for a bargain.—*Hahne & Co., Newark, N. J.*

A *Barnum wardrobe trunk* will be just what you need on that summer outing trip. They are models of convenience—so constructed that everything in them is always in perfect condition and accessible instantly. You don't have to struggle with tills and compartments every time you want anything. We are sole agents for this well known trunk.—*Standard Trunk Co., Detroit.*

Loeser cowhide club bags. They come in sizes to hold everything needed, from a fresh blouse and night garments for the flying trip to a goodly supply of wearables for the week-end visit. All in deep club shape, extra wide at the bottom, and made of best russet cowhide leather with hand-welted seams, leather lining, strong handle and brass lock and catches. We sell hundreds, for no smarter, more convenient or better made club bags have been shown this year.—*F. Loeser & Co., Brooklyn, N. Y.*

A *new handbag*, like English mail pouches. The new handbags made in the style of the English mail pouches, are the nobbiest and newest things for the summer girl and such pretty new things these are that they are worth becoming enthusiastic over, even in the warmest of summer days. One is made of pigskin in the natural tanned color and lined with red saffan. Even the separate coin purse fitted in the inside pocket is the same even as to lining. The strap handles of this bag are prettily arranged on gilt slide-like pieces that

allow a free swinging motion, thus adding to the usefulness of the bag. This style costs \$5, while a larger bag, made of black seal leather, having the same lining and appointments and arranged in the same way, costs \$6.45.—*Abraham & Straus, Brooklyn, N. Y.*

Special—russet leather suit cases. Are you going away? In the trunk department we are offering an excellent russet leather suit case, 24 inches long, reinforced corners, brass fittings and lock. An excellent case for the price. Matting straw suit cases. Vacation is coming and you many need one of these light, easily packed, easily handled suit cases. So much more convenient for a woman than the old style heavy leather case. These are very light and well reinforced with leather corners. Come in sizes 20, 22, 24 and 26 inches.—*Weinstock, Lubin & Co., Sacramento, Cal.*

All the slightly marred or soiled trunks and bags are marked to sell at about half-price to insure their disposal before stock-taking. All are very finest makes and unusual values.—*Gimbel Bros., Milwaukee, Wis.*

Canvas covered *trunk.* Is extra well built and will stand all the hard knocks of long travel; covered with heavy waterproof canvas and has all brass trimmings with extra strong ball corner bumpers; brass valance clamps, knee bands and hagney bolts, excelsior lock and is linen lined, fitted with divided tray and covered hat box, and has extra dress tray lined with linen, two solid leather straps and is one of the most dependable trunks made.—*Hamburger's, Los Angeles, Cal.*

Collapsible shirtwaist boxes. Something new. No woman will be without one if she is going to the country for a couple of weeks or for all summer. Of course, we are the first to show them, and we will have them exclusively until they are copied. They are so constructed that several could easily be carried in the *trunk*, as they fold very flat—but when opened up they will hold a dozen or more shirt waists. They are covered with pretty cretonne in any color or design desired.—*Abraham & Straus, Brooklyn, N. Y.*

Trunks that hold their own in the mad rush of transportation—hold their contents intact as well—are worth almost any price. Lots of such here, but at figures that won't flatten your pocket-book. Full sized trunks, steamer trunks, shirt trunks, suit cases and bags in abundant and pleasing variety.—*W. H. Thompson, Lexington, Ky.*

UMBRELLAS

Umbrella Wisdom.—An umbrella in the hand, on a rainy day, is worth two in the rack. Moral: Don't get caught napping, or dripping when such good umbrellas cost so little. Both kinds—men's and women's.—*The Wanamaker Store, New York.*

Fine Umbrella News for Women.—Umbrellas that will go out rapidly, because the values are exceptional. The materials for the coverings are good and the handles are here in pleasing variety. The prices enable you to get two umbrellas for the cost of one ordinary.—*Abraham & Straus, Brooklyn, N. Y.*

Dependable umbrellas at about a third of their worth. Think of it! 995 in all, a manufacturer's entire factory accumulation of slightly imperfect goods. By imperfect, we mean a streaked gore or probably a misweave here and there. Mind you, the actual usefulness is absolutely unimpaired, and those who are lucky enough to get one or two may count themselves fortunate indeed. English Gloria, Britannia cloth and American taffeta coverings. Paragon frame and steel rods. Natural wood and fancy handles. Sizes for men, women and children. Regular \$1.00 goods, for 40c.—*L. Bamberger & Co., Newark.*

Just about a month ago we offered a similar lot, creating thereby the greatest umbrella buying furore of the season. Another large and finer lot all ready for you Friday. These umbrellas are not perfect, but the damages are so infinitesimal that many stores would never mention the fact. Made of good quality English gloria, mercerized carola and Britannia cloth—26 inch size for women and 28 inch size for men. Good strong paragon frames and steel rods.—*Bamberger's, Newark, N. J.*

Our great umbrella sale a seven day's wonder. A sale without parallel in the history of umbrella selling. The last special umbrella sale we had some time ago has not been forgotten by our customers, but this sale will utterly eclipse it in many ways. The quantities, qualities and prices will cause you to stop, look, ponder and buy, and it will be our delight, in this season of copious showers, to supply you with protection at much below the usual cost. When any of these lots are sold out they cannot be duplicated, so would

it not be well to come early? Note the record-breaking prices.—*Goldsmith's Bazaar, Scranton, Pa.*

The umbrella chief wanted a little excitement—that's why these finishing touches are put on the prices of all these Parasols and Sun Umbrellas. We've been selling more Parasols this summer than for several seasons past and now we're going to close the rest of our stock of them out with a rush.—*Wanamaker, New York.*

The largest and best known maker in America sends us this big sale of Women's All-Silk Umbrellas. We took his entire factory line at a price which enables us to offer positively the greatest value of the season. The silks alone in many instances are worth one-half.—*Bamberger's, Newark, N. J.*

Umbrellas Priced Low.—The umbrellas are worth one cent less now than when we bought them—it's only to get our stock shipshape that that we make these big price cuts.—*Kauffmann's, Pittsburg, Pa.*

The "Hurt" Umbrellas.—The wise man looks ahead. Even if you have no need for an umbrella, with snow on the ground, you will have in March and April—and this opportunity won't knock at your door again—this season.—*Schipper & Block, Peoria, Ill.*

It's up to you to protect yourself from the rain by always having on hand one of our umbrellas.—*John C. Lowe, Cleveland, O.*

Umbrellas have been overworked this season. If yours shows signs of nervous prostration there are silk ones here this morning for \$2.75—of a quality that you seldom see for less than \$3.75 or \$5.—*The Wanamaker Store, Philadelphia, Pa.*

"My kingdom for a horse," quoth Richard after the battle. Some people are just as keen in a rain storm to get an umbrella.

A chance to-day for men and women.—*Wanamaker's, Philadelphia, Pa.*

You can't trust the weather man. He is liable to ring in a shower on you at any minute, at least it's best to be prepared with umbrellas, and more especially the school children.—*Eug. Vatel, Muncie, Ind.*

An ideal holiday present. Umbrellas for men and women, made of silk and linen taffeta, which wears better than all-silk. Have case and tassel, steel rod, close roll, and are shown in an elegant assortment of sterling silver, long pearl, horn silver trimmed, natural wood and a hundred other styles of handles.—*Rothenberg & Co., New York.*

Any morning now you are liable to wake up to find two or three days' rain-storm started. So don't be caught shy of an umbrella when only such little prices as these stand between you and a sturdy, good-looking one.—*Bloomington, New York, N. Y.*

They wouldn't if they knew the "ins and outs" of this great mercantile enterprise—how closely we keep in touch with every manufacturer, little or big, in the world. Just this is responsible for our being able to offer such excellent umbrellas for such a ridiculous little price. These are of good strong twilled gloria, made on steel frames with steel rods. They come in 26 and 28 inch sizes for men and women—with a large assortment of handles for selection.—*Bloomington, New York City.*

When the elements have played havoc with the covering of your Umbrella and left it with a broken rib perhaps, and other little casualties, then, if you still have an affection for the handle, it will be well to bring it to this Umbrella hospital and let us make it like new. The cost will be small, in proportion to the price of the material used.—*Abraham & Straus, Brooklyn, N. Y.*

Perhaps you haven't thought much about them the past week. All the more reason why you'll probably *have* to, soon. Therefore, be warned—and armed, in time.—*Wanamaker, New York, N. Y.*

Our April sale of umbrellas is now on, and will continue till Saturday night. An opportunity to obtain umbrellas for business, dress or children's school use from 25 to 50 per cent less than any price ever quoted in Rochester in a regular way. The benefit to us comes in the shape of a largely reduced stock, making room for new purchases which will soon arrive. It also serves to make more people acquainted with Rochester's best umbrella and leather goods store. At the opening of the sale we had over twice as many umbrellas in sight as were ever shown in a Rochester store at one time.—*Henry Likly & Co., Rochester, N. Y.*

A sale of Umbrellas. Umbrella Days.—About 500 fine umbrellas for ladies, misses and men. We know it is cold,

but April is a rainy month, and it may rain the same day. Anyway, you can prepare for the wet weather and get a good umbrella at a very small cost.—*I. N. Martin, Peoria, Ill.*

A royal showing is kept constantly in stock, to which the latest novelties are added as fast as they appear in the market. Practically all the good ones are here. Our magnificent collection is admired by every one who sees it. There are rich handles of exquisite designs in gold and silver with long pearl post, gun metal inlaid with silver, carved ivory, horn overlaid with silver and gold, ebony, etched wood, etc.—*Frear's, Troy, N. Y.*

A number of fine silk umbrellas are shown (in styles for men and women), with unusually effective handles of rock crystals, garnets, carved ivory, gun metal, and gold and sterling silver in art nouveau designs; also Martin's London umbrellas in a variety of styles, walking sticks, riding whips and crops.—*B. Altman & Co., New York, N. Y.*

Next to a cheerful temper, this weather, one's best friend is an umbrella. Here's a chance to get a \$1.25 umbrella, and a good one at that, for 75c. Just the sort you want for knockabout use at the beach. They have best paragon frames with steel rod, covered with a thoroughly rainproof, fast color, mercerized taffeta. Smart and snappy, in a snug case, with cord and tassel.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Silk umbrellas that are real silk and not sham; others that are part silk and part linen. That adds to the wear. A great many of these umbrellas will be sold very much less than the actual cost of the handles. Right on the eve of the umbrella weather. Now is the time to prepare yourself, for this is an unparalleled umbrella buying opportunity.—*W. H. Sample & Sons, Albany.*

A Thousand Umbrellas Priced Half.—Now-a-days folk want umbrellas that they can afford to lose, break, or keep if they can; and there's umbrella proud folk, too, who won't carry any umbrella but a good one, and we have those, the real fine kinds, you know, and within this thousand is included all, from the very ordinary kinds to the extraordinary kinds.—*S. P. Dunham & Co., Trenton, N. J.*

Don't be caught unawares. At these abnormally low prices you can well afford to keep an umbrella at each end of the line. Two umbrellas for the usual price of one and a half.—*Bernstein's, Pueblo, Colo.*

When the fall rains begin you'll want an umbrella, and chances are there will not then be such a favorable opportunity to secure a fine one at so small price. The moral—buy now.—*The Crescent, Spokane, Wash.*

How important are the sparkling glints in dress—such as beautiful ribbons, perfect-fitting gloves, stylish neckwear, dainty laces, chic veilings, pretty, serviceable kerchiefs—and umbrellas to protect them all from wet.—*Olds, Wortman & King, Portland, Ore.*

For the Next Rainy Day.—Here's a sale of silk Umbrellas that will cause men and women to provide shelter for themselves against the next "spell of weather." The umbrellas are all of a fine quality of silk, with well-made frames and handsome handles; and are most temptingly priced.—*Wanamaker's, New York.*

The week just past witnessed the greatest umbrella business in our career. The remarkable sale and demonstration drew tremendous crowds daily. Now we shall hold a genuine clean sweep sale of the lot—and in order to make Monday a memorable bargain event, we intend to offer the very best umbrella values ever witnessed in Atlanta. You cannot afford to let this chance slip. Here are umbrellas in a magnificent handle assortment. Many of these handles are worth more than the price of the umbrella.—*J. M. High Co., Atlanta.*

A sale of umbrellas. April showers develop a scarcity of umbrellas; and the scarcity often begins early in March. Of course you can run in and get an umbrella when you get caught without it; but you can save a dollar or two by buying to-day, and prevent getting wet at the same time. We have some good luck to share with you.—*The Wanamaker Store, New York.*

An important sale of umbrellas for women. You need not hesitate to carry anyone of them no matter where you go.—*Haskell & Tripp, New Bedford.*

Every umbrella we sell is intended to be an incontrovertible reason why the purchaser should come back, after it is worn out, for another. First, because of enduring service—as with shoes so with umbrellas. Some folks are harder on umbrellas than others. But most folks can "size up" the service a good umbrella gives them, and we plan to give the best average period of service to everyone who gets an umbrella here.—*Gimbel Bros., Philadelphia, Pa.*

Nothing more fortunate could happen in the way of a sale, that's sure. And

these umbrellas are offered at next-to-nothing prices, for the handles on many of them are worth more than we're asking for the whole umbrella.—*Bloomington, New York, N. Y.*

Autumn rain-storms will treat both alike, according to precedent. According to our precedent, here are some noteworthy umbrella offerings, that seem to have some fitness just now.—*Wanamaker, New York, N. Y.*

Kinds you can afford to lose, but you won't wish to—they're too good and pretty. The poorest one in the assortment is worth two dollars. Built with paragon frames, covered with piece dyed taffeta silk, liste warp, close rolling. Outside cases match the covering. Sturdy natural wood handles. Just six hundred and fifty of them.—*Simpson Crawford Co., New York City.*

Umbrella Sale a Great Success.—These umbrellas are trade marked, "Born in Baltimore. Raised everywhere." Venture to say when this great sale is over, they'll be raised everywhere over Grant County. Undoubtedly the greatest bargains.—*A. C. Bailey & Co., Marion.*

What's the matter with umbrellas? All over the country umbrella sales have taken a drop. What is to be done? Simply this—prices have to be cut to such a low mark that umbrellas will be such bargains you cannot resist buying.—*Rosenbaum Company, Pittsburg, Pa.*

Umbrellas! Half a thousand of them. We sincerely trust you'll not need one when you read this appeal. But if you do—if you must have an umbrella, you'll not find another such a collection to select from in a hundred miles. School umbrellas, shopping umbrellas, umbrellas for marketing, umbrellas for use and umbrellas for show.—*J. R. Libby Co., Portland Me.*

In purchasing umbrellas the same care should be taken, if you would buy the best, as you would take in the selection of a diamond. Go to experts who know their business. We have gathered the best from two continents and far away Japan, and can give you better value than any other store.—*Memphis Umbrella Co., Memphis, Tenn.*

Extremes are apt to touch—either you'll need an umbrella or a parasol. Here are some notable offerings of umbrellas you'll be glad to own at their specially low prices; and our showing of fine parasols is delightful in its variety of charming styles.—*Wanamaker, New York.*

We will whet your bargain appetite with this umbrella special.—*S. Kann, Sons & Co., Washington, D. C.*

In this lot there are gloria covered umbrellas for 1,000 men and women. The regular price of these umbrellas everywhere is \$1.00. There are 28-inch umbrellas for men and 26-inch umbrellas for women. All are made with paragon frames and have steel rods, which makes a combination for strength that cannot be excelled.—*The 14th Street Store, New York, N. Y.*

Colored Silk Umbrellas.—The new spring stock of colored silk umbrellas is very, very large and varied—these dainty shower-proof utensils coming midway between the parasol and black umbrella, and proving more popular and practical every season. More practical, because the taffeta and other silks grow more enduring, and retain their dye better.—*Schipper & Block, Peoria, Ill.*

Open one of these umbrellas and you will have good luck for a long time. Men's and Women's Fine Gloria Silk Umbrellas at 95c, but are positively worth \$1.49. Natural wood, horn and nickel plated handles. Sizes 26 and 28. Paragon frame, steel rods. Will stand the heaviest downpour.—*Philadelphia Bargain Store, Trenton, N. J.*

Not much to pay for an umbrella that looks well and will keep off the rain—this is a little lot we secured under value.—*Strawbridge & Clothier, Philadelphia, Pa.*

Umbrella Prices Down While Umbrellas Go up. A happy conjunction of circumstances that enables you to buy umbrellas, at the time when they are most wanted, at less than half price.—*Abraham & Straus, Brooklyn, N. Y.*

Umbrella gone? It's time for the new ones anyway, to match the new gowns and shirt waists.—*Meldrum, Scott & Co., Scranton, Pa.*

Rainsticks. Not half what we intend to show—but many clever things, worthy of mention—every umbrella is carefully selected, mounted correctly and in keeping with the value of the cover. We show an exceptional line beginning at one dollar.—*The Halle Bros. Co., Cleveland, O.*

Children's umbrellas. There's nothing a child likes much better than to carry an umbrella, especially if it's his very own. He needs one, too, for school use just as much as father does for his business. These umbrellas are of cotton, good but inexpensive and well made, else they'd not be cheap at any

price. For school use children prefer handles that have a ring or loop, something that will allow hanging to a hook. There are many of these in the lot and some with round marble or metal ends.—*Miller & Paine, Omaha, Neb.*

The season of showers. Not safe to start out during this weather without your umbrella. No reason either why you should. Our umbrella sales, starting to-morrow, will supply you for about half price.—*Kaufman's, Pittsburg.*

The frequency of drenching showers and the consequent danger of a wetting make the umbrella a necessary companion these days, and the need of having it where you can reach it quickly becomes urgent. There's a big umbrella department in this store all ready to supply a protracted demand, fully equipped for any call that may be made on it.—*Owen Moore & Co., Portland, Me.*

You may need an umbrella any day now. The showers are here, and we are ready to supply you with the best that money can buy. We fear no scrutiny or comparison. See our umbrellas. Best in town.—*D. W. Downey, Brockville.*

Umbrellas that keep off the rain. You want a good umbrella at this season of the year, and we have them with Paragon frames and steel rods, natural wood and horn handles, at about half price for to-morrow's sale.—*Abraham & Straus, Brooklyn.*

Don't get wet for \$3.00—There's no economy in running the chances in this climate to save a little money. Five minutes' exposure to a spring shower may send you to the doctor, and your hat to the rummage sale. During this week we are selling umbrellas for one dollar less than they are worth. Here's true economy for you. Hurry before it rains.—*Meldrum, Scott & Co., Scranton, Pa.*

One-fourth off on all umbrellas. The umbrella people were late in getting our big orders filled, and consequently we have on hand to-day more umbrellas than we care to carry. Here's your chance to spend the Christmas Gift money to advantage—one-fourth off regular prices.—*The Star Store, New Bedford, Mass.*

Umbrellas and canes—Christmas novelties. Our Christmas collection of umbrellas and canes embraces the most attractive lines of novelties that we have as yet presented. Many of them decidedly exclusive.—*T. Eaton Co., Winnipeg, Can.*

The best umbrellas that \$1.50 ever bought. The kinds that have been \$2.25 and \$2.50. Some kinds were even higher. Warranted Sicilian taffeta coverings, fast woven tape edges that prevent splitting, add to the wear of the covering two-fold. Best paragon frames, warranted tempered steel staffs, half a hundred style handles, trimmed natural wood, combination gold and mother-of-pearl, and silver and mother-of-pearl handles. Women's, men's and children's. All with slip covers to match. Of course, lower priced and higher priced umbrellas in plenty.—*S. P. Dunham & Co., Trenton, N. J.*

Richest line ever, holiday umbrellas. Our many excellent lines of umbrellas, in the past, never equaled this. Ample in the size of stock and in the variety of designs, it includes the best of the best manufacturers. Holiday buyers now have a complete line to select from and all the advantages of early choosing are at their command.—*Sisson Bros., Binghamton, N. Y.*

Splendid line of umbrellas. If your friend recently borrowed an umbrella they'll appreciate one that they can keep. Our assortment is immense and includes the finest quality silk coverings and fitted with the richest designs in handles, including high grade novelties in pearl, gun metal, gold and silver trimmed and many artistic effects in wood—\$5.00 to \$12.50 each.—*Friedman's, Grand Rapids.*

Never has a man or woman complained of having too many umbrellas, so you are safe in giving an umbrella and safe in choosing it from our stock. Nowhere can you find so large an assortment. We engrave single initials on all umbrellas at \$2.00 or over free.—*H. S. Barney Co., Schenectady, N. Y.*

Umbrellas half price. Two hundred and ten went on sale this morning. That's too many to sell in one day, even if it is raining. The sale continues on Saturday, while they last. The second day's choosing is good, for they all sell at half price.—*The Crescent, Spokane.*

Have you a broken rib in your umbrella? If so bring it to me, and I will set the fracture and will guarantee an instantaneous healing. No physician can do as much for you.—*Magly's, Kenton, Ohio.*

Special values in ladies' fancy umbrellas. Ladies' umbrellas, with fine surah and silk-and-wool covers, may be had here at great saving in price. Through the most extensive purchases

in the history of the store we have secured greater price concessions than ever before and can guarantee the best value; money back if we can't prove our claims to your entire satisfaction.—*Z. Paquet, Quebec, Can.*

The most attractive line of good umbrellas for ladies or gentlemen, with beautiful handles, to make them suitable for handsome gifts. We have the low-priced kind, as low as is consistent with good quality, then the handsome ones. Ladies' umbrellas, with natural wood, gold and silver and pearl handles; \$1.95 to \$15.00.—*The Fair, Ft. Worth, Tex.*

An umbrella is a present useful and very attractive. A good umbrella will prove satisfactory after months of wear and we sell the good kind—umbrellas that are guaranteed in every way. In ladies' umbrellas we have splendid values—at \$3.50, \$5 and \$7.50—handles mounted in sterling silver. At the same prices we have men's umbrellas with fine horn—natural woods—or gun metal—sterling mounted. You save from \$1 to \$2.50 on any one of these umbrellas. Artistic monogram engraved without extra charge.—*Gamossi Glove Co., Denver, Col.*

Umbrellas for women and men. If you want an umbrella for yourself or for some one else, here is the place to come. We direct attention to several hundred new ones to-day that are a little finer than any we have seen at the prices. Among them are the new leather covered handle with mountings, gold, silver and pearl combinations, horn, metal and most every variety of wood in straight and hook style.—*Gold-thait & Sons Co., Marion, Ind.*

Stunning umbrellas that roll up like a walking stick; with the nicest kind of handles; umbrellas for men, women and children, and if you can think of a better gift than an umbrella, if your friend hasn't got one, or a more useful one, well, we want especially to-day to talk about our umbrellas at 98c., \$1.50, \$1.98 and \$2.50. Hundreds and hundreds of higher-priced ones of course. Silk umbrellas at from \$3.50 to \$12.—*The Gamble Desmond Co., New Haven, Conn.*

Colored silk umbrellas of excellent quality and strongly made for general use; colors to match most any costume, in wine, green, navy, brown, plum; some are in plain, others with fancy borders; natural wood handles, tassel and case to match the umbrella.—*Kemp & Hebert, Spokane, Wash.*

UPHOLSTERING

January Upholstering.—January and February are two of the best months during the year to have your upholstering attended to ; we will not have to keep you waiting as we have been compelled to during some of the busier months, and can give it the best possible attention. Let us estimate, work guaranteed satisfactory and up-to-date.—*Levy Bros., Danbury, Conn.*

New furniture from old! Reupholstering and recovering done honestly and at an economical price! Have you any old furniture in reduced circumstances? Family heirlooms that are a bit too shabby for use? Our upholsterers have skilled knowledge and wide experience as restorers. Every case is successfully treated. Our upholstery store is full of new ideas for coverings—silk damasks, tapestries, gobelin tapestries, silk velours, veronas, brocades, wide wale corduroys, plain and fancy velours and genuine leather in new shades. On request we will send to your home an expert who has goods and prices at his tongue's end. A postal card will bring him to your door.—*Stickley-Brandt Furniture Co., Binghamton.*

The upholstery store.—The closer relationship we manage to establish between your home and our upholstery store the greater satisfaction there'll be on both sides. The upholsterer makes the home. Cold, uninviting, unharmonious, indeed, would be the work of architect, builder and furniture maker if the upholstery artist didn't step in and with magic touch give warmth and harmony—life as it were—to the whole. Will you not consult us on these matters so important? We have the wherewithal to do and the brains to do it. What's the need? Perhaps walls are to be covered, windows recurtained, new hangings purchased? We shall take pleasure in planning with you. You can undoubtedly give us ideas, very likely we can make a happy suggestion.—*Sibley, Lindsay & Curr Co., Rochester.*

The upholstery store is radiant with new attractions. Beautiful things from here and abroad to lend fresh grace and additional charm and comfort to your homes. And, what is more, the savings in every instance are unusually liberal.

We are constantly searching the markets for what is best and most practical. Being buyers on an enormous scale, it naturally follows that we can sell at prices indisputably lower than those asked elsewhere. For to-day we announce a special sale of lace curtains, tapestry portieres and couch covers. These, however, are only a few of the specials for to-day. People back from summer sojourns, and now engaged in getting their homes ready for fall and winter, will not hesitate to avail themselves of an opportunity so strictly advantageous.—*Siegel-Cooper Co., New York.*

We begin to-morrow our annual Fall sale of *Curtains and Upholsterings*, and start it off with some of the biggest bargains ever offered in this line of merchandise. There are bargains galore in lace curtains, and there are very attractive specials in a whole lot of other things. While many of the lots mentioned here will probably be exhausted by Tuesday night, others—equally good—will take their places throughout the month.—*Adams Dry Goods Co., New York, N. Y.*

It's going to be hot again. Here are things you'll need. There are a lot of things in the *upholstery* section that go a great way toward making life bearable—even pleasant—in hot weather. The best of it is, they don't cost much. And no matter what the price may be, they are cheaper than you can get equal grades anywhere.—*Hochschild, Kohn & Co., Baltimore, Md.*

Summer upholstery.—If you put up a bit of light Summer drapery for the breeze to blow through, you add coolness as well as prettiness to the room. If people will only put their houses as well as themselves in Summer dress they will be a deal more comfortable. It is inexpensive if you go to the right store and buy the right things.—*Abraham & Straus, Brooklyn, N. Y.*

Nothing adds so much to the furnishing of a house as the wall decorations. They give a finish to the house. Give it a homelike look that can be obtained in no other way. We make a specialty of this work.—*Lewis W. Lee, Peoria, Ill.*

VACATION

Summer Man.—Jack—How are you going to spend the summer?

Tom—I'm going to spend it traveling from one seaside place to another, until I find a girl worth a million or two who wants to be loved and married for herself alone.—Tit-Bits.

Our variety of lazy day suits is complete.—*Oak Hall, Boston, Mass.*

A bunch of pretty girls were discussing the details of their vacation trip, and they nearly all complained of "nothing fit to wear." Oh, that's easy to remedy, says one of the sweetest of the bunch. Let's all go to the Union Clothing Co., and we all can be fitted to a T.—*Union Clothing Co., Cohoes, N. Y.*

Vacation togs—we have them. How is that boy fixed for the three months' vacation—now at hand? Has he the kind of clothes it takes to hold a boy?—*Fuller & Scane, Bedford, Ia.*

You can save enough money at Spear's to defray the expenses of a vacation at the seashore. Don't worry about your vacation money. You can go to the seashore or elsewhere and have money to spare if you select your housefurnishings at Spear's—a dollar or two will do.—*Spear's, Pittsburg, Pa.*

As you hail with delight this happy and romantic season of picnics and outings, so we want you to meet our preparations for your enjoyment of these events. By glancing over the reminders herewith presented you'll see we are giving the best attention to the apparel and adjuncts required.—*Burke, Fitz-Simons, Hone & Co., Rochester, N. Y.*

Before going on your vacation step into our new bag section on the main floor and inspect the many new things we have to make the trip comfortable.—*Mandel Brothers, Chicago, Ill.*

Good-bye! You will soon be off by boat or rail. More than half the comfort of your summer outing depends upon your outfit. Here are the comforting kinds of underwear and overwear; thoroughly reliable in material and workmanship.—*Oak Hall, Boston, Mass.*

Already preparations are being made for the summer vacation, which include the shoes to be worn while at the seaside, the mountains or elsewhere. If

you are going to the mountains you will especially need stout shoes with heavy soles. If you are going to the seaside you will need dainty Oxfords and white footwear to be properly clad. Wherever you are going keep in mind that you can find here a correct footwear.—*B. Rich's Sons, Washington, D. C.*

"Taking to the woods" on a camping trip will be doubly enjoyable if you're provided with a supply of those fine jersey and other sweaters we're showing in our window—whites, stripes, blues and blacks—from \$1.50 up. Taking to the water will prove a perfect delight if you're rigged out with one of those handsome bathing suits we show alongside the sweaters at \$1 up. Your vacation will be a pleasant memory for years if you'll let us help you to get ready for it.—*R. J. Hurd & Co., Spokane.*

Our preparations incident to the coming traveling season were made with strict adherence to the demands of discriminating travelers and tourists.—*B. Lowenstein & Bros., Memphis, Tenn.*

Hat trunk. There is nothing a lady requires more in traveling than one of these light hat trunks. They hold five hats and contain a tray for small articles. Also most suitable for keeping your hats in at home.—*Julian Solo Leather Goods Co., Toronto, Can.*

Jamestown suit cases and trunks. Get prepared now to take in the great exposition. We can supply you with the right kind of traveling necessities—kinds that the baggage smasher can't hurt. We carry an unusually fine line of dress suit cases in qualities to suit all purses. Many in imitation leather; made extra strong and durable, with all the latest devices for convenience and safety. In the better grades of solid sole leather the most critical buyer can be satisfied. Trunks built to stand the racket, with all the latest devices for convenience and safety. Stop in to-day and see them.—*Cramer & Rogers, Trenton, N. J.*

VALENTINES

*To make the home seem cheerful
And keep the husband sweet,
Go plant a window garden
Beside his evening seat;
Have boxes neatly painted
And keep the edges trim;
And then if he will not be good
Throw flower pots at him.*

—*Chicago News.*

To my valentine :

Surely 'tis time for wooing

When St. Valentine is here

And my heart to you is turning

In the love-time of the year.

—*Sanborn, Vail & Co., Los Angeles.*

Valentines. We're ready for St. Valentine with a great collection of about every thing used in the way of pictorial effects, except the gross and vulgar. There are valentines of celluloid and satin beautifully hand-painted; there are valentines of crepe paper in all the gorgeous coloration of the rainbow. Grottesquely comic subjects, sentimental subjects, and subjects that will grace any nook in the house.—*Jos. Horne Co., Pittsburg, Pa.*

Thousands upon thousands of valentines. Cupid never did as well as this year in producing those quaint, unique, artistic and cunning conceits which are called valentines. And as Valentine Day is almost here, there is no time to be lost in making your selections. You may as well come here—where you have all the new ideas to choose from. And there's another reason why you should come here. "Economy is a virtue"—even in love affairs.—*W. V. Snyder & Co., Newark, N. J.*

Cupid's court in session in our stationery store. St. Valentine is holding court in our stationery and engraving department and is being attended by myriads of cupids who are preparing their bows and quivers for that great day, when they go forth in the disguise of a dainty valentine and shoot their arrows at the fondest hearts. Never has our line been more beautiful, including as it does an exquisite collection of hand-painted love tokens.—*Columbus Dry Goods Co., Columbus, O.*

Here is the place to buy valentines. No doubt about it. Remember our dis-

play last year? We have doubled it this year.—*Foltz & Hardy, Colorado Springs, Col.*

Tender thoughts prettily expressed in poetry and prose on hearts, flowers, Cupids, fans, in dainty billetsdoux and a hundred other charmingly captivating ways. And there are other hundreds to satisfy the spirit of fun and raillery. One cent to \$2.25.—*Stewart & Co., Baltimore, Md.*

February 14.—It's coming, and since you will buy a valentine, more likely several of them, why not make the selection at once from the fresh, full stock. Scores of novelties never shown till now, and at prices so you needn't be extravagant.—*Crews Beggs, Pueblo.*

We bought the best of three or four makes of valentines. We place them on display Monday. They range in price from 1c., 2c., 5c., 10c., 15c., 25c. up to \$2 each. These are regular valentines, yet they are just a little out of the ordinary because they are the newest styles.—*The Foltz-Hardy Store, Pueblo.*

Some of the cutest ones you ever saw. Those new comics, which you likely never saw before. Then some of those pretty, fluffy affairs that make one's heart go pit-a-pat and carries we older heads back to our first valentine. The prices are just as Broadway prices always are—the lowest in town.—*Broadway Department Store, Los Angeles.*

Dainty bits of cardboard transformed by clever hands and heads into beautiful greetings—all the new filigree and lace effects; the prettiest decorations and cutest designs, and not half what you'd expect to pay. We old people, who remember paying 50c. to 75c. for valentines not half so pretty as these at 25c have another excuse for wishing to be giving again.—*Friemisth's, Duluth, Minn.*

VALUES

"This offer of your heart and hand is very sudden," said the summer girl, "but I will take it."

"Ah!" gasped the swell dry goods clerk, badly rattled. "Will you take it with you or shall I send it home?"—*Philadelphia Ledger*.

Sharp merchandising methods have made possible the splendid *values* of this sale—price advantages which are attracting thousands of customers—many thousands more than in previous similar events. Orders scarcely covering the cost of the materials are placed in the makers' dull season—every possible opportunity to secure special purchases is eagerly sought out—the enormous quantities of our orders placed in the regular channels bring us price concessions enjoyed by no other store.—*Marshall Field & Co., Chicago, Ill.*

Many of our best *values* are not mentioned in our newspaper advertising. These are small assortments—perhaps enough for less than a day's selling. They are always placarded with white cards—our regular "not advertised" cards. Look for them.—*Macy's, New York, N. Y.*

It is not economy to jump at every "catch-penny" offering that is made. Take a certain *value* and compare the prices as found at different stores upon it, and buy where you can get it for the least. We can save you money for we buy as jobbers, and save the middleman's profit. We save it for you. We clip it off of the regular retailer's price, and simply give it to you.—*Jos. Szold & Son, Peoria, Ill.*

To supply every want to the best advantage, do your buying at Rothschild's. A little indulgence in careful, critical comparisons will establish the fact that the best *values* in thoroughly dependable merchandise are here. To-day we submit a page of bargain news that it would be sheerest extravagance for the economically inclined person to disregard.—*Rothschild & Co., Chicago, Ill.*

The order to clear stocks is being rapidly enforced. Every department is responding with an array of values that wise women and men find most attractive. The program of great *values* arranged for to-morrow's business hours is quite the best yet. Involved are the

high-grade goods for which this store is justly famed—new, fresh and perfectly correct, from every view-point—but, as it is our invariable rule to clear each season's stock by the end of the season, value and cost are lost sight of and the most sweeping reductions are made. The amended announcement tells of great money-saving opportunities for men. Our name—*Journey & Burnham*—is sufficient guarantee.—*Journey & Burnham, Brooklyn, N. Y.*

There is positively no excuse for the low *prices* mentioned below—we simply have the goods to sell and you may judge for yourself the fairness of our proposition. We always give a "square" deal for a "round" dollar.—*Cartwright's, San Bernardino, Cal.*

Every bit of merchandise belonging to the winter season must be cleared ere the demand for spring goods becomes active and sustained. "The new must borrow nothing from the old." The wearing season doesn't parallel the selling season, hence the advisability—the wisdom of profiting in the chances recorded in the extra *value* items that fill this page daily.—*W. H. Scroggie, Montreal, Can.*

The week past was very unfavorable to selling. Business got a jolt by the conditions which caused so many of you to wisely stay at home. Now, such a business can't be well left alone; we must try and make up the lost days. This week the most unusual sort of *values* are offered. We are content to sell at prices sufficiently reduced to run up and multiply the sales; to your benefit the savings are very great.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

An opportunity. The expansion sale has created the greatest furniture buying opportunity this store has ever offered. Everything in this large establishment has been priced at one-half the original value and some merchandise at even a lesser figure.—*Cleator's Reno.*

The unqualified excellence of our garments and hats is too well known to need discussion or further comment. The values alone are here given emphasis and that emphasis indicates how great are the advantages offered the buying public.—*The Lewis Store, Denver, Col.*

Values will reach the lowest limit in order to move a few thousand dollars more stock. No excitement, no side show, no snake charmers, but irresistible, eloquent, appealing prices. Prices that no house will dare claim to match, and you are always protected in your purchases here. After you get home, if you find you are dissatisfied, come back and exchange or get your money back. Goods gladly exchanged. If you get a pair of mismatched shoes or a pair of gloves both for the same hand it is a pleasure for us to right the wrong. Business building to be staple, must come up to the standard of our motto, "Fair Play." Perhaps we may want to remain in Denison, and we are building for the future.—*The Baily Dry Goods Co., Denison, Texas.*

The facts and figures herein given illustrate the wonderful values we are offering on strictly dependable, seasonable merchandise goods that you're sure to want right now, the newest of the new, designed for warm weather wear, prices proving that we're doing a little better by you than the other fellow, improving all the time, the cumulative force of experience. Come in, and see if you don't think so, too. Specials on sale, not for an hour, not for a day, but for two entire days, Friday and Saturday, giving you plenty of time for thoughtful selection.—*Lazarus Bros., Wilkes-Barre, Pa.*

Values that are far superior to any we have ever offered. Several broken lots and small lines of new this season's goods left over from our great holiday selling have been grouped for special Friday and Saturday selling at less than our regular below others prices. This gives you a chance to buy the most stylish and satisfactory clothes that can be made, at close to half what you'd ordinarily have to pay for them anywhere else—enough said. Come here to-morrow as early as you can and make your selection. Most appreciated bargains for those economically inclined.—*Koch Bros., Allentown, Pa.*

Values varied and exceptional, command the attention of the wise. It is an immutable law with us that a suit or overcoat designed for a season's service, must find service that season, be the

penalty what it may. That is the reason we are cleaning the store of all overcoats and suits.—*Sanders & Barrows Clothing Co., New Bedford, Mass.*

The store bountiful. At this writing the entire store is so thronged and customers generally are so intent on buying specials, etc., that but little time is given to see the array of new fall and winter goods which great ships have just landed here direct from Europe and the Orient. It is this direct touch with the creators of goods that we emphasize. Not only are these wares manufactured expressly for our public, but all unnecessary cost of handling the goods is cut off and you get them at simply the advance of our small profit—our actual cost and customs. See the lovely silk skirts from Paris. The dainty, delicate tea gowns from Paris. The heroic figures in bronze. The new curios from Japan. The rugs and carpetings from abroad. And so we run on with a lengthening list.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

When you mark goods in plain figures there's no argument. When you are buying an article in any store it's safe to say that you have more confidence in the firm with whom you are trading if the goods are marked in plain figures, than you would have if they were marked in characters. In the first instance, you know that you are buying the article as cheap as it can be bought—but not so the other way, because if you happen to look easy to the salesperson the price may go up. You can't tell, and, in fact, would not know if the price was raised—now, would you? Our one-price system has been one of the biggest factors of our success. We mark everything in plain figures. We believe in treating everybody alike and showing no preference whatsoever. One price to all and that the lowest, then there can be no argument. A child can buy at this store as cheap as a man. Think it over and then call and see for yourself.—*The People's Store, Omaha, Neb.*

A delightful summer store, sparkling with the brightest, crispest, freshest summer merchandise that it is possible to assemble. It appeals to every element of the vast shopping public. We are making unusual efforts to keep all seasonable goods thoroughly assorted throughout the summer. We shall offer, as we are doing in the advertisement below, special values constantly, from now on, but this will not interfere with the most complete assortment possible in every regular line of summer goods.—*Woodward & Lothrop, Washington.*

Last day witnesses an improvement in the *values* given in many departments. The Ladies' Coat Section is particularly aggressive—half price has been the incentive to buy a coat since the month commenced, but less than half price will buy many of the coats to-morrow. With other departments in the same frame of mind you will doubtless appreciate the benefit of finishing the month with a visit on shopping bent to "The Store of Satisfaction."—*W. H. Scroggie, Victoria St., Montreal, Can.*

Remember, we sell just what we advertise and a dollar saved is a dollar made and this sale is truly the talk of the town, for the *values* we give are better and greater than we can tell you here, for you must see the goods we are selling at this great sale for that will tell you its own story. This sale cannot last long for the prices we have put on the goods are doing the work and you are truly making money when you buy here. Don't wait until the best things are gone; come and see the bargains we are offering. The wise man buys when the opportunity comes; now be wise.—*Munger & Long, Camden, N. J.*

Presenting absolutely the best *values* ever offered in the northwest. For months we've been planning and working to make it the most intensely interesting sale ever held. The prudent housewife, the boarding house keeper and the hotel and restaurant man will all be here to participate in this mighty money-making event.—*R. Weil, Spokane, Wash.*

Incomparable *values*. A sale which brings the choicest dress trimmings, largely of exclusive designs, to your sewing table at such generous reduced prices so early in the season that it is calculated to arouse enthusiasm. Fashion prescribes the use of trimmings to a greater extent than ever this year. At this sale you can get the finest silk applique in black and colors, plain and fancy braids in white and colors, spangle trimmings in silver, gold, steel and combination, jet spangles, jet all-overs, fancy all-overs, fine cut jets, fancy beltings, elastic beltings, Richelieu plaitings in colors and soutache braids, all at reduced prices.—*Sage-Allen & Co., Hartford, Conn.*

Now while assortments are full and styles defined we offer special *values*, all much below regular prices. Comparison of styles, qualities and prices with those elsewhere is sure to result in our favor. Therefore, we say, don't buy before you see what can be obtained

here, and don't buy here until you have satisfied yourself that *values* are unquestionably the best.—*Boston Cloak Store, Trenton, N. J.*

You can't match these Saturday *values* in the coat and suit section. Prove us, that's a good way; look about and compare the freshness of style (that's first), then the beauty of the workmanship and the worthiness of materials embodied in our suits and coats; compare ours with these same qualities of other stores. You can't know until you make these comparisons how head and shoulders above all others are these Saturday *values* of ours.—*The Gamble-Desmond Co., New Haven, Conn.*

No such *values* have ever been offered to clothing buyers of Troy and vicinity. Our loss is your gain. Our determination not to carry over a single spring or summer garment has struck the popular chord. The people of Troy appreciate the real thing in a sale, and we fully appreciate the people of Troy for their hearty support and liberal response to our advertising. We are positively giving the people the greatest bargains they have ever had, and will continue to do so till every spring and summer garment is disposed of.—*Casper Cohn, Troy, N. Y.*

With one bound this store has sprung into public favor. Its progressiveness is appreciated by every caller. The indomitable ambition to undersell, which has made the great *Hartman* chain of stores so successful in other cities, is bound and determined to make this store a permanent leader among the house-furnishing concerns of Minneapolis and vicinity. We're forging to the front. We're giving the public such *values* as were positively unobtainable in this section before we came. We can undersell them all and we're certainly doing it now. Come and revel in the bargains.—*Hartman Furniture and Carpet Co., Minneapolis, Minn.*

It so happened that the mill in England that made these wools was in the throes of stocktaking when our buyer was there. It was a good time to make an offer and clear the mill. He did, and here they are. The reduction to us was generous—same to you. Make your selections early.—*The T. Eaton Co., Toronto, Can.*

Some very wonderful *values* in beautiful imported costumes are to be had at this sale. For instance, \$25 buys a \$47 costume, and \$39 buys one worth \$89. But these are merely samples.—*Wise, Smith & Co., Hartford, Conn.*

VEHICLES

Buy a new rig this spring—don't cost as much as you expect if you come here. Come down any time and we'll show you through our repository.—*Kenton Carriage Co., Kenton, O.*

Ride on rubber. That's the "easy" way. Now pick your rig while we have a full line of the swellest new effects on display. If you're going to buy a carriage, get a surely good one. That's the only kind we sell—and we warrant we can give you more carriage elegance, comfort and real worth for your money than you can get anywhere else. No heavy prices to pay, if you buy of us.—*W. F. Whiton & Co., Bangor, Me.*

In the springtime you think of riding or driving. Then you ask where to get your outfit and get the best. Ask those who know and they will tell you that Broyles, McClelland & Lackey Co. carry the best line of buggies, surreys, road wagons, etc., and manufacture the best harness to be found anywhere. Come and see before you make your purchase, then you will be of the same opinion. Maybe you think the horse doesn't know when his collar fits and when it doesn't. "Horse sense" enables him to tell the difference at a single "try on." Make sure you have the right sort by buying horse collars and every other kind of horse equipment of us.—*Broyles, McClelland & Lackey Co., Knoxville, Tenn.*

A carriage body of correct style and shape on running gear that is strong, easy and durable—that's the sum and substance of a good vehicle. And such are numerous here.—*Howard Miller, Mansfield, O.*

It is lost on some men to say that the body has oval edge-irons, concave seat risers, ash sills and poplar panels, screwed, glued, plugged and mitred at the corners, and has full length steel rocker plates. They are necessary details of a really good vehicle, however, and prove their presence by wear.—*W. S. Bruce & Co., Memphis, Tenn.*

The pleasure, to say nothing of the pride of owning a carriage of your own, is a dream which is realized in its fullest extent only when we have supplied the carriage. The selection of a buggy is an important undertaking. A good buggy costs too much money to be purchased indifferently. A poor buggy

costs too little money to be bought at all.—*W. H. Rowerdink, Rochester.*

Need a carriage?—You can get one here much below the regular price! Simply because we need more room in our establishment. The driving season is well under way, and you ought to have the best possible vehicle in order to get full enjoyment out of the season!—*W. C. Smith, Richmond, Va.*

A long drive can be taken in comfort when you are seated in one of the light and easy runabouts that you will find in our large assortment of high-class vehicles. The increasing popularity of these vehicles for road use is shown in the many that we are selling and the reasonable prices we are asking.—*E. W. Davis Carriage Co., Colorado Springs.*

There's just as much difference in carriages as there is in horses, more, perhaps, and besides carriages get out of style quicker than horses. If you own a good horse don't be satisfied with any old carriage.—*Kirby & Hicks, New Bedford, Mass.*

You hate to say "Whoa" when you are riding in one of our rigs, behind one of our smart-stepping teams. We can furnish high steppers, safe teams for the ladies to drive, or a pair of reliables that will take you safely over the worst imaginable roads.—*R. M. Carter & Co., Crowley, N. Y.*

There are days when carriage buying fills the minds of those who realize that better opportunities await early comers. Our repository offers anything you may want in a vehicle.—*Smith, Watkins & Co., Lexington, Ky.*

A horrible accident may be averted by getting your carriages from the *White Hickory Wagon Mfg. Co., Atlanta, Ga.*

Rarely has there been such an ideal summer for driving—cool enough to make even the street inviting—and rarely have we ever shown so many handsome summer vehicles—victorias, phaetons, surreys, station wagons, spiders, traps, runabouts, buggies—rich, restful, graceful, with every item carefully thought out and faithfully executed. Prices run along from very modest figures to where your fancy calls halt—vehicles ready to deliver or ready to trim and paint to your order.—*Studebaker, New York.*

Buggyology. A new science whose chief center is now in Columbus, Ohio. Briefly, buggyology may be called the science of buggies, or more exactly the science which will enable the prospective purchaser of a buggy to learn just how much of value there is underneath the glossy finish. It is a difficult study, for there are so many would-be professors who find it profitable to mislead earnest students. Buggies consist of wood, iron, steel, leather, cloth, carpet, rubber, paint and varnish. There is great chance for variation in quality in each of these lines. The spokes may be sawed oak instead of split hickory, and cross-grained spokes are common and have cost many lives. Iron may be used instead of steel, etc., etc. The paint and varnish, when skilfully applied, may be like charity—cover a multitude of sins of omission and commission in construction. Of course, experience may be the best teacher, but most people object to paying the high salary this teacher demands. There is one sure way of learning all the points of buggy construction. Buy a Columbus Buggy Co.'s vehicle. It is the best made, best in wood, best in steel, best in leather, best in trimmings, and best in workmanship. There are no sins to cover up.—*W. S. Bruce & Co., Memphis, Tenn.*

The race is on! The staying qualities of the carriage or harness that is made upon honor, that is made as good as it can be, that is sold as low as it can be, wins every time. That is why our business in these lines increases so rapidly, and why we carry the high-grade vehicles and harness that we do.—*W. C. Landon Co., Rutland, Vt.*

Ride in our rigs and you'll agree with us that they are the easiest riding rigs made. We expect to sell more rigs this season than we ever sold before. The good people are finding out where they can get the best rigs for the least money.—*Kenton Carriage Co., Kenton, Ohio.*

Seasonable carriages, built to wear. Examples of our own hand-wrought runabouts in several smart styles now on our floors. Business wagons, grocers, milkmen, laundrymen, carpenters, bakers, butchers, florists and others.—*Chas. H. Childs & Co., Utica, N. Y.*

We have the largest and most varied assortment of fine carriages on exhibition, finished completely and ready for immediate use, to be seen in the United States or anywhere else in one building. Our stock embraces every recent style that fashion and utility have created, for town and country, park, road and horse show. If some beautiful or ap-

propriate carriage has won your admiration and you are in search of one like it you may be sure of finding your ideal here.—*Van Tassell & Kearney, New York.*

No use in buying a new rig unless you buy a good one. If you come here you'll get a rig that will suit you in every way.—*Kenton Carriage Co., Kenton, O.*

Don't take our word for it; but convince yourself by careful comparison where you can get the best vehicle for your money.—*Parrott Carriage Mfg. Co., Los Angeles, Cal.*

A smart outfit is possible at comparatively small cost—if the person who buys is careful of the selection. The discerning come to us because they like the style of our well-made vehicles! The best material, artistic judgment and expert workmanship combine to give our products their excellence.—*Ainslee Carriage Co., Richmond, Va.*

An afternoon drive is as pleasant a way of spending the time as one could find. We should like to satisfy your carriage wants. We are particular to sell only stylish and durable carriages.—*Graham-Cope Commercial Co., Redlands, Cal.*

Windproof winter carriages. Of course, you know that winter air is good for the little people, provided they are kept out of a draft. We have a choice line of hood carts in which the tops tip further forward than is usually the case, and the space between the lower edge of the hood and the carriage rim is protected by a special curtain. Such vehicles are shown in reed and wooden bodies. In warm weather the hood may be closed up, buggy-top fashion. They are commonsense vehicles throughout.—*C. F. Wing, New Bedford, Mass.*

Right Running Rigs—that's our aim. Every carriage or wagon we turn out is tested our way and the requirements are not easy to meet; come and inspect this year's models of good rigs for service and style.—*Morton, Denver, Col.*

Like the old one hoss shay our carriages are built to last. Our "old hickory" buggies are made from the bottom up of the best seasoned wood and there's full quality and fine workmanship in every detail. Call here when you want a carriage bargain.—*Smith's, Rochester, N. Y.*

Take a ride in a carriage built by Hinds. You'll say you never enjoyed a ride more. We make our rigs right—right for comfort, right for wear, right for price.—*Hind's, Syracuse, N. Y.*

VEILING

Pick a Dainty Veil.—For your face and another for your hat ; it should match the color exactly. And if you want the widest assortment of styles for choice, showing the hundreds of new things that the season has produced, and at the same time are not adverse to paying the smallest price—just try the Loeser Veiling Store.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Chiffon Veiling. An Unusual Offer.—The chiffon veil is the shibboleth of the American woman, and the veiling commands a ready sale at full prices. None the less, we offer to-day a moderate quantity of Chiffon Veiling we have sold until now at 45c. a yard. It represents an importer's clearance and its price to-day is 25c. a yard.—*Wanamaker's, New York.*

New Veilings.—Hundreds of more styles to choose from, in various meshes and shades, the new violets and lavenders predominating. Goes without saying—prices are all right.—*A. S. Knowles Dry Goods Co., Montgomery, Ala.*

The Latest in Veils.—There's such a constant succession of new conceits in veils, all different, that one often wonders how there can be a new idea left in the brains of the designers.—*Kaufmann's, Pittsburg, Pa.*

Specials in Stylish Veilings.—Get ready for the March winds ! And there will be no better opportunity than while we are selling these two choice lots at a good deal less than value.—*Strawbridge & Clothier, Philadelphia, Pa.*

Veils—the New Things.—In our veiling section we are showing the largest and best variety of veils and veilings we know of.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Veilings are here in widest variety of the prettiest and most becoming kinds. No matter what your tastes may be, or whatever color combinations you want to match, you can best and most economically be satisfied here.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Everybody is wearing them and in the color to match the costume—and the fad increases in favor. Yet the same unusual prices reign here as if nobody wanted Veils—as if they were the veritable drug on the market. These are ready to wear, of net and chiffon, in

black and white and colors, suitable for the seashore, mountains, street, driving, automobiling or yachting ; some are plain, some hemstitched, some with dotted borders and others dotted all over ; small, medium and large dots of chenille, velvet and embroidery.—*Abraham & Straus, Brooklyn, N. Y.*

Veils are even more fancied than ever. If you really wish to do as others do these days you must wear one, whether walking, driving, automobiling, rowing, yachting, golfing or picnicking. And there never were such bargains as these—maybe that is why the veil counter never did such business as it is doing these hot days.—*Abraham & Straus, Brooklyn, N. Y.*

Just as an instance of the special values as well as the special attractiveness you can find in the veiling store. They are 1 1-2 yards long and made of chiffon, fancy nets with chenille dots either in borders or sprinkled over the whole width ; mourning veils with ribbon and crepe borders ; fancy net veils in white with black, lavender, brown, white, navy, tan and myrtle.—*Fred Loeser & Co., Brooklyn, N. Y.*

No other cotton material this season can compare with these printed veilings for smartness and daintiness. Soft, sheer and cool as bastiste, they have a crisp, mohair-like finish that makes them particularly desirable for shirt-waist dresses. They come in fine checks, printed in delicate colors on a white ground, overshot with crossbars and dots in woven effect. Especially smart are the black and white checked patterns, which can scarcely be distinguished from fine wool veiling. Another shipment ready here to-morrow at 10c.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Veilings for Saturday. It is generally conceded that a veil is one of the most becoming of all feminine accessories ; but it must be carefully chosen, or some of its attractiveness is lost. There's no better or more convenient place to choose a veil than at Scroggie's. The stock is so large and varied, and novelties are so constantly being added, that the most fastidious and ultra fashionable woman is sure to find something suitable. These are recent additions to our stock.—*W. H. Scroggie, Montreal, Can.*

WALL PAPER

If it's wall paper in all the very latest and most attractive designs that you desire, come here. Our very large and complete assortment and moderate pricing will surely interest you. Our stocks of ready mixed paints and artist materials are complete.—*Jones & Gurley, Utica, N. Y.*

We want to make this Wall Paper Department bigger and better than ever, but it must do a business that will warrant giving it more space. Already it is the largest wall paper store in Kansas City—the largest because the prices we make bring more people here than to any other store.—*Jones Dry Goods Co., Kansas City, Mo.*

In strength of beauty, style, variety and lowness of price our this season's showing of wall papers surpasses the finest at any previous exhibit.—*The Fair Store, Binghamton, N. Y.*

Critics say we've a knack for picking out pretty wall papers. Won't you call and allow us to prove it?—*A. B. Griswold, Bay City, Mich.*

Come and see the "side issue" of wall paper at the M. C. Sterling Drug Store. The largest stock to select from in the country, comprising over 1,500 different styles, including tapestry, stripes, broken stripes, crown effects and paneling, floral ceilings, moirs and tints. Prices to suit all.—*M. C. Sterling Drug Store, Carrollton, O.*

The large use of old colonial furniture in modern house furnishing has led to a demand for a reproduction of some of the beautiful old wall papers that adorned the walls of famous colonial residences built early in the last century. Some of the best and most adaptable are the "Shepherdess" pattern from the walls of the old Livingston manor at Catskill-on-Hudson; the "Rose and Anemone" from the Wadsworth homestead in the Genesee valley, and many more.—*The Thompson Shop, New Haven, Conn.*

Wall papers. It is not a question of covering the wall, but of decorating, with us. The paper must really furnish, must make a decided improvement, or we will not sell it. For doing this we have several exclusive lines of imported and domestic papers, as well as all kinds of fabrics.—*Sisson Bros.-Welden Co., Binghamton, N. Y.*

What room needs papering? Is there a room in your house that looks dirty in spite of your efforts at cleanliness? Ten to one the paper is soiled. There's nothing that will freshen up everything in the room so well as a nice bright paper. We have a variety suitable for each room in the home and our prices are right.—*A. B. Tack's, Harrisburg, Pa.*

For the decoration of the den, the library, the dining room, the hall or parlor, the nursery or the sleeping room, no more satisfactory wall paper than the new line we are showing can be found. Our aim has been to give you papers that will be inclusive in range of styles, full of novel effects and yet free from any taint of eccentricity. They have been secured with unusual care and many of the newest designs we have exclusive control.—*C. H. Guinan Company, New Haven, Conn.*

Wall paper news. The way you crowded us last week was astonishing—you evidently like the prices and assortment—underselling the town is working out its natural and legitimate results.—*The Boston, Milwaukee, Wis.*

It takes five years to learn the A B C of the wall paper. Ten years more the college end of it, and five years more for the practical end. By this time you begin to learn a few things about the wall paper business. We not only save the public money by buying their wall paper here, and give by far the largest assortment to be found in the Dominion, and one of the largest in America, but, by our 25 years' experience, we protect against the many imperfections which come out in wall papers by new and inexperienced manufacturés and dealers. In every way we aim to make it pay the public to buy here.—*The G. A. Holland & Son Co., Montreal, Can.*

Wall paper. You must live with your pictures, books, furniture and wall paper, therefore have them to please you, particularly the wall paper, for it occupies more space in your range of walls than anything else.—*Scroggie, Montreal, Can.*

Wall papers for the fall house cleaning, for any kind of room, office, or apartment in all grades and colors, and at any price desired.—*E. M. & M. Walsh, New Haven, Conn.*

Prosperity in the atmosphere. Montreal is feeling it; Canada is expanding with it; the banks are extending with it; the railways are burdened with it; the manufacturers are overtaxed, and our wall paper department strained under it as never before.—*G. A. Holland & Sons Co., Montreal, Can.*

Wall papers, window shades and linoleums. Do you need any? Watch the walls of your rooms and your windows. Don't let them get dirty and scratched up. If you think it over you'll realize that nothing makes your house look untidy quicker than dirty, scratched wall paper or torn window shades. There is a very simple and very inexpensive remedy for this untidiness, and that is to come into a special sale we are having in these articles to-morrow, and let us show you just what you want at just what you want to pay for it. You'll always find big bargains at Euwer's, and you'll always find exclusive things at popular prices not shown by any other store in this city. Here are some of the exclusive ideas and some special bargains.—*The Euwer Store, Youngstown, Ohio.*

Wall paper takes a drop in prices. We're having a genuine reduction sale here—and every pattern offered is out of the new fall stock—no remnants.—*The Bonner-Preston Co., Hartford.*

We want to cover your walls with the finest wall paper you ever saw. Good deal to say, but we can do it. Prove it by you if you look through our stock. And then think of our prices for wall dressings! A look through our stock would be a pleasant surprise.—*The Como Co., Great Falls, Mont.*

Wall paper and carpets. To the finest line of wall papers and fabrics ever shown in this city we have added an equally select line of carpets in all grades. Our object is to enable our patrons to secure floor coverings that will be in harmony with the wall decorations. We invite your inspection.—*A. D. Van Sciver, Binghamton, N. Y.*

Margerum quality does not mean high-priced work. It's not so much in the paper used in wall papering of a room that makes a job a fine one. A great deal depends upon the "How." Margerum's "How" has made itself the standard in Trenton, and it shows up beautifully in low-priced contracts. See our cheapest papers.—*Margerum, Trenton, N. J.*

The butterfly of fashion is not more up-to-date in dress than the walls of

your rooms will be if you make your selection from our new and beautiful offerings in paper hangings. Latest designs. Daintiest tints. Elegant variety of wall papers and borders. They're durable as well as handsome. Nothing cheap but the price. Rare bargains.—*The Como Co., Great Falls, Mont.*

These are busy days for the wall paper man and they will continue to get busier; we would therefore urge you to visit this department as soon as possible. All new patterns in good quality papers.—*Williams & McAnulty, Scranton, Pa.*

A quotation from Emerson: "If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbor, tho' he build his house in the woods, the world will make a beaten path to his door." If Emerson had only taken a walk through our wall paper department we would be inclined to think he would have added the words, "If anybody could give such an exhibition of the world's art in wall papers, though we had our display on the mountain top, the Dominion would find us out." And you would think so, too, if you could compare our collection and prices to anything that might be seen in Canada, or, we might say, even the United States.—*The G. A. Holland & Son Co., Montreal, Can.*

Decorations for the parlor bed room, library, hall, dining room, or any part of the house can be chosen from our two toned effects in olive greens, old rose, rich beds, etc. Our pretty floral patterns will make your rooms bowers of beauty during the entertaining season. Our superb wall papers are so low priced and our prices for expert workmanship so reasonable that you can afford to beautify your rooms.—*The Phillips Decorating Co., Columbus, O.*

A woman of fine taste came to the new Wall Paper Store Monday—wanted a child's room "done up" prettily, but inexpensively. She began by asking the price of rolls of paper—wrong end foremost. We tried to learn her ideas and asked her bluntly how much we could spend on the job. Then we worked out a scheme that was a revelation to her. We are raising paper hanging to the level of an art. Not more costly than it should be; not more costly than it has been—but so different. The best wall paper makers are looking on and backing our business with many controlled novelties. We've plenty of paper that costs more per yard than silk.—*Gimbel Bros., Philadelphia, Pa.*

If you want prompt attention given to papering your house, store or room, we have the handsomest and most up-to-date line of wall paper ever shown in Memphis, and our prices will save you money. Our business has been phenomenal, and those who wish prompt attention to their immediate needs should get in their orders at once.—*Williams & Canfield, Memphis, Tenn.*

Develop your already excellent taste by papering a room from our stock.—*Herman H. Hathaway, New Bedford.*

Wall papers. If ever there was a time when wall papers were sold cheap it is now. It is our time to lose.—*C. H. Guinan Co., Port Huron, Mich.*

It's not too early for you to figure on your spring wall paper. Get in on the ground floor and see what we have to offer you. We have the swellest creations in wall paperdom.—*W. E. See & Co., Bay City, Mich.*

Do you think your own folks are nicest? Doubtless they are. Are you anxious to have them think your own home is the nicest? Wall paper's what you want, and no place is quite so good to get it as here.—*J. D. Margerum, Trenton, N. J.*

Beautiful designs in wall paper are sometimes hard to get, but there are such things, nevertheless. We don't want to seem boastful, but we are proud of our stock. We have the trade and we worked hard to get it. We didn't take what was thrown to us. That is one reason why we thrive.—*E. E. Gorham, South Norwalk, Conn.*

Do you want wall paper? * * * Our immense stock of wall paper is at your disposal.—*H. P. Moss, Parkersburg, W. Va.*

20,000 rooms could be decorated with the wall papers which have been arriving the last few days.—*G. A. Holland & Son Co., Montreal, Can.*

Beauty on a wall. There's nothing that enters your rooms that does so much to make or mar the beauty of their general effect as wall paper.—*Moore & McLeod, Charlottetown, P. E. I.*

Every man in our force of wall paperers, decorators and painters is not only experienced and reliable, but is capable of doing a better class of work than the average man of his trade. This is so because our patrons demand the highest order of interior decoration. All the work we engage to do is done under our personal supervision. We lose sight of none of the details—and the results are invariably satisfactory. Start your

"doing over" work early this year.—*Neal, Goff & Inglis Co., Hartford, Conn.*

Select your wall papers now. Choosing is at its very best just now. Stocks are complete and assortments unbroken. Business has opened up so briskly in the wall paper store that any long delays in making selections renders choice less extended even with such immense quantities as we carry. For this reason we urge you to get in as soon as you can and give us a look before deciding on the wall paper you will need this spring.—*Stone & Thomas, Wheeling, W. Va.*

A wider variety of exclusive designs cannot be found, rich in novelties and unusual coverings, both practical and decorative. Every period of art is represented and every quality from the white blank to the most luxurious wall hangings. If you are one of the few who have tried us do so now and you will find everything to your liking, qualities, styles and prices.—*Chas. R. Hart & Co., Hartford, Conn.*

Lost in admiration of the beauty of modern wall papers that are produced at so little cost you will be when you see the array of rich and artistic effects that are combined in the new patterns and colors of our wall papers. Those who would have their homes beautified should cover their walls with our handsome wall paper.—*Phillips Decorating Co., Columbus, Ohio.*

Fin-de-Siecle Wall Paper.—The new notions in wall paper that have never before been shown in Memphis are now awaiting your inspection. We will give you prompt attention and best of service in papering your house.—*Williams & Canfield, Memphis, Tenn.*

The harmony of many a room is broken by unfit wall paper. You've only to say so and we'll send competent artists to make suggestions. Our stock comprises as rich papers as you'll care to buy; as little priced as you can afford to buy. Samples sent to any address. In asking, say what room or rooms you wish to treat and about what cost paper you have in mind.—*Wm. H. Post, Hartford, Conn.*

Several leading manufacturers have recently said that no house in New England carries a larger or more choice stock of the world's output of wall papers than we do. We are prepared to meet all demands no matter how small or how large. You are sure to be pleased here. You are sure to find what you want at the lowest prices.—*The Chas. R. Hart Co., Hartford, Conn.*

Our books of spring wall papers are now made up and the styles, shades and colorings were never better, and the colorings never blended in more perfect harmony. You are cordially invited to call and look at them, whether you intend papering or not. Remember that you avoid all the trouble of securing paper hangers, and thereby avoiding annoying delays by doing it early. Come in and select the paper and we will do the rest—furnish the paper hangers and the paper. We want your patronage this spring, and you're absolutely guaranteed first class work and material.—*Koch & Fisher, Mansfield, O.*

Among the special features we present this season are fine two-tone duplex papers in greens, reds, yellows and blue, to be used for living rooms, libraries and parlors; an artistic line of dainty French chambries for the boudoir; the handsomest creations for drawing room and parlor are the pressed relief papers in light shades and Louis XIV design. For the dining room we recommend a rich forestry tapestried paper for the upper third, with a plain or striped lower in close harmony. For hall and dining room, dados, rich leathers and linowall, the new relief decoration, are much in vogue. To those interested we extend a cordial invitation to call and inspect our special and exclusive papers, and we will be pleased to advance ideas concerning modern decoration and the newest treatment of the house beautiful.—*F. B. Wright & Co., Spokane, Wash.*

Wall paper choice has proved disappointing because made under unfavorable conditions. We offer you the advantage of the improved arrangements introduced in our new store. One of our popular innovations is a separate room for showing papers under artificial light, obviating the danger of a daylight selection proving unsatisfactory under night light. Our salesmen will study your wall paper problem with a thoroughness and intelligence only to be found in expert specialists. We invite particular attention to our stock of novelties, especially designed for country houses. They are as exclusive as they are appropriate. Just as we have a style to suit every taste, we have a price to suit every pocketbook.—*Henry Bosch Co., New York, N. Y.*

How can the Consumers sell such splendid wall paper, all the latest styles, for so little? This is the query of many a woman who has seen the beautiful designs and colorings we have been selling for the past few days. The

answer is simple; our buyer remained later than usual in the New York market and was unusually successful.—*Consumers Wall Paper Co., Windsor, Ont.*

Simplicity is the keynote of modern decoration. Where design is used it is kept in restraint and always subordinated to the color scheme. Many of the new season's wall papers bear out this fact. When in doubt as to what you want, or how to plan your interiors consult—*Merrells, Cross & Beardsley, New Haven, Conn.*

We are after all the business we can get. We're wise enough to know that nothing short of the best wall papers and fair prices will bring it. We don't have any but absolutely correct styles. Let our salesmen have a quiet talk with you and suggest the wall paper treatment best adapted to the room you wish to paper.—*C. H. Guinan Co., New Haven, Conn.*

English wall papers. "The most beautiful paper I have ever seen" is the verdict rendered by everyone who has seen our line this spring. It is new and novel in every sense. Mail orders solicited.—*The White Wall Paper Co., Atlanta, Ga.*

Just remember this: It isn't how much materials cost, but how they are combined, that "makes or mars" the decorative effect in a house. Let me talk over with you the decorating of your home. Let me think it over a few days, and then let me show you a definite plan. You'll find it worth your while.—*Charles P. Thompson, New Haven.*

A house full of summer flowers is beautiful, but there are rooms so tastefully furnished, with walls so well papered that flowers are at their very best, and summer guests receive an impression of beauty that remains with them longer than any other. We have made many such rooms this season, and it is not too late to make more.—*B. Cowell, Peoria, Ill.*

The bed chamber with a stripe mitred top and bottom with card rail or picture moulding make an appropriate treatment, or a crown hanging while a little more expensive is more up-to-date idea.—*Clifford Greenman, Wilmington.*

Our new selection of wall paper for this season has been an exceptionally fine one, especially so in the line of florals and satin stripes; prices range from 12 1-2 to 40 cents per piece with many in between prices. Den, parlor, hall and dining rooms can be tastefully treated in an inexpensive manner.—*S. Smith, Troy.*

We are just in receipt of another large invoice of new wall papers which completes our stock so that it is second to none. We carry not only the attractive yet inexpensive qualities, but have one of the most extensive lines in medium priced and high-grade wall papers on the Coast, in fact, our line comprises a great many patterns which are handled by no other firms outside the exclusive wall paper dealers in the East. In order to fully appreciate the excellent offerings we have in this line, it is necessary to see the paper yourself, and as the house-cleaning season is now at its height, we simply ask that you come in and allow us to show you the new designs—they speak for themselves.—*John Breuner Co., Sacramento, Cal.*

A newly papered room is a cheerful sight to the eye. We have fine paper that you don't tire of and the colors are rich.—*Star Wall Paper Co., Ottumwa, Ia.*

There is no better or more economical time for the purchasing of wall paper than now! We never permit the stock in this department to run down. No matter how busy the season (and this season has been the busiest in our business history) we see to it that the stock is full and complete at all times. This department knows no dull season, for during the so-called dull season we are continually offering irresistible price inducements.—*The Fair Store, Binghamton, N. Y.*

These are show days for the new styles in Wall Papers, and if you would be authority in house decorating, drop in and see us. A visit does not necessarily mean a purchase. There are several distinct novelties in our autumn stock—both in design and treatment—that will call forth enthusiasm from even our most exacting customers.—*C. H. Guinan Co., New Haven, Conn.*

There is a distinctive difference in the final cost of wall-papering or painting when properly carried out. The main point in painting is good paint; in wall paper, workmanship and also quality—Harrison Town & Country Paint is good paint; we know it. It has stood the test of time. We are sole agents and urge you to use it. Thousands have and are pleased, why not you? If it's wall paper we ask only a trial. We know the value of a friend in business and how to get them.—*Baillie's, San Bernardino.*

No antiquated wall papers in our line; we "keep the stock rolling;" are careful not to load up on any one pattern, so always have a fresh and up-to-date de-

sirable line to show. Let us supply you—and save you good money.—*John Breuner Co., Sacramento, Cal.*

Perhaps it's a bedroom you're going to have papered—the hall or parlor. It will make no difference which it is, we have paper to suit all rooms at prices that will suit all purses. Wall papers were never so handsome as they are this season. Will you come in and let us show you the new notions?—*Williams & Canfield, Memphis, Tenn.*

To the finest line of wall papers and fabrics ever shown in this city we have added an equally select line of carpets in all grades. Our object is to enable our patrons to secure floor coverings that will be in harmony with the wall decorations. We invite your inspection.—*A. D. Van Sciver, Binghamton, N. Y.*

The chief thing to remember about this store is, that artistic, absolutely correct wall papers can be had for as much or as little as one pleases. Depend on our salesmen's help—state your preferences and price limitation. That's all. These are opening days—all welcome.—*C. H. Guinan Co., New Haven.*

Wall Papers.—A great stock. It is all new. Every roll is of this season's manufacture, the very latest in pattern and quality, and this store remodelling compels a quick movement of stock. We make prices to suit the occasion.—*Globe Department Store, Youngstown, Ohio.*

Up-to-date people want up-to-date designs in wall paper, as in everything else fashioned to please the eye. Manufacturers recognize this, we recognize it, and, as a consequence, have to show the latest productions of wide awake and imaginative artists whose minds are on decorative effects for your walls and ceilings.—*The Como Co., Great Falls.*

A word or two 'twixt me and you may determine your purchase of decorative effects in lately designed wall papers. First of all, novelty is our aim; but art and pleasing effects are not sacrificed to newness—we endeavor to combine all that should enter into the effort to beautify the home interiorly. Come in and see us before you decorate your home.—*Hjerpe & Munson Co., Galesburg, Ill.*

Our Wall Paper Store is splendidly stocked with the choicest new wall-coverings from the best foreign and domestic manufacturers. We can either sell you wall paper by the roll or take up the matter of the entire decorating of your home, doing the paper-hanging, painting and fresco work for you.—*Wanamaker, New York, N. Y.*

Big Reductions on Wall Paper.—Where such a great volume of business is transacted periodical stock adjustments are necessary to keep the stocks shipshape. That's how it comes that we're reducing prices on many wall papers right in the busiest part of the season.—*Kaufmann's, Pittsburg, Pa.*

'Midst pleasures and palaces,
Though we may roam;
Be it ever so humble,
There's no place like home.

At least so the song says, and true enough it is if happiness and contentment reign supreme, with the addition of cleanliness to make it sweet. Williamson's can help you to make your homes sweet and tidy. Which, then, is it to be? Cleanliness or dirt? Beauty or ugliness? You can make your homes sweet with our new papers, both for ceilings and walls.—*Cheapside, Peterhead, Scotland.*

Second to none. This is pre-eminently and emphatically the best place to get wall papers, if you're at all particular what you get. Such enthusiasm as surrounds this business is not found anywhere else in Hartford. Beyond the fact of new styles and attractive patterns there's no occasion to say much. The stock speaks for itself. More to see and more worth seeing than anywhere else within your reach.—*The Wm. H. Post Carpet Co., Hartford, Conn.*

Our eye is well trained in the study of wall papers. As far as assortment is concerned we buy on an unlimited scale from the foremost wall paper manufacturers in the world. Buying in such large quantities (carload lots) is favorable to us and to you, in the matter of price. Foreign and domestic makes.—*The Chas. R. Hart Co., Hartford, Conn.*

We want to impress upon the people of New Haven that we aim to serve all classes equally well, from the fastidious buyer who is willing to pay \$5.00 or twice that for a roll of wall paper that just suits, to the equally tasteful and fastidious buyer who properly insists that his or her modest wall paper at 25 cents shall be just as correct and exclusive as any.—*C. H. Guinan Co., New Haven, Conn.*

You think a room complete until a careful survey shows something lacking. Pretty and artistic wall paper proves the missing link between incompleteness and completeness. See the new and beautiful patterns we are showing. Our prices are no higher than the ordinary kind, either.—*The Wilson Co., Memphis.*

No risk is taken in buying our wall paper. Every roll is guaranteed. An artistic wall paper adds cheer to any room. We have the newest shades, designs and colors, the prices will surprise you after seeing the quality.—*J. D. Margerum, Trenton, N. J.*

We are selling the latest creations in wall paper at from 2 cents a roll and upwards. There is no question but what you can find exactly what you want in our assortment.—*W. E. Lee & Co., Bay City, Mich.*

Wall Papers.—Have you thought of papering your town or country residence? If so, now is a good time to have it done, and this is the store that can serve you best with plentiful assortments—attractive patterns—economical prices. If you will call with the measurements, etc., and select the paper that pleases you, we will submit an estimate for the cost of the job, and will guarantee to have the same done promptly and to your entire satisfaction, or, if you wish to employ the workman yourself, we will give you the low estimate on the cost of the necessary amount of paper.—*Fowler, Dick & Walker, Birmingham, N. Y.*

This Wall Paper Department Driven at Top Speed.—Such selling of wall paper we never saw, and such reasons for buying you never saw. Our wall paper sale seems to have set the whole city to papering. We are abundantly able to cope with this paperhanging epidemic. An active sales force and a stock to meet any emergency—variety and the right price to satisfy everybody.—*The Globe Store, Youngstown, Ohio.*

While the folks are away this summer is such a splendid time to fix up. We have the handsomest line of wall paper ever brought to this city and will be glad to have you call and look it over.—*V. L. Baulard & Co., Galveston, Tex.*

Easy to pick the proper wall paper designs from our splendid stock. There isn't a more attractive stock of new and artistic wall papers in these parts.—*L. H. Decker, S. Norwalk, Conn.*

At a glance you can see the difference. Our designs are more unique—show a true artistic sense. Your taste in wall paper can be satisfied here when it cannot elsewhere.

We are now displaying a line of new goods, not excelled anywhere for new designs, new patterns, new color effects. Come and look them over and let us give you an estimate.—*C. F. Brower & Co., Lexington, Ky.*

Choice Wall Papers.—Small lots will accumulate in a busy store like this, and from time to time it's splendid policy to clear them out. Keep the stock perfect and advertise it as well. We "cleared house"—picked here and there such specials as we thought would prove big leaders, and this week you may buy wall papers that are really choice, at prices that you usually give for the ordinary sorts.—*C. H. Guinan Company, New Haven, Conn.*

We dare not let our stocks accumulate, so each July we relentlessly clear out our wall paper of all odd rolls, part rolls and slow lots. We cut prices so low that the clearance is quickly over; and we make friends by the bargains we give.—*C. H. Guinan Co., New Haven.*

Wall papers. Exclusive, artistic goods. That's the whole story in a few words—wall papers that are different to what you buy anywhere else.—*John Kay, Son & Co., Limited, Toronto, Can.*

Simplicity is the keynote of this year's decoration schemes. All designs are kept strictly subordinate to the color scheme. We have just the proper paper to carry out such ideas and as usual our prices are light.—*T. B. Waldron, Denison, Texas.*

It will pay you to call and look this wall paper over. A dollar saved is a dollar earned. Two weeks remain before the wall paper rush is on in earnest. Why not do comfortable shopping now?—*Crews-Beggs, Pueblo, Colo.*

Come in and look over our beautiful stock of the season's offerings. Pretty patterns, exquisite designs.—*Webb's Art Emporium, Columbia, S. C.*

If it's wall paper in all the very latest and most attractive designs that you desire, come here. Our very large and complete assortment and moderate pricing will surely interest you. Our stocks of ready mixed paints and artist materials are complete.—*Jones & Gurley, Utica, N. Y.*

We want to make this Wall Paper Department bigger and better than ever, but it must do a business that will warrant giving it more space. Already it is the largest wall paper store in Kansas City—the largest because the prices we make bring more people here than to any other store.—*Jones Dry Goods Co., Kansas City, Mo.*

In strength of beauty, style, variety and lowness of prices this season's showing of wall papers surpasses the finest at any previous exhibit.—*The Boston Store, Binghamton, N. Y.*

Nothing adds so much to the furnishing of a house as the wall decorations. They give a finish to the house. Give it a homelike look that can be obtained in no other way. We make a specialty of this work.—*Lewis W. Lee, Peoria, Ill.*

Notice our window this week for the new styles in bedroom papers with cretonne draperies to match. John M. Kimble. The place to get the prettiest wall papers. We sell Jap-a-lac, Liquid Veneer and Alabastine.—*Springfield, Ill.*

In this case it means design and colors artistic to the highest degree—yet well within the bounds of reason as to price. There's one house noted for artistic paper at popular prices. That's Ritter's.—*The Charles Ritter Co., Mansfield, Ohio.*

We have bought double the amount of wall paper for the season's business in order to get a right price. We are going to sell it to you at a lower figure than ever before offered. We expect another car load in a very few days. You will not have to send East for good paper cheap. A surprise will meet you in prices. Look before you leap.—*The Success, San Bernardino, Cal.*

Our wall paper department for this season comprises a world of new ideas in paper hangings. All the latest effects in combination decorations, cut out borders and panels, artistic designs and striking beauty of colorings—things you cannot find at any other store, as they are all novelties that are exclusive to us. You will find here a showing of beautiful wall decorations, that will make choosing easy. Let us submit samples and estimates for your wall decorations, and you will get up-to-the-minute styles at the price of old fashioned stock and ideas.—*The Nova Scotia Furnishing Co., Ltd., Halifax, N. S.*

Our paper hangers and wall decorators are specialists. Like the times of the ancient Pharaohs, the present age loves and admires beauty and elegance. It is a test of our civilization. The art of wall decoration has been made a careful study at the art wall paper department in the Quality store. We have an aggregation of the most celebrated and famous new patterns and styles in papers of modern usage in the best homes on the Continent. Ask our wall paper manager to estimate on your work. We supply the best new styles in paper, and guarantee absolute satisfaction in the work. Try us to-day. It is time to commence.—*Hudson Bay Co., Winnipeg, Can.*

We have decorators and finishers who have been tested. Owing to the volume of our business, we are enabled to keep our workmen year in and year out, securing for us all competent men. All men of merit; try them in your home. You will appreciate the difference.—*E. C. Babcock, Bay City, Mich.*

Properly selected wall papers will add more than all else to the harmonious furnishing of a home—be it a mansion or cottage ever so humble. Make your selections from Alfred Peat's "Prize" wall papers for 1907. Everything in wall paper from the cheapest that's good to the best that's made. Any style, any quality, at any price to suit any pocket-book. Samples shown and estimates cheerfully furnished without obligation to pay.—*Marchant Bros., Quebec, Can.*

The best is none too good for our patrons, and to this end we exercised the greatest care in the selection of a class of papers that will stand the test of expert examination and continued use by our most fastidious customers. The sale of our fine art wall papers is increasing with remarkable rapidity. These latest specimens of the new spring shades in wall decorations are second to none in artistic designs and coloring, and come from one of the largest wall paper manufacturers in the world. You will find here a line of decorations to suit the most fastidious taste in wall papers, and a host of other things. Just try them.—*C. H. Guinan Co., New Haven, Conn.*

Handsome wall papers for the homes of tasteful people. New and of high quality. The sort of paper that the eye does not weary of—that sets off pictures and hangings. Damasks, silks, stripes, tapestries, denims, floral designs and gilt patterns, suitable for parlors, halls, dining-rooms, reception-rooms, libraries, dens, billiard rooms and bedrooms.—*Schipper & Block, Peoria, Ill.*

Alfred Peats' wall paper. Few people realize that wall paper will change the whole aspect of a room. Soft tone—airy—effects will make a small room seem larger, and the big, bare looking apartment may be reduced to cozy dimensions by the use of wall paper of confining prospective. You can give your home a cheerful tone—you can lend it warmth and grace—by the color on your walls. You can introduce a refined atmosphere into it by an exquisite shade or blending of shades. The paper on your wall is the most important influence in the house. It is a mistake to

neglect it, to allow it to look dingy. Why should it be commonplace when exquisite designs and colorings may be had just as cheaply—with careful selection? Our spring assortments will be a revelation to you of what beautiful effects may be had in wall paper—for very little expense. Let our salesmen work out your color problems. They are well equipped for doing so, and the service costs you nothing.—*Chicago's Exclusive Wall Paper Shop, Chicago.*

Call and see our unequaled display of wall paper. The new wall papers are here in a greater variety of designs and color effects than ever before. Let a room be hanged with wall paper of right tints and colors and rightly harmonized with whatever the room contains, and the effect will be artistic—no matter how little the paper costs. We've studied to have our papers right, and our judgment has been so often commended by satisfied patrons that we believe they are right.—*Austin & Woodruff, Inc., Waterbury, Conn.*

I save you money on wall paper. Even if you have already made up your mind to send away for wall papers, before sending the order see what I can do for you. Certainly no finer stock than mine can be found to select from. It represents the pick of the handsomest designs out this year. Heavy buying and resultant discounts enable me to name prices as low or lower than any mail-order house on papers of equal quality. I trim the papers free and allow full prices for excess rolls. Then express is quite an item—I save you that. I have papers at 3c, 5c, 7c and 8c per double roll. Come in and see them, compare them with what the other dealers and mail-order houses charge you 7c, 8c, 10c and 12 1-2c for, you will see that they are equally as good and the finish and design more pleasing. The reason I can sell cheaper than the mail-order houses is because I haven't the enormous rent, office help and advertising expense, and I can sell cheaper than the ordinary retailer and paperhanger, who either sells from samples or a small stock, because I buy in jobbing quantities and save from 20 to 30 per cent., enabling me to sell for about what they have to pay for it. I am to-day selling papers of better quality, coloring and design for 8c and 10c per roll than I could sell a few years ago at 12 1-2c and 15c. We all know that no goods are cheaper than they were; in fact, everything is higher priced. It simply illustrates what it means to be on the wall-paper jobbing list.—*P. Corey Taylor, Mt. Pleasant,*

Chicago or Mt. Pleasant. Why buy your wall paper in Chicago when you can get it cheaper in Mt. Pleasant? We carry a large and well assorted stock of wall paper which you can see with your own eyes and select from in person. Bring in your samples from Sears, Roebuck & Co., or Montgomery, Ward & Co., and compare them with our prices and samples. We want to show you that you can save money, time and worry about your wall paper. If you buy your paper in Chicago you must pay the freight. You must trim the paper yourself. You must choose from a few samples. You cannot return unused paper and receive credit for it.—*The Normal Drug and Book Store, Mt. Pleasant, Mich.*

New papers and expert decorating. The Quality Store's exclusive wall papers go hand in hand with the most artistic decoration. You can see at a glance the superior tone of our new novelties. They will strike you as being the richest and the most luxurious colorings ever prepared for decoration. Just now we have many leaders that we would like to show you in the prettiest shades imaginable, and our decorators are noted for the touch and finish they impart in applying these most beautiful papers to any style of wall. Every part of your room is considered—size, color scheme—the prominent features, the furniture, carpets, the harmony as a whole, all have the place in our designer's selection of papers, and these are subject to your approval in every case. The papers selected—our workmen attend to every part of the work of hanging, in fact we guarantee the most satisfactory decoration in every respect. Samples and estimates supplied for any room you may have. Phone us or call, and our estimator will give you a figure at once, and show you the new styles and designs in decoration.—*Hudson's Bay Co., Winnipeg, Can.*

Our stock of wall decorations is now complete with the newest designs in every conceivable color to match the woodwork and draperies of every room. Our aim is to give you the best quality for the price, and before you decide on your spring decorations it will pay you to see our large and varied selection.—*Hoffman Wall Paper Store, Wooster.*

Artistic wall papers.—Now don't be frightened by the word artistic—it doesn't necessarily mean expensiveness. In this case it means designs and colors artistic to the highest degree—yet well within the bounds of reason as to price.

There's one house noted for artistic paper at popular prices—that's Ritter's.—*The Charles Ritter Co., Mansfield, Ohio.*

See our new line of wall paper. It is right up to the times in every respect—artistic, novel in design and color, and worthy of consideration. We have got everything you can think of, from inexpensive blanks up to the highest class of decorative novelties—and they are remarkable throughout for design and coloring. Mansfield's only concern giving almost factory prices.—*The Charles Ritter Co., Mansfield, Ohio.*

Is the aim of the decorator who understands his business. When we sell wall paper we put our knowledge of artistic harmony of color and of the effects of the side lights and reflections at your service, aiming to produce a result that shall permanently please.—*Marchant Bros., Quebec, Can.*

Before you decide upon the color or design of paper you will use on the walls, come and look at our new designs. We are always pleased to show them whether you intend to buy or not. Then the prices here are known to be the lowest for equal quality. We are showing several new lines in blue with gilt floral patterns at 12c. per single roll. Nine-inch borders to match at the same price as the paper.—*Z. Paquet's, Quebec, Can.*

It is now possible to get any effect you wish with wall paper. It has been but a few years since the price of fine wall paper was so much that only a few people cared to go to the expense necessary to get the selection desired. The reason why? Machinery had not been made to manufacture the finer grades, and those made by hand were necessarily more expensive. To-day it is entirely different. The finest designs are run off at a high rate of speed and the fine old pieces of hand work (which will live forever) are copied and made better than the originals themselves and at greatly reduced prices. It is wonderful what can be done to-day in wall paper at small cost. Before you refurnish your walls we will be glad to have the opportunity to go into the matter with you. Our experts are at your service.—*Brazille & Partridge, St. Paul.*

Remainder of the best selected stock in this city—made by the two largest wall paper mills in North America—the designs of these mills are always from six months to a year ahead of the crowd—every design at our price stands as a value without serious rivalry.—*Moore & McLeod, Charlottetown, P. E. I.*

You can probably have that papering and interior painting done just as well now as later, can't you? You can, at least so far as we are concerned; in fact we would prefer doing the job now than later, when the rush season begins. Spring stock of wall paper is in and shows a great variety of stylish patterns, reasonably priced.—*H. W. McCartney, Altoona, Pa.*

Buy *wall papers* for spring now at stock-taking prices. Buy wall paper while we are in the humor to give big values—and that's now. Next spring, when wall papers will be needed, it's likely we'll not be so generous. Won't have stocktaking ahead then prodding us to get stocks down.—*The T. Eaton Co., Winnipeg, Can.*

In plain black and white we are stating just what this sale can be made to save you if you buy your spring *wall paper* now. The selection of color and patterns is comprehensive enough to meet every requirement—including gilt, tapestry and embossed papers.—*The T. Eaton Co., Winnipeg, Can.*

Wall papers priced to clear, 8 cents a roll. Discriminating selection could not desire more artistic mural decorations than these handsome wall papers. In between-seasons finds us with these 2,000 rolls for quick clearance. This very special price should do it.—*The T. Eaton Co., Winnipeg, Can.*

Wall papers. It makes all the difference in the world to a room if you have selected the right kind of wall paper—and it makes all the difference in the world to people who have to live in it. Bright, cheery, graceful designs add much to a bright and cheerful life. Select wall paper from our immense stock. We have a great variety.—*E. C. Peck, San Bernardino, Cal.*

What is home without pretty *wall paper*, clean and washable painted or oil-finished wood work? Why have such grimy looking floors and wood work, when just a few dollars will put them in proper condition? How? Employ some one who makes a specialty of such work. Do not let any one experiment on your floors at your expense. It's just the same with paper hanging, fine wood staining and kalsomining. Our long experience in these lines enables us to guarantee our work. Be sure and stop in at No. 3 Eighth street, south. Phone 388-L. Keep your eye on us.—*J. C. Durkee & Co., Fargo, N. D.*

Biggest bargains in high-grade wall paper ever offered the careful buyers of

the city and vicinity. We want to avoid "moving day," which will soon be on us, and have inaugurated our Cash Removal Sale. Come and see how far a little money will go in buying from this swell selection of new spring wall papers in which quality and style reign supreme, but prices are reduced to cost and less than cost. Come to-morrow. Come early.—*Hughes Bros., Terre Haute, Ind.*

Almost anything you want in the *wall paper* line you will find in stock in our store, and at prices a half cheaper than if you send away for it. Buying in wholesale quantities from the best houses in the country enables us to supply your wants at lowest prices. You do not have to pay express charges on a room or two of paper, and you have a selection from a dozen of the best manufacturers in the country.—*Hoffman's Wall Paper Store, Wooster, O.*

For the latest and best in *wall papers* for parlor, dining room, den or kitchen, and the latest in picture frames made to order and a full line of paints and oils, all at moderate prices, go to—*G. Fred Lochner, Utica, N. Y.*

Matchless fall wall papers! We are showing a stock that for excellence, beauty and variety can not be excelled. Every choice in wall and ceiling decorations at very reasonable prices. We meet the requirements of all. Call and look them over.—*Jones & Gurley, Utica.*

We sell more *wall paper* than any other store in Kansas City; that's why we can "marry" a mill, and get wall paper that no other store can get. Jones Dry Goods Company Special is our new wall paper—so new that as yet only two color combinations have come in—made to our special order in immense quantities. That is how it comes to have Jones Dry Goods Company stamped on the margin. We are hurrying to put it into this fall opening for you to buy, for we know you will like it. A customer who had been shopping for wall paper said to us yesterday: "Why, that paper looks just like the imported ones I've seen at several places marked 25c. a roll." She was almost shocked when we told her we were selling it at 5c a roll. Come and see it.—*Jones Dry Goods Co., Kansas City, Mo.*

Hundreds come here for ideas and are welcome. You see we are always on the lookout for new things and new ideas in the treatment of wall papers. Just now the store is brimful of new ideas in the treatment of wall papers; be well repaid for the time spent here.—*C. H. Guinan Co., New Haven, Conn.*

WASH FABRICS

Popular wash fabrics.—Exquisitely summery and dainty.—*Newman & Levinson, San Francisco, Cal.*

Carloads on carloads of snowy white cambric and muslin, beautifully or sturdily made, according to the use it is intended for.—*Wanamaker's, Philadelphia.*

Canadian homespuns are ideal summer fabrics, light and airy, yet dressy, because so distinctive and nobby looking.—*Jeckell Bros., Youngstown, Ohio.*

Cotton fabrics.—“Your washable fabrics are so different from those generally shown,” is what we’ve been told often during the past few weeks. We pride ourselves on this. The kinds we have are different from the commoner kinds; ours are the “hard-to-get” kinds; it took time and patient searching to bring them here. The way they are selling shows that our public appreciates our efforts.—*Lewis Dry Goods Co., Butte, Mont.*

Wash goods. A few vagrant cold days may slip in now and then—but summer’s warmth will get well settled before the month’s end. That’s why the crowd are thickening around counters heaped with sheaves of cool, dainty cottons.—*R. H. Macy & Co., New York.*

Seasonable Wash Fabrics. Because these prices are in every instance under what the same goods sell for regularly, there is no better time than now to prepare for your summer dress needs. You’ll be surprised, too, at the charming variety in readiness for you Monday morning.—*H. Batterman, Brooklyn.*

A tempting array of fabrics that will appeal to all buyers.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

A cotton clean-up. We grow rather inhospitable toward summer goods if they show a tendency to outstay their welcome. So these various cotton dress goods shall not “make us twice glad,” if low—in many cases absurdly low—prices have aught to do with it.—*Wanamaker's, New York.*

Little prices on wash goods. Cotton fabrics have mastered seasons, can no longer be said to belong merely to summer. Pretty wash dresses are worn in winter as well as summer on many occasions. This is true from the stand-

point of the wearer, but not from the view point of the wide awake tradesman. With August he is anxious to clean up all the fabrics which spring welcomed.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Actually worn to shreds is the woeful story this month. Particularly if the fair owner has been away for a month or six weeks. These airy, dainty, cool cotton goods remnants do make such delightfully comfortable frocks that everybody needs one, two or three to finish the season with.—*Meldrum, Scott & Co., Scranton, Pa.*

Dainty dress goods.—Bright and fresh as a summer morn are the new wash dress fabrics which are coming in daily to replenish the stock. Dainty and crisp are the weaves to be seen, the colorings being the most charming of the season’s newest tints.—*Geo. K. Kline, Johnstown, Pa.*

Summery white fabrics at below freezing prices. These every day useful kinds of white cotton fabrics are aristocrats in looks, quality, touch—for that reason they recommend themselves to everybody—the prices put them within the reach of every pocketbook.—*Loeser's, Brooklyn, N. Y.*

We can’t think of a year when the new inexpensive cottons made such an impression on us. They are always pretty and fresh when they first come, and always seem full of promise, and hint at flowers and sunshine; but this year there is a gentle beauty and sort of new dignity in the designs.—*Wanamaker's, Philadelphia, Pa.*

Tempting wash stuffs.—With a wonderfully good assortment of the loom wizards’ cleverest conceptions on hand, wash goods counters invite you to come and choose at about half of the first of the season’s cost. Surely the proposition will inspire the desire for at least one more perfectly lovely summer gown.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Humbling the cotton aristocrats.—They’re proud and haughty when they first come to us from abroad—these charming cotton fabrics. And well they may be—there’s only a dress pattern or two of a given color, and designs are distinctive.—*Saks, New York.*

In this generous offering of printed cottons at an almost unbelievably little price, we have set a new high-water mark to our this-season's merchandising achievements.—*Wanamaker's, New York.*

But those that are left must come down in the world. Behold them to-day in reduced circumstances—or rather at reduced prices.—*Wanamaker's, New York.*

Autumn draws near and already there is a brisk demand in some departments for medium weight goods—just a little heavier than the flimsy summer things that have been in vogue for the past few months. Of course we'll have warm weather yet and lots of it—but we'll have cool days and chilly nights quite frequently from now right on till fall, and that's why people who live carefully are anxious to protect themselves against these sudden changes that come as a thief in the night and often work havoc with the strongest constitutions.—*Globe Warehouse, Scranton, Pa.*

Don't fail to inspect this exposition of the new 1905 wash fabrics. You can almost see the stunning costumes for which they're designed, and they appear as exclusive creations not to be found elsewhere. Dame Fashion says it will be a season of cottons.

All the desirable summer cottons at little prices—a charming display. There is a host of the best materials here—brought together from the world's marts—and all bow homage to the Brooklyn woman. The prices are unprecedented; and for new materials that's a good deal to say—come and see for yourself.—*Abraham & Straus, Brooklyn, N. Y.*

New spring cottons. Wonder of wonders—it is going to be a cotton summer, they tell us in Paris, for every French woman. For years France has been the garden spot of lovely cottons—but she has sent them all off to other people. Go to England in summer, to the Henley races and you might see all the well-dressed English women, even members of the royal family, in pretty cotton gowns. Go to Newport, where cottons ruled triumphant—back in France, where most of these lovely stuffs were made, the fewest were being worn. But at last Paris has realized their beauty and is going to wear them herself, showing favor to the finest and most delicate, you may be sure, and trimming them with all sorts of lovely laces. So the rest of the world, or all that copies Paris, will likely wear cottons harder than ever. Not everything is here yet

—but where else in the city can you see as many different new kinds together as these in two departments.—*Connolly & Wallace, Scranton, Pa.*

Do you know that this store has not a little to say in choosing the patterns which the Englishmen weave? We do. The American patterns are often very attractive, but they cannot make such fine mercerized cottons as the English. In fact, the mercerizing process is an English process, invented and controlled in England. Well, often an American pattern strikes us as fresh and bright, and we send it to our English manufacturer. He puts it on a loom and sends us the first thousand yards or so—thus we get it at the English price (minus duty and royalty as on American goods), and the fabric is practically exclusive to this store.—*Simpson, Toronto.*

New prints, new chambrays, new gingham. The best assortment we have ever shown now ready for you. You will find them on the front counter just inside the door.—*Shanley Bros., Charlotteville, Pr. Ed. Is.*

Spring has come to stay at the store. The better grades of wash goods are all in and ready for your looking. From day to day the display increases as fast as we can unpack and check the goods off. Come in and look around—you're always welcome.—*McConnell & Co., Scranton, Pa.*

Newcomers in wash stuffs. Like the flowers in a garden, these wash stuffs don't all blossom out in unison. Freshness and newness is added almost daily.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

It would be hard indeed to mention a popular washable fabric that is not represented in this collection of remnants, or a color or a design. Lengths run from three to fifteen yards and all of them are this spring's output. The two hottest months of the year are before us and these three things will be mighty welcome. Upward of a thousand here to-morrow at just half price.—*N. B. Blackstone & Co., Los Angeles, Cal.*

Scattered over these counters in the rush of the day can be seen myriads of dainty designs such as pretty blossoms, polka dots, rings, stripes and figures strewn at intervals on white and light ground wash goods. They're printed in black and colors so fast as to defy the ordinary laundress. These cotton fabrics offer unlimited possibilities in the way of cool attire in exchange for very small cost.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Wash goods specials. The dawn of another season approaches, and with it the demands for lighter materials. "Take time by the forelock." Do some of the necessary purchasing now, to take advantage of the fascinating prices of this sale.—*Boston Store, Milwaukee.*

They're so full of loveliness that when we begin to talk about them it makes us feel a good deal like the school girl who in a burst of enthusiasm tries to tell of all the pretty things she has seen in one breath. The designs are so neat, the colorings so dainty and the fine, silken threads are interwoven in such a myriad of fanciful ways that one can hardly help believing that they are full of real life. To most of you it will seem as if someone must have said: "I'm going over the whole world in search of the prettiest textiles, and from these I will select the most beautiful and give them to the Goldthait store. This is what has virtually been done. From importers, foreign and American weavers, who vie with one another for supremacy our buying corps selected a little of this and a little of that, thereby procuring the best in each assortment. And, mark you, we had an eye on the cost side; this will be plainly apparent when the beauty and fineness of these fabrics are compared with the low prices. We feel quite sure that you will admire them as much as we do, and we want you to see them, whether you buy or not.—*Goldthait & Sons Co., Marion, Ind.*

Newness is everywhere in evidence throughout the "Ville," and particularly so in the wash goods department, where we are showing the very latest weaves and choicest patterns brought out this season. New arrivals daily. You will be well repaid for the time spent inspecting this display of new stuffs.—*Ville de Paris, Los Angeles, Cal.*

This is one of the before-unheard of things we're doing to-morrow—the most beautiful of the season's cotton is staple as staple can be—no one else would dream of selling this particular quality under 25c. Remember, it's the imported, that's so hard to tell from silk that you try to hear the "cry." Both sides alike, no up or down to it, and the colors are right, too: black-and-white, light blue-and-white, red-and-white, green-and-white, lavender-and-white, navy-and-white, tan-and-white, brown and-white.—*Snellenburg's, Philadelphia.*

Beautiful wash materials in the height of this season's style, but the progressive policy of this store demands that the season's goods must be sold in

season, hence these quick selling prices, the public the gainer—*Lazarus Bros., Wilkes Barre, Pa.*

Wash Fabrics of Every Kind.—Good values in wash fabrics. Our wash goods department is the busiest place in St. Louis. High qualities of goods and low prices have made it so. We offer special inducements to make this week the banner one of the season.—*Barr's, St. Louis, Mo.*

The most beautiful of the Swisses are those that have caught in their snowy surface the exquisite brocaded effect of silks—rich and lovely, yet in the sheer, crisp, white stuff it has a light, delicate effect as summery as June. Plenty of other patterns, embroidered flowers, tiny leaves, trailing vines, conventional designs and the ever-popular dot, ranging from tiny pin-dots to those of wafer size.—*Strawbridge & Clothier, Philadelphia, Pa.*

Did you ever see such a fascinating showing of French printed tulle? This window is simply a peep at the beauty of our assortment in the dress goods store. The charming antique Empire colorings cannot be had in any other store in America, unless purchased at retail from us. The quantity is so limited that they are bound to be one of the season's most exclusive fabrics.—*Abraham & Straus, Brooklyn, N. Y.*

And such an array, why it's like a peep into a land of flowers. Everything is so bright and cheerful one almost imagines nature's flower beds were transplanted in the beautiful sheer fabrics, so realistic do they seem. Of course, you always expect the early things here first—it's so nice to select while the lines are full, and of all the attractive, dressy materials.—*The Elder & Johnston Co., Dayton, Ohio.*

We say the prettiest, for surely there never were any prettier wash fabrics than we are showing. French organdies, dimities, batistes, lawns and checked nainsooks crowd each other for room, and when you consider that the prices are so very little the goods become doubly tempting.—*Louis Einstein & Co., Fresno, Cal.*

Now we see the new early Autumn materials gradually taking the place of their predecessors (the Summer fabrics), and daily the show grows. Those which will find greatest favor in the new season are here in broad variety. Following the policy that has ever been extant in this store, we take the initiative.—*Abraham & Straus, Brooklyn.*

Pretty spring styles in newest wash goods—dainty styles you'll thoroughly appreciate; many exclusive ideas in the fashionable effects for spring and summer of 1909. The best markets have contributed to this magnificent stock and we confidently assure you that never have assortments been so complete. It's our wish to please you that prompted this generous showing and to make this store more fully recognized as the safe and economical buying place prompts the reasonable prices which prevail here.—*Mistrot's, Waco, Texas.*

Each season shows a decided advance in the wash garments, an improvement in styles and quality. Now the coat suit has come to be full favorite—the Redingote, Eton, frock and frill, etc., as well as many other pretty forms are shown with smart style. The suits have not received all the attention here, for there are many charming dresses of summer stuffs.—*The Bowland, Morehouse & Martens Co., Columbus, Ohio.*

Imported wash goods galore. Right now is the time to buy the thin summer dresses. For we all know that summer comes with a jump—hot weather has no preliminaries. Many of the same women who vowed last year they wouldn't be caught again, are now unprepared. Let us suggest that you make your selections now—there are two very good reasons: First—assortments to-day are better than they possibly can be later and the prices are no higher. Second—here the gowns made up during this cool weather are all ready to slip on when the summer season breaks in. Here are hundreds of beautiful styles—whatever you can imagine you will easily find.—*Field, Schlick & Co., St. Paul, Minn.*

Loveliest Summer Wash Goods. As the proverbial stitch in time saves nine, so does first choice from the season's opening display of goods secure the best there is and avert disappointment. This first business day of February we make a surpassing display of Wash Goods for the waist and shirt waist suits of next June. There is no end to the variety of pretty things gathered here—and now shown for the first time. Some are from far away centers of industry in Europe—others are from leading designers and manufacturers on this side of the sea—all are delightful to behold. Here are a few of the many different lines—each in from six to twenty or more different colorings and patterns.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

Several new cases of spring fabrics were unpacked yesterday and will be ready for your choosing to-day. Coming as it does right in the heart of the buying season, this sale is unusually interesting. Best of all, the goods are fresh and new and just such as you would pay full regular prices for were it not for this unparalleled opportunity.—Special features for to-day.—*Sche-man & Evans, St. Paul, Minn.*

Fabric beauty blooms in unrivaled splendor here. The foremost 1909 fancies receive their first showing to-day. The artists that created these designs have plucked nature in all of her inimitable beauty, faithfully reproduced each bud, flower and fern, so that in looking at the new wash goods, you'd be tempted to believe that you could help yourself from bountiful nature's fairest creations. No season that has gone before ever brought out such a large and handsome gathering of dainty wash goods—Scotland and France contributing so many new ideas that it fairly makes one wonder at the creative power of the loom workers of the Old World.—*Simpson Crawford Co., New York.*

The summer dress fabrics grow in beauty, yet diminish in price. Like some great garden the dress fabric store seems each day to blossom with new wear for the summer and the counters were never more attractive than they are just now with the great showing of dainty, delicate, flower besprinkled, prettily tinted effects in all the most desired fabrics—and every day some surprising price precipitation takes place.—*Abraham & Straus, Brooklyn.*

The surpassing beauty of these displays—and there is no doubt that they are the most interesting of all that we have ever offered at this season—is due to the effectiveness of the new designs and colors and to the great numbers that are being shown. Many of the handsomest patterns have been exclusively designed for this section—practically all of them are exclusive.—*Marshall Field & Co., Chicago, Ill.*

Swisses. A lot of stylish embroidered Swisses—scarce wanted shades with various colored dots, a quality that sells regular for 30 cents; you shall have it while this lot lasts for 18 cents a yard.—*Boston Store, Milwaukee, Wis.*

One of this week's sensations will be fine Irish dimities at 12 1-2 cents. Same quality, made in same town, on same looms, by the same manufacturer, as are elsewhere called "22 cent grade."—*Hearn, New York.*

Irish dress linen, 12 1-2 cents. Natural color and pure linen—you can tell that the minute you feel it and smell it. You may hunt Philadelphia over, and you won't find anything stronger, cooler or better-looking for outing dresses at this price.—*Wanamaker, Philadelphia.*

Pleasure visits. Women who like to see what is newest and best are respectfully asked to let that be a sufficient reason for an early visit to the Grande Maison de Blanc, even though all thought of linen buying be deferred to another time.—*Grande Maison de Blanc, New York.*

White dress and wash fabrics. Good time now to put in some of these dainty white stuffs for early summer dresses. There's a surprising richness in the designs that women will take to immediately.—*H. Batterman, Brooklyn, N. Y.*

A drop in the price of three pretty tub fabrics. Another opportune chance to lay in an advance supply at a big saving. We purchased these at reduced price and have decided to sell them accordingly.—*L. S. Plaut & Co., Newark.*

The new wash goods. This huge stock includes all that is newest and best from the leading makers of Europe and America, and offers money-saving chances only possible through our method of buying and selling.—*Harned & Von Maur, Peoria, Ill.*

Regardless of the fact that we have done a stupendous business in the wash goods section, the assortment is still fresh and varied. Every item in this announcement is an exceptionally splendid value.—*Tiddings Bros., Colorado Springs, Colo.*

There is nothing to interfere with selling such cool, attractive and serviceable Summer fabrics at full prices, except that they were secured by a personal visit by our wash goods buyer to an Eastern manufacturer, who was through business in these weaves for this season, and cared little for what came out of these surplus lines. They reached us only yesterday, have never been exposed for sale at retail before, and are delightfully refreshing in their immaculate cleanliness.—*Blowenstein Brothers, Memphis, Tenn.*

Dimities, percales, printed lace work lawns, sateens, and other well known, well liked mid-summer materials. This getting ready for stock taking brings about results most advantageous to you. Anybody with a business notion knows that a modern merchant wants his stock at the time of inventory, at the lowest low water mark, wants to be able to

begin on his half year with clean departments, departments to do and to dare to buy anything that comes along, hence these half yearly stock taking sales mean much to you, our public.—*S. P. Dunham & Co., Trenton, N. J.*

Foulard Pongees.—Wonderful fabrics that look so much like silk that you must scrutinize closely to see that they are not—far prettier patterns than any shown in silk.—*Hearn, New York.*

White goods. A display unequaled and unmatched in Ohio's Capital City. The styles embrace all the newest creations of the fabric world, to which is added the exclusive originality that characterizes the Dunn-Taft displays in all lines of seasonable and fashionable merchandise.—*Dunn, Taft & Co., Columbus, O.*

Elaborate wash dress stuffs made in America. While it is not denied that over in Switzerland and in France and in Germany they execute some fascinating printing in cottons, yet at the same time we have better American made goods on our counters.—*Saks, New York.*

That woman who sat down at 4 o'clock one afternoon and cut and finished her dress by 7 the same evening, has been rejoicing ever since in its breeziness. She blooms like a rose in it, too. In these days, it's not so much the trimming of the dress as it is the artistic design of the stuff which counts. And whether you pay 12½c. or ten times that much, it's impossible to get finer printing, or more durable colors than seen in these.—*John Wanamaker, Philadelphia, Pa.*

We have gathered a comprehensive and characteristic stock, representing the highest type of perfection in weaving, and art in designing. White, of course, heads this vast procession of summerness—and it is fitting that it should. The season will be dotted like snowflakes. Close upon the heels of white will be the solid shades, on many of which are printed, or woven into the fabric, exquisite patterns of rich and everlasting beauty. It is the greatest showing Simpson Crawford Co. ever made; it is the finest exhibit New York ever saw—and there is economy to the buyer in choosing here.—*Simpson Crawford Co., New York.*

Our white goods. A splendid showing of the popular fabrics for shirt waists—and at the lowest figures ever quoted for such very desirable material. If you can match these values—we won't ask you for your patronage. If prices cannot get it, none can.—*Mahler Bros., New York City.*

Rainbow of wash fabrics. A masterful assembly of lovely textiles. Whole main aisle, of course, for this Spring Sale. Enthusiasm over this superb and wonderfully complete exposition will naturally be intense. Such a tremendously important event coming to the eager attention of hundreds of thousands of people at the very dawn of Spring must needs rank as an occasion of supreme importance and interest. European and American fabrics.—*Siegel Cooper Co., New York.*

Unusual underpricing on fine white Spring fabrics. It is to be a white season—Paris says so. And the way the choice fabrics we imported for Spring are flying out is indication that America is following the lead. Stirring news, therefore, this, of the most wanted white fabrics at prices far below the ordinary.—*Abraham & Straus, Brooklyn, N. Y.*

Wash fabrics. There's a dash of freshness in these lovely wash fabrics that is hard to describe in limited space. Our present stock is an exceptionally beautiful stock. Some of the textures are so charmingly woven that they resemble silks—some are colored as daintily as the clouds of a May sunset, while others are veritable gems of the weaver's art. All are handsome.—*Joel Gutman & Co., Baltimore, Md.*

"Recent weather conditions" invite allusion to something in the rain-water line, but the "umbrella department" having neglected to come to the front with their "copy," opportunity is seized to say something additional about wash dress goods, of which we are showing very large and complete assortments representative of all the leading mills, from the lowest qualities up to the very fine goods.—*Hearn, New York.*

Like "the orchards of May and the gardens of June"—it is the only fitting comparison one can think of in speaking of the exquisite beauty of our cotton fabrics for 1908. Their loveliness lifts you out of the barren commonplaceness of business, for a moment, to the heights of fancy. Shrewd business genius robs an apple orchard in full bloom of its beauty and by art adapts it to his uses, sets grinding mills agoing and out come myriads of these charming fabrics—this is one of the marvels of modern business. Remember Beau Brummel's recipe for elegance in dress—no perfume—but plenty of clean things, washed and dried in country air and sunshine. Any woman can have loads of wash waists and dresses if she buys wisely here tomorrow.—*The Anderson Co., Buffalo.*

White goods waist patterns. With what the textile artist of a few years ago would have considered a magic touch, the manufacturer of to-day finishes his fabrics with a silken sheen which is most deceptive—turns cotton thread to silk, practically.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

New wash fabrics. The daintiest stuffs that ever gave charming settings to the summer girl. We secured access to the most exclusive styles when they first left the looms. The cream of the richest beauty-weaves are shown in rare variety. Glance through the Grand Cotton Circle. Arcs of values are continuous.—*Macy & Co., New York City.*

Printed Irish dimities at 12½ cents. Just half price for genuine Irish dimities selected for our own regular stocks, and imported the present season. That's news that will stir up the interest of women who love dainty and serviceable frocks—even after the Fourth. There are over a hundred beautiful designs to choose from—floral patterns in sprays, clusters and stripes, on white grounds; white figures and figured stripes, on navy blue and black grounds; colored and black figures on white grounds; colored polka-dots and ring dots on white, and many other effects favored this season.—*Wanamaker, New York.*

Opening sale of stylish wool wastings. —The popularity of shirt waists increases with each recurring season and it is simply a shifting from light filmy textiles to those of heavy weight. The new fall wastings are exceptionally handsome in pattern and colorings and there are many novel weaves shown for the first time this year. We wish to direct your attention to three superior values which we are satisfied cannot be found elsewhere in Los Angeles.—*Hamburger's, Los Angeles, Cal.*

The story of the wash fabrics must be developing to the satisfaction of the readers, if the records of sales are any criterion. We've been selling yard upon yard of the beautiful dainty stuffs to new comers, whose names we anticipate enrolling upon the list of permanent patrons, as well as to life-long business friends of the establishment.—*The S. Caisley Co., Montreal, Can.*

A welcome and a welcome again then, to this carnival of the spring and summer time. We figure these as greeting days and assure you that it will be a mutual pleasure to have you just come to look.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

A rainbow in midocean. That's the beauty of these wash fabrics. Truly fascinating—so soft, clinging—such price temptations. We'll not ask you what kind of wash goods you need, for every kind made by mankind is here. But that's not what we most want to say. A fig for mere quantity! There's something impressive, of course; in the mere vastness of this showing, but it's the weaves—the fanciful combinations—the contrasts, the harmonies, the blendings—bewildering array. Then, such prices! Why be contented with something ordinary? The same price you pay anywhere, however low it may be, is sufficient here.—*Hales, Los Angeles, Cal.*

Wash fabrics seek introduction. To-day, the store turns from winter with its cold and storm towards spring. Whatever may be conditions outside, the broad main aisle of the granite building store is bright with springtime splendor. Store arrangement has been transformed between closing time and the opening hour. Here to greet you at the very doorway and escort you all the way through Division Street walls, is one of the most extensive exhibits of beautiful wash fabrics which ever welcomed you here on a "coming-out" day. And to say this, we promise you about all there is in cotton materials. The witchery of clever foreign weavers vie for favor with loom gems for which we are proud to give artistic Yankee genius credit. Certainly wonders have been wrought in the designing and weaving of cotton stuffs in the last half dozen years and the end seems not yet.

Washable cotton dress goods. Everything is in readiness to make the day one of the most interesting of spring shopping days. Most all the English novelty stuffs are here for shirt waists and shirt waist suits and they are well worth coming to see. Delicate French organdies and batistes are here side by side with sturdy Scotch ginghams; bright little Irish dimities and fine linen lawn nudge elbows with the American ginghams and swisses—every new design that has been dreamed of anywhere for the coming spring is crowding and pushing to get in and show its face among these fine things.—*Kaufman's, Trenton.*

Spring and Summer wash fabrics. Merchandising revolutionizes the seasons. While we are still wrapped in furs the daintiest wash fabrics are shown on the counters. To-morrow we inaugurate the season by a display of the handsomest creations of French, Scotch, English and home manufact-

ures in cotton, silk, linen and wash fabrics.—*W. V. Snyder & Co., Newark.*

Honestly, you have never seen such a fine collection of wash goods at 7½c a yard in all the days you have lived in Trenton as is here to-day. These summer stuffs represent remainders of the best line of 25c and 19c wash materials seen in this section of New Jersey. About eleven different kinds of qualities, but each one this season's most favorite kind. You have the choice of plain or colored lawns, batistes, ginghams, dimities, etc. Lengths that can be used to good advantage.—*Phila. Bargain Stores, Trenton, N. J.*

The shop. Compliments being daily received on our handsome showing of French cretonnes. An adverse criticism yet to be heard from any who have inspected those dainty patterns of French cretonnes which we have in widths varying from thirty to fifty inches offered at prices ranging from 40 cents to \$2.50 a yard, being washable and of fast colorings. Would be pleased to have you see them.—*Lapalmé, Hoffman Co., Waterbury, Conn.*

Good fabrics for "tub" dresses. The price cutter has just visited the wash goods section. His object was to make selling lively and hurry away these wanted fabrics. Takes very little money to possess fresh, cool summer dresses if you buy materials now.—*Emery Bird & Thayer Co., Kansas City.*

In this great wash goods sale you'll find a large quantity of white goods priced much lower than usual—those dainty sheer fabrics that are always seasonable. For to-morrow we've thrown in hundreds of very desirable weaves, and by comparison you'll find the prices the very lowest ever quoted on equal qualities. It will pay you to fill all your near future needs during this sale.—*Simpson-Crawford Co., New York.*

A wealth of cotton dress goods under-price. Here is a paradoxical case. Just when the Puget Sound summer has begun we pile the bargain tables high with the wash goods that women are seeking, and take a good third off the price. Method in this madness, to be sure—these are odd pieces from various lines that have sold freely, and of course we can afford to let them go for less; and, seriously, they'll do us more good now than they would in August. Three lots that deserve all the attention they'll get.—*Stone, Fisher & Lane, Tacoma, Wash.*

Linen Madras, 18c. "But I got some like this and paid 40c a yard for it!" a woman said yesterday. Yes, it has sold for 40c and 50c. a yard all along until now—when we start our summer housecleaning. Half linen and half cotton—will wear until you are tired of it.—*Wanamaker's, Philadelphia, Pa.*

We cannot impress upon you too strongly the magnificent values we are offering in the most stylish materials for your dainty summer waists and skirts. New, fresh, glistening white silks, airy and soft, that will launder perfectly, for your waists; and the choicest weaves from the whole world of white cream wool goods for your summer skirts. A masterly showing that is the acme of perfection and completeness awaits you here. See our show window—but don't be satisfied with a glance. Come inside and examine the lovely qualities and take advantage of our special prices. These are the goods you will need most for your summer sojourn at the seaside or mountain resort.—*M. Rich & Bros. Co., Atlanta, Ga.*

1909 Wash Goods.—If we merely tell you that the showing of wash goods is the largest and loveliest we ever had, it would be sufficient to cause women familiar with Pittsburg stores to come here in a hurry. Our leadership in wash fabrics is too undisputed to require elaboration here. Come to-morrow expecting to see dainty stuffs of exquisite beauty. You'll see hundreds of thousands of yards.—*Rosenbaum Company, Pittsburg, Pa.*

A Wash Goods Feast To-morrow.—The zero weather cannot chill the enthusiasm of our splendid spring show of wash goods. They arrive in companies and battalions daily, the very choicest the mills have to offer.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

A Rush for the Delicate Cotton Wash Stuff. Great wash goods opportunity—fifty pieces imported lawns and Swisses, English manufacture, daintily printed patterns, fast colors, an importing agent's sample line. Regular value, 25 cents; at 15 cents yard.—*The Anderson Co., Buffalo, N. Y.*

Bewitching wash goods.—Charmingly beautiful, beautifully charming.—*J. N. Adam & Co., Buffalo, N. Y.*

Refreshingly New Wash Fabrics.—Dame Fashion says tans, linens and champagnes, and of course you'll find them in profusion at Cohn's. It's a delight to see a stock like ours—com-

plete with distinctly fresh fabrics and entirely new patterns of the familiar weaves. These are merely ink and paper descriptions. See our south window display.—*C. Cohn, San Bernardino, Cal.*

Wash Dress Goods—A Tempting Trio.—Three attractive offerings, each of which hints of possibilities for making the most charming of warm-weather waists and dresses, at a saving of half, or very near it.—*The Wanamaker Store, New York.*

Twelve and a Half Cent Sale of Wash Fabrics.—Spring weather is here, but it comes too late to benefit the manufacturer of these wash fabrics. He became frightened and sacrificed his profits to find a quick buyer. You save what he lost.—*Kaufmann's, Pittsburg.*

Summer Wash Fabrics.—Fashion's favored fabrics are assembled for to-morrow's early buyers to the accompaniment of lowered prices. In all of the offerings below you may be sure of quality and correct style—hence every bargain is a real bargain, worth buying.—*Goldenberg's, Washington.*

The story of spring wash goods grows longer and longer. We have given you chapter after chapter of it—and yet the narrative is not half told. Every day unfolds another page of newness in the volume of exquisite textures that is already more extensive and more satisfying than any other spring has ever furnished. Some of the most attractive weaves that have yet reached us are now on display—they are rich values in unusually artistic cotton goods that have just landed with our wash goods man, who has been searching New York for the best and the most beautiful.—*Fourquarean, Temple & Co., Richmond, Va.*

That exceedingly popular fabric, sheer and beautiful for cool summer dresses—a remarkable diversity of patterns that insures you three or four distinctive costumes with no resemblance whatever. As dainty as ever after washing, and no material is more easily cleansed. Handsome printing on white and colored grounds—dots of all sizes and colors—neat figures, scroll and floral effects; also plain shades of light blue, pink, navy and black—the sensation of the season at 8 cents.—*Simpson Crawford Co., New York.*

Wash Fabrics.—All those dainty weaves which the smart, dressy dressers are choosing for their Summer gowns are here at special prices to-morrow.—*The Williams Rodgers Co., Cleveland.*

New and beautiful wash dress fabrics at one-third to one-half less than usual at the Big Store. You could not find better values if you were to search every store in the country.—*The Edward Wren Co., Springfield, Ohio.*

New Wash Goods, Nub Voiles—A complete range of colors in nub voiles has just arrived. You know what a popular fabric these nub voiles are already—these are new and contain some of the most fetching effects in cotton washable goods for suits and waists; yard, 25c. Novelty linen suitings. These are spic, span new, too; nobby effects there are in mottled groundwork, with self-colored dots; also contrasting colored dots—nothing more desirable for a washable suit.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

A bewildering variety of patterns in these woven ginghams that are being used so extensively for children's wash dresses. They come in very pretty stripes and checks; the colors are absolutely fast. The assortment is the best in this borough and the price is unapproached anywhere.—*Abraham & Straus, Brooklyn, N. Y.*

The matter of cool, simple dresses grows more important as the season advances. Nothing is in steadier favor than linens in many colors, notably the fresh light greens and blues, and various weights. One suit of very fine soft linen is carried out in tan and white, as well as blue and green; it is made with pleats in waist and skirt and costs \$10.75.—*The Wanamaker Store, Philadelphia, Pa.*

White Goods in the Sale.—The long counter is crowded. The shelves behind the counter are crowded, and as we open piece after piece of the beautiful white fabrics we are charmed by entirely new designs and the refreshing aspect of the whole showing. Prices are very low.—*Schipper & Block, Peoria.*

Attractive American Wash Goods Less Priced.—Look into this basement department to-morrow and see our line of American wash goods. Would you have thought there was so much of variety in cotton fabrics? Serviceable galateas for children's dressess and women's separate skirts, dainty cotton voiles for the dressy Summer gown, desirable percales for the morning dress and dainty suiting tissues for afternoon. All at the most inexpensive of prices.—*Joseph Horne Co., Pittsburg, Pa.*

Wash Fabrics.—Our stock of wash goods is at its best. We've about every sort of washable fabric you're likely

to ask for, and if you have in mind some sort that isn't included in the list, come to the store. It's more than likely that you'll find what you want here. As to price, it's a well-known fact that our cash system offers better advantages than can possibly be found elsewhere. We invite comparison, both in quality and prices.—*People's Store Co., Tacoma, Wash.*

A Spring crop of cottons. We picked them with pains from the fairest French fields. Harvest time for you.—*Chamberlain-Johnson-Du Bose Co., Atlanta.*

New Wash Goods.—May blossoms of daintiness float on the current within your easy reach. Time for cool things—for ginghams, batistes, lawns, organdies. Mountain mornings, seaside seasons, call for more dresses to meet more demands. Here are gray hues for evenings, fresh tints for mornings, dark shades for shadowy days. The woman of taste can winnow tasteful materials. Thread and needle will do all the rest. Woven cotton never was cheaper, never more charming, never took lovelier forms. Like its own fields in Summer—gay-tinted, beautiful. Wondrous whiteness o'erstrewn with bright bloom. Zephyr ginghams—as light almost as the breeze they were named for. Queenly organdies where roses and posies run riot. French sateens, waves of darkish colorings with lifting soft-seeming shades of lighter tints—shiningly, silkily, smooth.—*Chamberlain-Johnson-Du Bose Co., Atlanta, Ga.*

Pretty Wash Fabrics for Shirtwaist Gowns.—Our showing is without an equal in Central Illinois. The Summer girl's wardrobe has every opportunity to be more attractive than ever this year, for never before were washable fabrics so stunningly beautiful. The many people who prefer linens and voiles on account of their superior laundering qualities will be delighted over the immense range of charming weaves and color combinations that they may choose from. The linen or voile gown will be par excellence the Summer girl's morning dress—at home or on her vacation trip. The simplest styles will have no trimming except clusters of tiny buttons. Where more elaborate designs are wanted, heavy laces and embroideries of all sorts are used, both on waist and skirt.—*P. A. Bergner & Co., Peoria, Ill.*

Crystal cords, shimmery white fabrics of crystal clearness, as beautiful fabrics as have yet been shown.—*Hearn, New York.*

We have ready to-day forty-two thousand yards of staple chambray gingham that sell regularly at 12½ cents, to offer at 8 cents a yard. This quantity represents the mill's surplus for the season, and was counted so small that the makers were willing to offer this very radical concession, to close them out quickly. These chambray gingham go through a special laundering process after the goods are woven, and before they are finished, in order to remove all the excess coloring. This makes the colors unusually fast and positive. They will remain bright and clear much longer than the chambrays of other manufacturers. More than half the lot is in the most wanted blue shades, light, medium and dark. The other colors are tan, light gray and champagne.—*John Wanamaker, New York, N. Y.*

Lowest prices on wash fabrics. It's an incongruity, you'll admit, to reduce prices on the choicest and most desirable wash fabrics, just when the warm weather begins which in itself should give impetus and almost ceaseless activity for a long period to the selling of wash weaves. However, that's what we've done. We might unfold a long tale as to the why and wherefore, but it would not interest you near as much as the bare facts of quality, desirability and economy, a triumvirate that is indeed commanding in merchandizing, and which self-interest cannot ignore.—*Simpson Crawford Co., New York.*

Fine linens, bedspreads and comforts. In the category of useful gifts for the housewife, linens and bedding must be accorded a prominent place. These values should help.—*Hearn, New York.*

A million dollars' worth of wash dress goods—representing surplus stocks of various manufacturers—were sold last week by the H. B. Claffin Company in this city. Buyers from every large store in the United States and Canada were present, and never in a single day were so many yards sold. We got our share of this splendid stock—buying lots that we knew would prove attractive in this city. To-morrow we shall place them on sale. They are great values at every price, but the cream of the lot was this purchase of printed lawns: Twenty-three thousand yards. Only samples were shown at the sale; the stock came to us direct from the mill; all new and fresh and clean—this season's manufacture. A great variety of splendid patterns; white grounds, with printed figures, stripes and floral effects. Worth double

what you shall pay for them.—*Adams Dry Goods Co., New York.*

It's a drastic measure, this unmerciful slashing of prices on summer goods, but with fall goods already clamoring for admission into our store, we realize that room is needed and the only way it can be acquired is by underprices on all summer merchandise.—*Barney's, Schenectady, N. Y.*

Faultless summer wash fabrics. Another showing of those thin, sheer, soft fabrics—the kind that Dame Fashion says “will be right.” From our faultless display you can gain an idea as to what will be strictly proper for new summer wash gowns.—*Kaufman's, Colorado Springs, Colo.*

Some of these new spring fabrics are as delicately woven and colored as silks; some are light as ether, yet they possess strength and durability. We doubt if there is another such stock as we are showing this side of New York and possibly not there, as great effort has been put forth to collect the handsomest stuffs of the best looms of the world.—*Joel Gutman & Co., Baltimore, Md.*

A host of brilliant styles in spring and summer merchandise—designers and dyers never wrought lovelier effects. Scores and scores of fabrics with the delicate grace and elegant beauty that appeal to women of refined taste, and every offering is made doubly attractive by the reasonableness of prices.—*Kelley, Stiger & Co., Omaha, Nebraska.*

White stuffs for spring. Exquisite new Oxfords, madras cloth, chevots, etc., all with mercerized finish. A woman who knows said the other day, “I've been selling white goods for the last eighteen years, but I never saw anything like these.” Paris sends the cream of the collection, of course, but some wonderfully pretty white things have just come from Manchester, England. Cream white, this year, instead of ivory white—and what woman won't say it's more becoming?—*Connolly & Wallace, Scranton, Pa.*

All departments are overflowing with rich new goods. Wash goods department is full of handsome formations. You will have to see these goods to know their beauty. This is only a small part of the new goods we have gathered for you.—*Spring, Holzwarth & Co., Alliance, O.*

Wash Goods. A personal inspection only can convey the breadth of buying possibilities presented.—*Boston Store, Milwaukee, Wis.*

Pretty new wash fabrics. Our main floor, near rotunda, is resplendent with bewitching and fascinating variety of becoming new wash fabrics, in all the variety of spring loveliness—there's an almost illimitable assortment for selection and the prices are conspicuously low.—*Siegel Cooper Co., New York City.*

Bookfold zephyr gingham—a beautiful line of new patterns in dark styles that make such excellent, serviceable women's undershirts. See them in one of our Main street windows and you will want them. It takes only a glance to see that they're the kind you generally pay 10c. for. When you come in we'll sell them to you at yard 6½c.—*Jones Dry Goods Co., Kansas City, Mo.*

What could be more handsome, more stylish, more correct? Yet it is the coolest suit that a woman could put on. The fabric, a cotton Panama, is as cool and dainty as a white lawn and as strong as cotton duck—will stand any service it is put to; and will go into the tub and come back good as new. It has the finish and character of a white linen, though lighter and cooler.—*The Wana-maker Store, New York, N. Y.*

Keep cool and quiet. Good rule to follow this weather; keep cheerful is another good rule. Of course, it's a busy season, getting ready to go away, but if it's merchandise, you will find every necessary article here, at its best and the lowest price, so just make out your memorandum of needs and we will fill your order and do all the work and take care of the worry. We repeat that if you see goods advertised elsewhere in this paper you'd like, which we sell, our prices are apt to be less, but quality equal, no higher.—*A. D. Matthew's Sons, Brooklyn, N. Y.*

An eight o'clock special in wash goods. This twenty below zero weather doesn't seem to affect the buying of wash goods to any appreciable extent. Trade journals tell us that cotton is being worn more and more the year around. Guess it must be so, or is it the splendid values of our wash goods that stimulate the selling?—*The T. Eaton Co., Winnipeg, Can.*

New spring wash goods. Rushing in like a spoiled baby unshowered comes the new spring wash goods. It seems so early, right in the dead of winter, to begin selling spring goods, but it is not a bit. Prudent shoppers buy now because they get the choice of the prettiest patterns, many of which are never duplicated. The showing is really

beautiful and comprises sheer silk and cotton goods, voiles, gingham and sheer batistes.—*The Chas. Monson Co., New Haven, Conn.*

We speculated on wash goods! Won't You save! It was Jay Gould who said the man who could see five minutes ahead of the world was a rich man. It's so with everything. The real estate man who gets rich is the man who finds which way the city is going and gets in the way of it. The merchant who wins must be the merchant who is in the right side of the market. Now "cottons" must be spelled with an "s," for it is now as big a speculative commodity in Wall Street as coppers, or wheat or railroad 4's. We figured the cotton market six months ago. Bought future deliveries by the ton. We stood to make a great deal of money, or lose it. We made it. To-day we can sell our wash goods cheaper than they can be bought at wholesale and still make our regular percentage of profit. If other dealers are similarly situated why do their prices show the market advances? We are giving customers the benefit of our timely purchases—"foresight" some would call it, others would say "lucky." So far as you are concerned "bargains" is the word that sums up the situation.—*Pardridge & Blackwell, Detroit, Mich.*

Shirt waist flannels occupy much attention.

It is now declared that flannel shirt waists are to be more popular than ever during the season just ahead. We leave it to your taste alone as to what style yours shall be. Everything you can possibly wish for in the line of French shirt waist flannels is spread temptingly on our counters. And by way of illustrating the surpassing attractiveness of our prices we submit these two offers.—*Bure's, Rochester, N. Y.*

An exposition of the new *dress fabric* styles which exceeds our best previous efforts will be ready to-morrow morning. It presents the pick of the foreign and domestic fabrics in widest showing of the best colors, many of which are to be had here exclusively. It is a showing worth a special trip to the store to see. Moderate prices prevail. We give some hint of them here.—*Frederick Loeser & Co., Brooklyn.*

A very popular material, made of the finest wool. It is very firm, moderately heavy and has a finish that gives it the appearance of a higher priced Panama. A seasonable fabric that cannot be matched anywhere at the price.—*Abraham & Straus, Brooklyn, N. Y.*

WEDDING PRESENTS AND TROUSSEAUX

Prussian Brass.—A new ware made up in very artistic designs, would make a splendid wedding gift.—*R. Ashby, Colorado Springs, Colo.*

Have you thought about a Chafing Dish as a Wedding Present? It has a hundred dainty uses especially suited to the housekeeping needs of new beginners.—*Hofman's, Columbus, O.*

A tip to the June bride—practice economy; it is the road to wealth. Begin to economize now! We'll help you. Let us fit up your new home. \$1 down, \$1 per week.—*St. Louis House Furnishing Co., St. Louis, Mo.*

The two important advantages obtained in buying wedding gifts at our show rooms—are lower prices and assortments far greater than you can hope to find elsewhere.—*Pairpoint, New Bedford, Mass.*

To the brides of to-day. The first step to success with your cooking will be to insist on having a gas range. Don't start in with a gasoline stove, it's dangerous; or a steel range that will keep you in the kitchen all day; but do your work on a gas range.—*Gas Company, Saginaw, Mich.*

A bride cherishes her wedding gifts more than any presents she receives during her life. They are displayed for the admiration of her closest friends. Let us show you some gift objects that will be a credit to you and a lasting source of satisfaction to the recipient.—*R. Ashby, Colorado Springs, Colo.*

June weddings—China showers. If in doubt what gift to give the June bride, a visit to our china and bric-a-brac departments will suggest many appropriate ideas. They're just beaming over with beautiful new French and Haviland China and finest assortment of bric-a-brac.—*Rosenbaum Company, Pittsburg.*

Solid silver for June brides. The sterling metal which time has most strongly approved for wedding gifts. Nothing more permanent; nothing more heartily valued and taken care of during all of the life of which the wedding day is the beginning; nothing more valued to be handed down to succeeding generations.—*Wanamaker's, Phila.*

June Wedding Gifts. Is a rose less precious because it is a gift? Is sterling silver less precious because we introduce the buyer to fine articles that the maker had to sell for about their bullion worth? That's all.—*Schipper & Block, Peoria, Ill.*

June brides. Easy to get married, but hard to get the furniture. A most worthy and esteemed friend of ours said this jokingly; but like many of his sayings, there's quite a grain of truth in it. To-day we briefly enumerate items essential to home furnishing, quoting prices showing how far a little money will go if you purchase your outfit here.—*Kellar & Bullard, New Haven, Ct.*

Here is news for the bride. The subject of what to wear is an all important one. Of course, you want your gown becoming. The goods must be suitable, must be in style and choice centers most on the thin filmy stuffs of sheer open weave, as they make up more daintily, in more pleasing effect, than the heavier kinds. White is the thing, fashion approves it.—*Brown, Thomson & Co., Hartford, Conn.*

Important to Those Who Have Wedding Invitations.—This extraordinary saving occasion affords the ideal opportunity for those who will present wedding gifts, as we have included in this sale an unusually bright diversity of appropriate articles so much cherished by young married people. For the same amount you'd spend elsewhere you may select a present of nearly twice the value, or if you have decided on presenting a gift of a certain valuation, you may as well save nearly half.—*Simpson-Crawford Co., New York.*

Attractive Wedding Presents.—Our stocks abound with innumerable new pieces in crockery and furniture suitable for wedding gifts. All the newest and best novelties now on sale. Include our store in your shopping tour.—*McNamara & Harding, Binghamton, N. Y.*

June is a great month for weddings, and June brides, and bridegrooms too, should see our matchless outfit offers at either the Pittsburg or Allegheny store.—*Thomas & Co., Pittsburg, Pa.*

How lace ever came to be the most important part of a bridal dress it is hard to say; but no bride who looks for luck in marriage, or hopes for increased fortune while in that state, goes to the altar without at least a touch of it. And because Duchess, and Duchess point—that exquisite lace that has made Brussels the most wonderful lace centre in the world—is the finest and most delicate—it is the lace that the world considers most fitting for a bride.—*Blum Bros., Philadelphia, Pa.*

Bridal trousseaux whose delicate handiwork, sheer fabrics and filmy laces lend a distinctive daintiness to each garment, are characteristic of the exquisite underdressing of the Parisiennes, to whom this important adjunct of correct costuming has become a veritable art.—*Woodward & Lothrop, Washington.*

This store solves every problem of brides' and bridesmaids' outfitting, except individual choice. So that the power of intelligent selection may arrive at its object in the most satisfactory manner, we present more than a hundred distinct styles and weaves of silks, from dainty, filmy creations in lace effects, to heavy, rich, stately satins, embracing style thoughts and fabric schemes for gowns from the world's most authentic sources.—*Blowenstein Bros., Memphis, Tenn.*

June brides always find a wedding present most acceptable when it comes from Byrd's.—*C. L. Byrd & Co., Memphis, Tenn.*

Cut glass for June weddings. Nothing is more appropriate and stylish than cut glass for wedding gifts.—*Morley Brothers, Saginaw, Mich.*

Wedding presents should be selected for their utility and beauty. The present displays the donor's taste.—*Harrington & Nounen-Macher, Columbus, O.*

About the particular wedding you are interested in let us suggest that one of the very best gifts is in the line of sterling silver.—*C. L. Byrd & Co., Memphis.*

June inducements to begin housekeeping offered by Shannons' June is the month of weddings and the month we commence to cut down our stock in preparation for fall purchases.—*Shannon, Columbus, O.*

Our steadily increasing sales at this time of the year are evidence that furniture as a wedding gift, combining as it does, sentiment with practicability, is rapidly coming into favor.—*Sander & Recker Furniture Co., Indianapolis, Ind.*

"The month of brides." We invite the

brides of 1909 as well as of previous years to inspect our beautiful collection of Oriental and American rugs, as well as other beautiful furnishings for floors and windows.—*The H. H. Griggs Company, Cleveland, O.*

All the creations of the foremost producers of footwear are here in slippers and other footwear which the bride will need on her wedding tour. If she be going abroad the correct footwear is here for wear while aboard the steamship.—*B. Rich's Sons, Washington, D. C.*

The June bride's outfit. An unusual collection of bridal garments and home furnishings that can be secured here in endless profusion. It is well to select these early. Quite often the exclusive designs come in limited quantities. Here are a few suggestions as to designs and prices.—*James Shea, Hamilton, Ont.*

Delicate and correct silks for June brides. A glance tells you how finely we are prepared to meet requirements for June weddings. Whatever is correct for dresses for brides, bridesmaids and guests you can find at "Burke's" silk department. No thought "for better or for worse" need be entertained in any selection made.—*Burke, Fitz Simons, Hone & Co., Rochester, N. Y.*

The wedding hour draws near; the song of love's young dream resounds in sweetest melody from rose-covered altars to echo again in pealing wedding bells and greet the happy bride of June. Her face beams with happy anticipation of the lovely gifts her wedding day will bring. We have devoted special care to wedding gifts this season and have the very things brides love most.—*Mulford, Memphis, Tenn.*

June is the month of marriages, and preparations for weddings are of the utmost importance. The bride must have a trousseau, and her attendants will require appropriate raiment for the beautiful ceremony. Such careful consideration has been given to this subject, and so extensive has been the provision of wedding goods in this establishment that here a complete bridal outfit may be readily secured; also the requirements of bridesmaids and little maidens of honor; and furthermore, most beautiful and acceptable wedding gifts.—*Woodward & Lothrop, Washington.*

Lamps. Cut Glass. Art Wares. If there is a wedding gift to be bought or a birthday gift; if the summer home needs a new lamp or two; if own loveliness—then you will count this news important.—*Abraham & Straus, Brooklyn.*

WHITE GOODS

The great White Sale is now showing up a very large number of odd lots. Scores of lines are closed out, all but the last few bundles—sometimes the last few pieces. We're watching the stocks closely, for it is a relief to the stock-keepers to get the vast aggregation simplified, so that there are less varieties to watch.—*Wanamaker, New York.*

White Sale Activity and some of the Reasons. There hasn't been a moment, since the beginning of the White Sale, when the splendid sweep of white, in the Rotunda Balcony, hasn't been a centre of attraction. Women who have compared muslin undergarments offered in this Sale with those exploited elsewhere in a more or less half-hearted manner, will understand the reasons for this continued success. To-day's varied offerings of Nightgowns, Drawers and Petticoats—and in the *third week* of the Sale—exemplify these reasons. Note the full ample dimensions of the garments—we don't resort to the usual course of skimping on materials to make low prices. Embroideries and laces are in fresh, new, beautiful patterns; the muslins, cambries and nainsooks are soft and fine; the workmanship is careful and tasteful. Competent judges would assign a value of *one-third* more to each piece. And just look at the assortment.—*Simpson, Crawford Co., New York.*

White Goods.—The looms never turned out prettier or finer white goods than this year's styles. We have the different sorts in fine assortment—hardly anything you can have a preference for is missing. Just now several lots are here at much lower than usual prices because of a lucky purchase from a wholesaler who was re-adjusting stock.—*Fowler, Dick & Walker, Binghamton, N. Y.*

The new white goods shed their wrappings to-day, and go on sale at once. But you want to look before you buy—yes, you want to look without buying. Come along just the same. Such exquisite materials as these deserve admiration. As an exhibit of wonderful skill in spinning, weaving, bleaching and finishing, this showing of white goods is certainly remarkable. And the prices—your grandmothers would have had to pay shillings per yard for what you now buy for pennies, and then they could not obtain the beauty of weave and design

that's in these dainty materials. Open house at the white goods counter. You may come only to look, but we believe you will buy—some of the values are too tempting to resist.—*McKelvey's, Youngstown, Ohio.*

Persian lawns. No white fabric ever devised gives more certain satisfaction than the fine, sheer, sweet Persian lawns. They are crisp and fresh, launder perfectly as you know, and worked up after this season's styles make one of the prettiest creations that can be imagined.—*C. H. Edge, Lexington, Ky.*

The Swiss muslins have always been the aristocrats of summer-gown stuffs. They are cool, dainty and artistic, as well as the most serviceable of all fabrics.—*Wanamaker, New York.*

A startling and sensational sale of white goods. A transaction in white goods that will arouse and intensify a midsummer trade as it was never aroused before. A daring deal, by which we secured 12 cases of fine desirable white goods for a figure so low it will be almost impossible to duplicate.—*Hochschild, Kahn & Co., Baltimore, Md.*

After such selling as the white goods section has seen this season, little wonder that there are great heaps of remnants, for the volume of business such a department does is to be determined by its accumulations of short lengths. Always the most wanted goods, too—Persian lawns, India linon, batistes, organdies, French lawns, Swiss mull and a plenty of fancy white goods in shirt-waist lengths. The prices are designed to make their clearance quick and complete.—*Macy's, New York.*

We will place on sale Monday and until sold an enormous purchase of fine white goods at prices that will surely mark an epoch in the history of white goods retailing. We are New England's leading distributors of fine white goods and we mean to make this a record week in the department. This is no job lot or mill ends, but all fresh, clean, up-to-date, desirable merchandise. The quantities are large enough to supply everybody, dealers included. If you want anything in the way of fine white goods you cannot afford to miss this great money saving sale.—*Shepard Norwell Co., Boston, Mass.*

White fabrics for waists and dresses have steadily been growing in popularity each season. We are quite certain that we are right in our prediction that the stride ahead this year will be prodigious. Anyway, we are so firmly convinced of this that our purchases have been decidedly heavier than ever before. We are just as positive, too—because we know—that our prices are lower than manufacturers are asking for many of the identical goods to-day.—*High's, Atlanta, Ga.*

Here right in the middle of the winter with two feet of snow on the ground and the thermometer generally below the zero mark we shall hold a white goods sale that for variety of materials, beauty of patterns, and quality of stock has never been equaled in Bay City. It's going to be a white goods season again sure. Already the white goods stock is fast elbowing out the other lines and we have allotted three times the usual shelf and counter space to accommodate and comfortably show this very much enlarged department. The firmly woven but light weight materials easily take the lead, and they come in the prettiest patterns imaginable and will be most suitable for the cool summer dresses you will need later on.—*Romer, Lowell & Co., Bay City, Mich.*

A splendid showing of fine and gauzy textures so desirable for summer waists and dresses, including Swisses, mulls, organdies and lawns.—*Carson, Pirie Scott & Co., Chicago, Ill.*

It's a "white season" in dress. White dresses and white suits are being brought into service as quickly as deft fingers can construct them. White hats and white shoes to complete the costume are in great demand. Also the approach of graduating time lends further interest to the white fabrics—gloves—shoes—hose. The extensive preparations which the store has made to supply all these dainty white things is shown in the following.—*The Marston Store, San Diego, Cal.*

White stuffs lead, you know! That we have the most complete and diversified assortment of *white goods* for Spring is proven by the onrush of trade already cared for in the dress goods section. The assortment beggars description, so you must use your eyes on the collection itself rather than on any descriptive paragraph.—*Bloomingtondale's.*

"White as the driven snow," are these new waistings, all cotton; but Jack Frost will never pierce them; for they're as thick as leather and as warm as wool

—fleece back and fancy faced, 75c. and \$1.00 yard.—*T. D. Bendure, Springfield.*

Thin white stuffs for dinner gowns and party frocks. We've already told how a "white winter" is promised by the fashion makers, and how the key-note was struck at the Flower Fete in Vienna, where automobiles, harness, horses, gowns, flowers—everything was snowy white.

The new white stuffs are fascinating enough to win over every woman to wearing them this winter.—*Wanamaker's, Philadelphia, Pa.*

A large and varied assortment of dainty white fabrics in all the most desirable materials, consisting of India Linens, Persian Lawns, Organdies, Swisses, Mercerized Poptins, etc. It is high time to have the materials for your summer gown in the dressmaker's hands, and this sale offers the opportunity to procure the goods at a saving which should be taken advantage of.—*Donaldson's, Minneapolis, Minn.*

Never such a May *white sale* as this in Peoria. Not until this morning could we learn the definite result of the first day. All white sale records were shattered—a new high-water mark set for this timely May movement. To-day's selling has also been extremely large—warmer weather sending still more thousands to profit by the matchless savings in muslinwear. But, let's peep into the linens again. These are fine, distinguished flaxen weaves, worth your admiration and your trust. And lowered in price.—*Schipper & Block, Peoria, Ill.*

A purchase of two cases of pretty white Batiste, which makes cool and charming summer dresses. It is valued at 15c. and 18c. a yard—and every woman will welcome a chance to buy it so much below regular cost.—*Goldenberg's, Washington, D. C.*

Children's day sale of white goods. You mothers of little girls, who are preparing even now for that day of days, the second Sunday in June, should be genuinely interested in our doings in white dress goods for this special occasion. And for gowns for yourself, too, you should be interested in this white sale. White, white—fashion notes tell it, foreign advices say it; from every authenticated center comes the advice—it is to be the greatest white goods season for years. Yes, not even excepting last summer, which you remember so well was such a white summer for women's and children's dress.—*S. P. Dunham & Co., Trenton, N. J.*

WOMEN'S READY-TO-WEAR

The linen coats, linen suits, shirt waist suits and shirt waists we will sell at the tremendous cut prices are the products of the foremost manufacturers of the country. They are modeled in keeping with fashion's latest dictates and embrace all the most desirable materials for summer wear. There are fully three months of warm weather ahead of us when these garments will be the ne plus ultra of comfort and style. Think what such a buying opportunity as we offer means. Each offering is a star attraction. We've put the prices lower than you've ever known them so early in the season and we are giving the handsomest ready-to-wear in this city. The buying here to-morrow will be spirited from the moment the sale opens. If you want handsome wash suits, etc., be sure to come.—*M. Rich & Bros. Co., Atlanta.*

Good News for Buyers of Women's Clothing.—We want to make up for the dull days that marked the opening of this season's selling—days when winter persistently refused to give way to spring and made the selling of spring and summer clothing almost an impossibility. The result of the unseasonable weather is apparent to-day in every stock of women's clothing, for there is more on hand than ordinarily at this season of the year. Our own stock is going to be reduced materially at once, for we have gone into price cutting with great energy—so that whether you want the very highest grade of suits, coats, wraps or costumes, or the less expensive but stylish made garments, you can buy them now at a considerable saving from early season prices.—*Carson, Pirie, Scott & Co., Detroit, Mich.*

Another peerless sale of stylish, well made garments for women! We never before offered such matchless opportunities in seasonable garments. If we have never offered them you can rest assured they have never been offered anywhere. Study the stylish materials, the perfect workmanship, the chic and daintiness of these garments. Then note the wonderfully low prices. You will readily see why this store does such a gigantic garment business. The strictest attention given to the altering and fitting of all our ready-made garments.—*Israel's, San Bernardino, Cal.*

It is needless to tell you that this store

is the centre of buying for women in suits, skirts, jackets and coats. Ask any fashionable woman of our town where the best suits are to be found in Tacoma, and she will tell you, without hesitation, at Morris Gross Company's. In other words, the well-dressed women are recommending us—unthinkingly, perhaps, but just the same without question—as the best place to buy a serviceable, stylish suit for fall or winter.—*Morris Gross Co., Tacoma, Wash.*

Stroll through the suit and skirt department. Note the new fall styles. The department is fairly sparkling with pretty new designs. The display is the most complete and quite the best we've ever shown. Styles are absolutely correct in every detail. Rich, long skirted coat suits are in abundance. These are most favored of the new fall modes. Every woman of taste will be attracted and fascinated by this exclusive display.—*The Palace, Spokane, Wash.*

Foolish women who delayed all summer and come rushing into fur stores now to get repairs done, find that "after Xmas" is the earliest date. You ladies who are now holding back on buying what you want in a cloak, suit or furs are about as foolish, for now is when you want the goods and now is when you can get your choice and get just what you want. We don't gainsay the fact that late buyers get goods cheaper; but why shouldn't they? They lose half the season's wear and take what others have left. It's "up to you" which you want to do; we know that this is a season when you won't gain in price by delays, and surely you will lose in quality.—*Ransom & Horton, St. Paul, Minn.*

"So-and-So built that house"—and the minute you hear the name you know it is well built. "Wanamaker's built that suit" carries the same confidence in the clothing world to-day.—*The Wanamaker Store, Philadelphia, Pa.*

Some very clever things in summer suits and costumes.—*Chas. A. Stevens & Bro., Chicago, Ill.*

Clearing out some odd lots of waists, suits, skirts and bathing costumes that remain, and hurrying their departure by lopping off the larger part of their original price.—*H. Batterman, Brooklyn, N. Y.*

This is just the time when every woman who attends this sale can better afford to have another silk shirt waist suit or two or three more silk waists than at any other time of the season, because the prices are 1-3 the earlier low prices.—*Simpson Crawford Co., New York, N. Y.*

Most excellent opportunities for fashionable dressers and bargain seekers. The balance of our shirtwaist suits and shirt waists, cloth, suits silk waists and suits of china and habutai have been put on sale at bargain prices, as we wish to make room for fall purchases, which will soon arrive.—*L. Rosenbaum & Sons, Elmira, N. Y.*

Wrappers, Dressing Sacques, Petticoats, etc.—When heat and humidity conspire to make our lives miserable, there's nothing like thin, cool, negligee wear for solid comfort. You want to see ours before buying—you want to note the pretty ways they're made, the reliable materials, the dainty colorings, and the wonderfully moderate prices.—*Austin Bros., Westfield, Mass.*

Shoulder shawls for cool evenings. Cool summer evenings at seashore and lake make a protection for head and shoulders quite essential. We have provided dainty scarfs and shawls for your needs. Will you put one in the trunk?—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Keep cool, wear cool, light weight clothing to help. That's where we can help you. We're helping thousands now, perhaps we're helping you—if not, why not? Suppose you see right now what we can do for you in the way of cool dresses, cool undergarments, cool shirt waists, cool shoes, cool gloves, and so on. The cost this season is surprisingly small and our stocks are wonderfully large. The season's latest and best is here.—*The Howe & Stetson Stores, New Haven, Conn.*

In these lots offered you will find garments that were good values at their original prices and at these special prices they should prove doubly tempting. They are all the new winter styles and materials, made in a very particular manner, for that is the only kind permitted in this department.—*The Bowland, Morehouse & Martens Co., Columbus, O.*

In truth the most attractive winter garment proposition of the season has, by a rare and unheard of purchase, come to us. Four hundred and seventy-three garments, spick and span, direct from the sample rooms of one of the

most prominent manufacturers in New York, will be placed on sale to-morrow, and if the records of former sales indicate anything at all they surely point to phenomenal selling in coat and suit department, for in honest comparison past values, however great they might have been, fade into insignificance when placed beside these garments.—*Ehrlich Bros., New York, N. Y.*

Delay and disappointment are usually the lot of the woman who trusts to her modiste for her fall suit or coat. Likely as not the style effect will not have the appearance she expected. Often the materials do not make up as prettily as she thought, and nine times out of ten the garment is not delivered in time, which is most vexatious. All these annoyances are obviated in our cloak and suit section. Here the variety of choice covers the whole of the season's style effects, and you can tell immediately which suits you best. Don't have to take the materials on trust—they are already made up. And we can insure so perfect a fit that it could hardly be hoped for, from other than the most exclusive modiste.—*T. Eaton Co., Toronto, Can.*

If you want to see the best things that we have prepared for the occasion, come to our exhibit of wraps, coats, costumes for day and evening wear. The elegance and refinement of what you will see is only one of its happy features—the wonderful comprehensiveness of our show will strike you at once. It will seem as if our experts had read your very thoughts and prepared especially for you.—*L. S. Plaut & Co., Newark, N. J.*

Summer suits, coats and wraps in fine array. Full lines of correct styles, in the choicest fabrics and colorings, indicate how carefully we have prepared for the summer months which are almost upon us. Thoroughness is visible everywhere—the sort of thoroughness that has kept this store at the front with the brightest and newest fashions and easiest prices. Each garment attests our thoroughness—shaping, making and tailoring being faultless.—*Joel Gutman & Co., Baltimore, Md.*

Every Silk Shirt Waist or Tailored Suit for women, that has been priced up to \$50 in our stocks, bears to-day one of the attractive new prices named below.—*Wanamaker, New York, N. Y.*

Come in and make selections now while the range of styles is at a maximum and the prices are the lowest.—*Mandel Bros., Chicago, Ill.*

To see them is to enthuse over them. There's a distinction to them that appeals at once to critical eyes. Try them on and the satisfaction is increased. Then the price—sure to suit as well as the garments.—*J. E. Sage, Hartford.*

All the new fashion-touches are seen in the showing—the large sleeves, in a variety of phases, the vest coats, the pretty, practical walking skirts, and a splendid assortment of materials. And among the widely varying models, and styles of trimming, there's not a single one that is not in the best of quiet, good taste.—*Wanamaker, New York, N. Y.*

That grand stretch of space on the eighth street side of the second floor is a veritable summer fashion show. It is a brilliantly beautiful display of all that is smart, stylish, rich, elegant, wearable and serviceable in feminine apparel. The prices will surely delight you, especially when you note the splendid styles, the choice workmanship, the fine material. The values are simply wonderful.—*Lit Bros., Philadelphia, Pa.*

To-day we announce one of the best pieces of news that the New York women have read this season. We have just purchased from one of the foremost manufacturers of the country a collection of about five hundred silk dresses and silk shirt-waist suits. This concern is the only American firm whose product has been sold in London and Paris. Their business is through for the season, and their designers are starting abroad for ideas for Fall. For this reason we have secured their entire stock-on-hand at an average reduction of about a half of regular values. The styles of the dresses represent the best ideas brought out this season, both here and abroad. The materials include plain taffeta silks, fancy striped and checked silk foulards, the popular Rajah silks, and a few cool and dainty checked silks. The similarity of the dresses to many that we now have in stock has compelled our adding a great many from our own stock, making the assortment still greater. The most conservative estimate of the values of the dresses ranges from \$20 to \$25, a few are worth still more. To-day they are priced at \$14.50 each. Certainly a most startling price at which we offer fine, new beautiful suits from the foremost American manufacturer, with the season still at its height. Special selling space on the second floor.—*John Wanamaker, New York, N. Y.*

Seen the new separate dress and walking skirts? Everything points to long, straight lines; the new models are snug

at the top, the fullness flaring out below the knees. Stunning effects of soft clinging voile and crepe de chine over taffeta, swell peau de soie and long taffetas. "Swing clear" lengths in skirts for walking and shopping—cheviots, Panamas, tweeds and sturdy mixtures.—*Halpert & Jacobs, Binghamton, N. Y.*

Sensational prices on women's winter garments. Advance showing of modish spring suits and costumes.—*Goldenberg Bros., Baltimore, Md.*

When a lady comes to the real purchasing of a garment there must be more in its favor than the mere matter of price. The price must be right—that's important; but in the estimation of the discriminating no price is alluring if the proper style and artistic effect is lacking.—*The Crews-Beggs Dry Goods Co., Pueblo, Colo.*

A helpful place for time-pressed people. You can just run in here at any time and pick up something desirable in the waist, suit or skirt line. When you come to packing the trunk for that summer outing if anything has been overlooked, stop here on your transfer as you go to the train, and see how quickly your wants can be supplied. There can be no doubt as to this store's supremacy when it comes to a question of ready-to-pick-up-and-put on garments—and the prices are O. K. too.—*Z. L. White, Columbus, O.*

Skirts and waists of the heavier materials will now be "thrown into the discard," and supplanted by cool, fresh, summery light weight—duck and pique skirts, lawn or silk waists—all of which may be found in abundance here and pleasingly priced as well.—*McHenry's, Cleveland, Ohio.*

Dainty and elegant garments, made in the newest styles, of fine materials and beautifully trimmed, are what you see in every section.—*H. O'Neill & Co.*

The woman of taste, the woman who practices economy, and the woman who appreciates correct styles and is a devotee of fashion, readily recognizes in the large and select assortment of fashionable apparel that we show opportunities to buy that are most pleasing from every point of view. The stock just now is at its best and the varied tastes are readily satisfied.—*The Fair, Chicago.*

A perfectly gowned woman is a delight to the eye, and the garments of our store are especially designed with a view to producing pleasing effects.—*Rosenthal Dry Goods Co., Peoria, Ill.*

A manufacturer who has had years of experience and success in making shirt waists decided to fit skirts to his most stunning styles; this he did, and sold quantities of them. Now for the closing out of his odd suits.—*Siegel Cooper Co., New York.*

True elegance, individuality of styles and perfection of workmanship marks every garment in our collection. It embraces exclusive novelties from the far-famed foreign designers and a magnificent collection of America's faithful copies. Remember, no passe styles or damaged stock—every garment we offer is correct in style and reliable, no matter how low the price.—*The Beall-Livingston Dry Goods Co., Columbus, Ohio.*

A shawl is really a necessity these cool summer evenings—and we've marked prices so low that every one can afford one. We have undoubtedly the largest and handsomest assortment, and when you see how pretty and low priced they are, you'll be glad you came.—*Rosenbaum Co., Pittsburg, Pa.*

Models of the new fall styles and weights, but it isn't just because they are new fall styles we are so proud of them.

It's their own beauty, and their own worth.—*Hale's, Sacramento, Cal.*

The McKnew quality policy is reflected in every garment that McKnew shows. The highest ideals of dress refinement are realized in the fall Suits, Coats, Skirts and Waists exhibited at McKnew's this season. The trinity of dress perfection—quality—exclusiveness and conservatism—are portrayed in the finest ready-to-wear for women ever shown in Washington.—*McKnew's, Washington.*

The styles, first of all, bespeak that desired exclusiveness, a rich plainness given by mannish effect. Long coats, and shorter ones for shorter figures, but the real long ones set the style. Then we have the blouse jacket and tourist effect coats. Suits with those charming little vests, just a bit of contrasting color peeping from under the coat, giving the proper air to the plainness of the materials, so popular this season.—*The Bowland, Morehouse & Martens Co., Columbus, Ohio.*

Of all the beautiful costumes which the autumn days will call forth there will be none better in style, workmanship and fit than those from the Novi-Modi wardrobes. Remember the saving in time, too. No waiting or wearisome fittings. Try the costume on once and we send it home finished the same day. If there is anything wrong with the

costume your tailor sends you, you must keep it. Novi-Modi will return your money if you are not thoroughly satisfied.—*Novi-Modi, Montreal, Can.*

Down Go the Prices on Women's Smartest Tailored Wear.—We have been helping the makers to straighten stocks and the last few weeks has presented a series of such extraordinary values in women's tailored wear as have not been matched in Brooklyn within memory. Now, in addition to new groups from some of the best makers in Manhattan, we make sharply lowered prices on some of the fine wear in our own stocks, simply that the light weight hot weather wear may have the room it deserves.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We have never carried such a large stock—we were never so ready with all that is beautiful and wanted in the Women's Garment Section. The savings we are in a position to offer you are such that every economical woman owes it to herself to take advantage of them. Here are garments of quality—of style—perfect in fit—an enormous stock to choose from and prices lower than ever before.—*Lit Bros., Philadelphia, Pa.*

The autumn suits, coats and skirts. Fashion's latest tendencies are all correctly reflected in this superb gathering of fall frocks. This offering is calculated to attract your attention and demonstrate the superiority of this collection. You'll seek in vain to duplicate these values in these modes.—*Schlesinger & Mayer, Chicago, Ill.*

Every customer who comes to us for a tailor-made suit or pedestrian skirt or jacket is so delighted at the splendid results we give that they are loud in our praise, and send their friends to us. We guarantee the fit.—*Lippincott & Co., Wilmington, Del.*

We have instituted a most important clearance sale of tailored suits and dresses for women at extraordinary price reductions. Not merely in isolated instances, not merely a few garments that have failed to find favor, but almost every tailored suit and semi-tailored costume which our label identifies is concerned. A most diversified series of the season's favored models, including long and short coat styles, eton blouse, "frocks and frills," fitted and semi-fitted long coat and semi-tailored waist styles, fashioned of high grade voile, eolienne, Panama cloth, mohair, clay serge, homespun and fancy checks and semi-tailored costumes of taffeta, pongee and rajah silks.—*Saks & Co., New York.*

There's an uncommonness to the styles being shown by us that is highly pleasing to all who see them—a certain distinguishing character that appeals at once to the tastes of ladies who appreciate styles that are out of the ordinary. The most fanciful effects that one could imagine concerning fine clothes are realized here.—*J. E. Sage, Hartford, Conn.*

The most powerful arguments ever brought forward in favor of ready-to-wear garments for women are found in the correct styles, beautiful fabrics, good tailoring that characterize the garments in this store. The most critical can find no fault with them—they are the product of men tailors. Through our well-organized corps of fitters the garments are guaranteed perfect fitting as well as it is possible for any tailor to make them to your order.—*Lit Bros., Philadelphia, Pa.*

July is the great go-away month of the year, and also the month that makes those at home really give serious thought to summer dress. How to be stylishly and becomingly garbed and at the same time comfortably cool that's the uppermost thought, whether at home or out of town. Some folks worry about it, but what's the good? Worry and hot weather don't agree. Besides, worry makes wrinkles and gray hair. Come to Gimbel's, all these summer problems in dress have been worked out to a correct solution. For you, it's just choosing, making preference and purse agree, knowing the while that styles are newest and assured, and that you are choosing from Philadelphia's chief assortments of women's waists, suits and summer frocks.—*Gimbel Bros., Philadelphia, Pa.*

Women's ready-to-wear. Here's the department closest to the affections of every woman—and with the full knowledge that it is to play an important part in the opening every effort has been put forth to collect for the inspection of the women of Washington the season's choicest and daintiest productions—all and everything that fashion approves and popularity demands. The foreign creations vie with the best of the home productions; all meritorious; all the very acme of style and exquisite to the point of elegance.—*Hecht's, Washington.*

Our immense floor of tailored garments for ladies and misses is a veritable realm of correct spring styles. The new suits, skirts, waists and coats are so distinctive and beautiful this season that every fancy will be favorably responded to here in that admirable manner for which we are so famously

known.—*Isaac Benesch & Sons, Baltimore, Md.*

There is only one reason for making these price reductions on women's waists, suits, skirts and coats. It is late in the season; later for us possibly than for our customers, as there is still plenty of weather to come when the goods may be worn very comfortably. The styles are strictly in accord with the latest fashions. The entire stock has been gone over and prices reduced so low that a clearance must be effected.—*The Fair, Chicago.*

Lots of things you may need to make you comfortable during your vacation. If you spend the days in the mountains, at the seashore, at a picnic or attend the base ball games, you will find it all the more enjoyable if you prepare for it. Do you need a cool dress, a wash skirt, a new waist or any of those summer necessities that help to make the hot days bearable? You will find what you want here in abundance, marked at special July noise making prices.—*James McLean & Sons, York, Pa.*

A man who knows told us yesterday we had the finest cloak and suit store in the State. That's all right as far as it goes, but we're after something else—and that's to be the most popular. That's what we're after, and that's what we're going to be. But to do it we must have your help—if you give it, we'll deserve it. Commence now and help us grow.—*Robbins & Vetter, Buffalo, N. Y.*

Every creation is a work of art, delineating in dainty manner the most approved styles of the day—all made from these soft, sheer materials with a liberal use of lace trimming—and those sheer, cool effects, so dressy and neat—not humdrum styles which no one would want at any price, but waists that bear the earmarks of exclusiveness and clever origination.—*Hecht's, Washington, D. C.*

Big deluge of ladies' garments. Heavy rain is over, now comes the flood of merchandise. You have heard people say it rained cats and dogs; this sale will be like raining dollars for those who take advantage of our misfortune in having twenty thousand dollars too much stock—cash must be realized.—*Pearce's, Minneapolis, Minn.*

Lovely shirt waists and shirt waist suits. Look the stock through—you'll not find a garment that hasn't a charming air of distinctive style to it. Not ordinary style, remember—but that chic air, that fascinating dash that the best makes—and only the best makers—can produce in their garments.—*Rosenbaum Company, Pittsburg, Pa.*

Spring suits and cloaks for women. If distinctiveness and exclusiveness count for anything, then the Saks coat for women is far above the average.—*Saks & Company, New York.*

This week will be a gala week in our suit and cloak department for the new spring styles will be displayed in all their beauty and variety.—*Adams Dry Goods Co., New York.*

For a comprehensive and representative exhibit of the new spring apparel, ours is second to none. From the unassuming walking skirt to the sumptuous costume for evening service, there is nothing lacking. Not alone the master efforts of the foreign couturieres, but exquisite copies and adaptations from them are with us in no mean numbers. The following are the creative efforts of our own designers. For originality, design and good taste evinced in the elaboration, they rival many of the imported models. The prices warrant a saving of almost one-third of their actual worth.—*Saks & Company, New York.*

A broad showing of very elegant tailored suits, skirts, coats and waists for women. Smart creations, best workmanship and refinement of style are the important features of the garments here.—*Kaufman's, Colorado Springs, Colo.*

Leading specialty cloak, suit, skirt and waist house in the city. Teller & Co. are daily adding the newest Paris, London and Vienna ideas to their already unequalled display of costumes, tailored and semi-tailored gowns, waists, skirts, etc.—*Teller & Co., New York.*

A masterful exhibition of correct outerwear—a fashion grouping without a peer, and appealing to the discriminating taste of every woman—garments representing the very acme of excellence and fashion, yet strikingly devoid of gaudiness—all creations of America's foremost fashioners whose reputation for careful work is worldwide.—*L. S. Plaut & Co., Newark, N. J.*

The tailored garment parlors on the first and third floors present a complete demonstration of fashion's choicest and most approved spring styles in profusion and perfection, but priced economically.—*John Anisfield Co., Cleveland, Ohio.*

Fancy waists and skirts in the new silks, crepe de chene and similar fabrics. Tailored suits, jackets, and skirts of exceptional workmanship, cut and finish. An exhibit characterized by elegance, exclusiveness and economy.—*Mahler Bros., New York.*

Blossoming before the spring! If the orange groves of the sunny South are calling you, or if new, beautiful, exclusive, not-to-be-duplicated summery dress fabrics interest you on their own account—attend! These are the first choice from the markets of the world. The fairest of the fair—specially chosen for us from among the newest, most attractive patterns made by the leading designers of Switzerland, Great Britain, France and America. They are limited to us—any will never be duplicated even here. Vaster quantities, larger assortment of exquisite stuffs are coming, of course. But this superb earliest collection, this first choice of the world's best, will not be found again.—*Wanamaker, New York, N. Y.*

The new Spring tailored costumes, suits, jackets, waists, skirts, etc., make their formal bow to-morrow. It will be an occasion ripe with attractions, for every conceivable style—from both foreign and home fashion centers—will be fully represented. The woman of wealth as well as the woman of more moderate means will surely find interest in this most effective display. It bristles with variety.—*H. Batterman, Brooklyn.*

Bargains galore in women's coats, suits and skirts. A line that we do not care to invoice, so will place them on sale to-morrow at prices that ought to hurry them out. All are of the very latest styles in ready-to-wear garments for winter.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

The short wrap has gone. To be correct, the coat must be 40 inches or more in length—must reach well over the hips; half way or all the way to the knee is better. The leg-o'-mutton sleeve is to remain next spring—but modified a little, like the sleeves in these coats that go on sale to-day. Excepting tourists' coats of covert cloth, all wraps must be tight-fitting or semi-fitting in back. Even the staple little covert jacket is out of fashion if 20 or 22 inches long. It must be at least 27 inches long. "Who are you?" asks someone! "Who dares to speak for Fashion and outline her conjurings?" Listen: Season after season we have given Philadelphia the authoritative word of styles. On the 5th of last September we foretold the leg-o'-mutton sleeve—were ridiculed by slower stores, and yet we saw them quickly have their styles adjusted to our standard. No other American store stays so close to Paris. That's the secret.—*Gimbel Bros., Philadelphia, Pa.*

The garments we offer are brand new; womanly clothes designed by women—garments of ample, comfortable cut and ladylike make-up. Many of the garments are truly dainty; some again are rigidly plain—intended for you to put on the edging of lace or embroidery. More are of common sense, every-day prettiness. The muslins and cambrics are new—white and durable; not yellowed or tender from age.—*Gimbel Bros., Philadelphia, Pa.*

If the tailors could devise better or more attractive fashions we should have them—in other words, fashion's favorites are all here—none missing. Every new material that is worthy, every new style, every popular conception of the tailor artist has been procured and is here now for inspection and purchase if the garment and the price strikes your fancy.—*Crow & Whitmarsh, Cleveland, Ohio.*

Sales are bounding ahead of all previous records and comment is unanimous that Kaufmann's now more than ever set the pace in women's fashions.—*Kaufmann, Pittsburg, Pa.*

It requires constant watchfulness to keep in touch with the best styles and kinds, but our long experience in this direction makes the task easy. Knowledge of textures, dyes, linings and threads does not come by chance. What we have learned in years we will give to you with every suit or jacket we sell. When we tell you goods and styles are right you have our practical experience back of our assertion, and behind that is our guarantee.—*Joel Gutman & Co., Baltimore, Md.*

One need not necessarily pay heavily to keep up in the race of fashion, neither need one pay dearly to secure first class quality. Much worry and money can be saved by coming to our great women's outer garment store when in quest of a stylish coat or gown, for certain you are of never going away disappointed.—*Kaufmann's, Pittsburg.*

Convincing facts.—Being manufacturers of ladies' garments for many years certainly gives us an advantage over other retailers, and in order to prove this fact and induce the ladies of this vicinity to inspect our stock of coats, suits, silk waists and furs, we shall offer the most extraordinary bargains ever shown in New Haven.—*The Model.*

To-morrow this crowning sale of all periods of the year commences. Strenuous efforts are in force to clear all suits, all skirts, all coats, all capes and all waists immediately. Extensive lines

of fashionable spring garments are arriving, and the selling of winter stock is absolutely imperative. The amazing reductions below indicate the overshadowing values and phenomenal savings we shall offer during this greatest occasion for buying garments of foremost fashions and faultless tailoring.—*Nathan Gutman & Co., Baltimore, Md.*

We have ready to-day the most comprehensive collection of women's dresses and wraps that we have ever brought together, previous to March 15th, in the past. We have been working very hard for months past in preparing for this early presentation. Early as the showing is made, nothing was done until we were absolutely certain that styles were correct, according to the best ideas of designers at home and abroad. The showing will be equally interesting to women who are anxious to secure an early change from their winter wardrobe, and to those who are simply planning for the new season, and are anxious to get an advanced view of coming styles.—*Wanamaker, New York.*

We are usually well prepared in our collection of tailored wear for women. There is not only the finest gathering at perhaps the smallest prices we have ever had to present, but the handsomest collection that has ever been shown in the borough. The spring designers have never had more scope for artistic work of an attractive character than now, as the revival of the becoming styles of years ago lends itself to very graceful adaptation.—*Abraham & Straus, Brooklyn, N. Y.*

It's a dry-goods truism, that the faster the selling, the more quickly the "short lots" accumulate. So, among our coats for women, there are, in the aggregate, many handsome, new garments, in but a few of a style, that owe their very paucity of numbers to their desirability. This leads to our establishing to-day, several new price-groups, that offer all sorts of fine new winter coat bargains. They include the most remarkable opportunities to be had in our stocks thus far this season.—*Wanamaker, New York, N. Y.*

We are determined to make a clean sweep of all this season's garments. Rather than send them to the store room to wait for another season, we have whittled prices down to the thinnest shaving. It means you can save from a fourth to a half on fashionable suits, coats, skirts, fur coats and scarfs and waists. Styles are the favorites of the season.—*Minneapolis Dry Goods Co.*

In purity of fabric, in beauty of patterns and special decoration, in wide range of quality and prices, the new things are calculated to make more converts to our system of linen dealing. Exclusive linen dealing insures distinction. Exclusive linen dealing insures economy.—*Grand Maison de Blanc.*

Suits, skirts and coats. Particular raiment for particular women. Very nobby garments in this lot for Monday. All bear the Simpson Crawford Co. marks of superb tailoring and superior style. And of course the prices are right, else they would not be advertised.—*Simpson Crawford Co., New York.*

All of February and blustering March are still ahead—you have plenty of time to make use of good winter wears this season. We still have many winter things to sell. We need every inch of space for the incoming goods. Consequently, you can buy dependable winter wears at a fraction of former prices.—*Halpert & Jacobs, Binghamton, N. Y.*

New, newer, newest! Exquisite spring wearing apparel for women keeps crowding into this suit room. Each new arrival, it would seem, is more charming than the last. They are the newest and smartest productions of New York's best tailors and modistes and point the way to this suit room for the latest styles in the fashionable world.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

The first break of dawn in spring tailored fashions for women. Long coats, very long ones, come in suits that seem to have stepped from the needle of the finest custom tailors. From these, preference jumps to the waist-length blouse jackets, girdled into trim sloping waists. Pleats, and shirring at the shoulders to broaden and slope it. Pleats and fullness at the waist. Very full backs on many of the little jackets.—*Gimbel Bros., Philadelphia, Pa.*

Here is where money can be saved, not by nickels and dimes, but by five, ten and twenty-dollar pieces at a time. Without going into details at this time, we will say that in every grade of ladies' tailored suits, walking skirts and dress skirts; misses' suits, jackets, coats and rain coats there will be found astonishing reductions, some of them approaching the half-price mark. The stock is altogether too large for this time of the year and nothing shall stand in the way of our speedily and materially reducing it. Don't buy a garment till you have seen and priced these we are offering. No obligation to buy simply

because you look.—*H. C. Capwell Co., Berkeley, Cal.*

Rich garments of heavy black cloth, cut in three quarter length and trimmed with narrow braid, little cloth shoulder straps and small silk buttons. The backs are pleated and the lining throughout of a very fine quality black satin. The sleeves are large and finished with a fancy cuff. These are perhaps the most expensive garments in the lot.—*The Crescent, Spokane, Wash.*

The maker starts on summer garments—we and you get his samples of cloth and velvet suits and coats at nominal prices. It's an opportunity that will begin this morning and probably end before the store closes at 5:30 p. m. Take an elevator to third floor—and wisely be among the early after breakfast visitors.—*The Palais Royal, Washington, D. C.*

Here's one of the banner bargains, and yet cold type cannot tell half of the good news—you must see the suits—the smart style effect—the exclusive cut—the tout ensemble of each creation to fully appreciate this sale. Don't think there are over a hundred at the price. Correct ideas in the new eton coat and blouse suits—in plain chevots and fancy panamas.—*Simpson Crawford Co., New York, N. Y.*

We are showing the nobbiest suits, covert coats and waists of all descriptions, suitable for any occasion, evening dress, afternoons and mornings, in very latest colorings and designs. We invite inspection where courteous treatment will be tendered to our visitors.—*Percy Wolff, Dayton, Ohio.*

The first special display of beautiful summer gowns, shirt waists and coats will begin to-morrow. "Smart" is one adjective to describe them; "beautiful" is another, and "low priced" is pre-eminently the word that means most. We have offered beautiful summer materials for many successive seasons, but this house has never put similar garments on its racks at these prices. The most careful and skillful purchasing is responsible for these really unusual values. Don't misunderstand one point—the only cheap thing about these garments is their price.—*The Daniels & Fisher Stores Co., Denver, Colo.*

Interesting offers in ladies' cloaks, suits, waists, etc., each quotation means a "special value," and "special value" here means a lower price than you can elsewhere find equally good qualities.—*Hearn, New York.*

An impressive array of garments for women. Notwithstanding the thousands of women who provide their spring and summer garments earlier, May is the greatest month for these purchases. And so we provide lavishly for the tremendous business that comes with the month of flowers. The ripest style ideas are now ready. The unfavored effects are gone. Selection is no longer doubtful. Prices have already reached a lower level all along the line; and there are many special values of extraordinary interest. Wanamaker's stocks are simply unmatched in both beauty and scope; and nowhere else can Wanamaker values be approached.—*John Wanamaker, New York, N. Y.*

How to keep cool and yet look well dressed is a problem that any woman can solve who looks over the Quigley shirt waists, shirt waist suits and their skirts. Diaphanous as moonbeams, yet perfect in taste—they combine comfort and dressiness in a way that you seldom see in ready-to-wear garments.—*Quigley, New Haven, Conn.*

A rare chance for the careful shopper—a chance to get quality and style, distinction and value at a saving of almost half. There's only one reason strong enough to force such cuts in the prices—we must make room for summer merchandise.—*Carson, Pirie Scott & Co., Chicago, Ill.*

Women's new spring apparel. Undeniably the greatest variety ever assembled under one roof. Stylish to the last degree, beautiful beyond compare, and priced low enough to sustain our claim:—"The lowest priced store in New York for fine goods."—*Ehrich Bros., New York.*

Dress for seaside and mountain wear. A selection of white linen gowns and wraps, illustrating the most effective of the season's new designs, and including a number of embroidered garments. Coat suits of heavy linen, plain and embroidered, are shown in redingote, Eton and bolero effects, and dresses and three piece suits of sheer linen, in hand-embroidered styles and with trimmings of English embroidery and lace. Linen paletots, empire and box coats, and for wear with garments of this kind, trimmed hats in various styles. Gloves of kid and silk; and parasols of plain and embroidered white linen, and of colored silk with handles in shades to match.—*B. Altman & Co., New York.*

Our proud position in the field of women's outer garments is recognized as far east, west, north and south as

people come to Los Angeles to buy. This pinnacle of success has been attained through the merit of our merchandise. The spring display which fills this large department is a showing which is a revelation in ready-to-wear apparel. Each individual offering is of special importance to some one—perhaps to you. Every qualification of perfect attire is met here; styles are exclusive, quality highest and the prices unusually low—considering the character of the merchandise.—*Coultert Dry Goods Co., Los Angeles, Cal.*

It's getting toward the end of the suit and coat selling season but not the end of the wearing season. If you have put off your buying, here are some interesting price reductions.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Those exclusive things that herald the approach of a new season which are always so appreciated by careful dressers, will be found here this week in numbers. Particularly in our ladies' garment department are we more than ever before prepared to supply the wants of the more fastidious dressers—those who demand styles "just a little different." Every express from New York is bringing us the very newest and best productions, not of that city alone, but of Paris as well.—*C. Cohn, San Bernardino, Cal.*

Sale of tailored suits and jackets. To-day affords an opportunity to secure exceptional bargains in jackets and tailored suits. The values are real and decisive, and the prices are so greatly reduced that the event cannot fail to gain attention from discriminating purchasers.—*C. H. Jones Co., Spokane.*

Here's the Answer to Your Question. —Just how many women are asking "What shall I wear this spring?" "Where will I get the best values?" The answer is found in this store. Don't believe this statement till you've proved it. Come to the store and ask your questions. We're satisfied that the answers this store will give you will be satisfactory. Important news for suit buyers, one-quarter off ladies' suits.—*C. H. Jones Co., Spokane, Wash.*

Half price is the fate of the tailored suits to-morrow. Also skirts, raincoats and jackets. No matter how proud and handsome and stylish they may be, they must pay the penalty Monday for happening to be still in stock at this time of the year. There's not a great many of them, but the entire group suffers the severe half-price reduction to-morrow.—*The Anderson Co., Buffalo, N. Y.*

Jackets and Suits at Lowest Prices.—Perhaps it is not for us to say so, but we rather think that we have at present about the nearest to perfect stock of best styles in spring jackets in the city. Indeed, this description might well apply to all the outer garments we are showing. There are few of a style and we know Brooklyn women appreciate exclusiveness. We are particular that our garments shall be right, not only in price, which after all is not the main consideration, but in tailoring, material, fit, etc. All these essentials obtained, then price is important and we take care that our prices are the smallest anywhere.—*Abraham & Straus, Brooklyn, N. Y.*

Some Pronounced Values in Women's Spring Outerwear.—We are ready with admittedly the greatest and most tastefully chosen early spring showing of women's and misses' outerwear in Newark. No pains have been spared in collecting the most exclusive styles. In fact, our whole energy has been concentrated in the grouping of this important display.—*L. S. Plaut & Co., Newark, N. J.*

Attractive Sale of Women's Waists and Suits.—Not for years has there been a spring season that has brought so many fashionable garments to the fore at the actual cost of the material. We show an astonishing object lesson in proof of this to-morrow.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Tailored Suits and Skirts—Marvelous Values.—A rare opportunity to obtain the new spring styles in tailor made suits and skirts. So good are they and little priced that they will be gathered up like sheaves of wheat before the reaper—the earliest comers have best choosing.—*Abraham & Straus, Brooklyn.*

Women's Coats and Suits—the Sales—Last words of the important event and annual clearing sale of cloaks is rapidly nearing its end. Cold weather, yet unbroken, may extend it as makers come to us with half price things, but to-day and for many days to come, lots here are sufficiently large to make the most interesting and economical sort of trading, and the prices are reduced in many instances to “way below cost of the maker.”—*Gimbel Brothers, Milwaukee.*

We're introducing women's spring suits and clearing out all of the winter coats now. Women in quest of new spring garments will find the coat and suit section teeming with beautiful styles, both plain and elaborate in detail. Women in quest of an end-of-the

season bargain in winter garments will find handsome coats priced as low as a sixth of their cost.—*Siegel-Cooper Co., Chicago, Ill.*

First showing of women's suits, skirts and waists for 1909 at Besten & Langen's. Every woman in Indianapolis will be interested in this early display of the latest modes. We urge our patrons to come and see the new things whether ready to purchase or not.—*Besten & Langen, Indianapolis, Ind.*

Dame Fashion has sent us her best new ideas. They've come—those new suits, skirts, jackets and waists.

Not merely “new.” Any store can buy new things, but we mean a *different* kind of newness. Here are the same lovely fashions you will find displayed in the best suit houses of New York. There can be nothing more exclusive than these garments. Our own representatives selected them personally in the East. But you can easily *pay* more. Our usual reasonable prices will prevail this season. There's such a host of pretty things! Rich dress suits, severely plain, and suits that reflect gay Paris; swell walking costumes of Scotch weaves with the smart new belt effect. And so on and so on. So few alike. So many altogether.—*B. B. Henshey, Los Angeles, Cal.*

Bright and beautiful—bristling with style—splendidly made with becoming neatness, our fashionable creations in tailored garments are being enthusiastically welcomed by thousands of appreciative women. Right now's the time to make your selections. You have the widest choice in styles and fabrics, and it's easier to be fitted while sizes are plentiful. Besides, you'll have the pleasure of wearing your clothes longer while they are stylish and fully get their worth.—*Anisfield's, Cleveland, O.*

Have you shared the benefit of this \$50,000 purchase of ladies' coats and suits? Proud women wear these suits and coats. They're the very cream of the season's styles—the newest product of the cleverest maker in the land. All the popular styles are here. The most exclusive woman's tailor could not provide handsomer fashions.—*Siegel, Cooper & Co., Chicago, Ill.*

Clearance of Suits and Coats.—There is no time to lose. The spring garments demand space at once. Prices have been cut to an extremely low point to effect a most decisive and rapid clearance of every garment made for this season's wear.—*Mandel Brothers, Chicago, Ill.*

The Center for Feminine Fashions.—Our entire second floor is one magnificent bazaar of the modes of the hour. The exquisite summer attire is here in charming array. Nothing more practical or seasonable can be imagined than the superb line of silk shirt waist suits, which form an important part of this brilliant assembly.—*Solomon's, Pittsburg, Pa.*

Winter cloaks and suits are going, and going fast. Our low prices tell the reason. We are determined to close out our entire stock quickly! These prices should do the work. You cannot afford to pass us by if you have not made your purchases in these lines.—*Lanz.*

Costumes for the fashionable wardrobe. Come in a critical mood; you'll depart in a satisfied frame of mind. There isn't a weak link in the chain of values, nor a discordant note in the gamut of style.—*S. Carsley Co., Montreal, Can.*

Women's fashionable "Wooltex" suits and coats—half price. You know what the materials are; you know what the styles are, and the published prices heretofore being so very much under the ordinary, it's hardly worth while looking further—don't you think? Half price for women's fashionable winter suits and coats. Second floor.—*H. A. Meldrum Co., Buffalo, N. Y.*

News Notes of Women's Garments.—Woolen waists for March weather. White shirtwaists for milder days, silk petticoats for the spring costume—all have a story to tell to-day that holds interest for every woman.—*The Wana-maker Store, New York.*

First Fall Fashions.—The eyes of womankind are now looking toward fall—of course, that means fashionwards. The Halpert School of Style is showing the correct style expressions for the new season. Suits for early fall wear is the theme to-day. We won't attempt to describe the garments at this time—but please consider this our general and hearty invitation for you to come in and view the new modes. You are very welcome. The style changes are radical and pleasing—you'll admire the Halpert display—and you're just as welcome to look as to buy at Halpert's.—*Halpert & Co., Binghamton, N. Y.*

Coats and Suits.—Sale has been tremendous, but what we want done is not near all done yet.

A rich, rare gathering of the season's most stylish gems—masterpieces from the world's most famous artists are here

for your inspection. To-morrow you will see for the first time this season the "strictly correct" interpretations of the season's smartest conceptions.—*Bummerfield's, Memphis, Tenn.*

Will give money-saving women the best opportunity of the season to-morrow. The odd lots and every winter garment will go, if price will sell them. The suits that are worth as much to you now as they ever were are not worth as much to us, because we want the room for the new spring goods. It's the same way with the other garments. You can save liberally by purchasing here to-morrow. We want to say a final good-bye to the odd lots to-morrow—hence these low prices.—*Quigley's, Hartford, Conn.*

Beautiful are the new fall styles in our women's ready-to-wear garments. Indeed, during all our years as specialists in women's fine wearing apparel we have never presented a larger—more comprehensive assortment. Styles are so varied—materials, effects so charming that it's a simple matter to find garments particularly suited for every individual taste. Prices, too, are unusually attractive.—*Gusky's, Pittsburg.*

The smart fall frocks; new outer garments just as chic and modish as artistic designers and expert tailors can turn them out. All of these modes were inspired in Paris, but some were executed here. As of yore, depend upon finding at this store all the late mandates of modistes and tailors renowned for their clear conception of the proper modes.—*Schlesinger & Mayer, Chicago, Ill.*

Everything is here—why wait? All the best fall and winter styles—all the new fabrics—all the new colors await you here now. Every garment possesses admirable made-to-order features and distinctive style points, instantly recognized by smart dressers. But, best of all, our prices for their lowness are hardly in keeping with the high quality of the garments.—*Vance's Cloak House, Columbus, O.*

A late and entirely practical creation of Parisian conception, which produces the new stylish blouse straight front and low bust which fashion demands. Nothing else can produce such a stylish blouse effect in waists or dresses. It is indispensable for women of light figure.—*Woodward & Lathrop, Washington, D. C.*

'Tis let go time for women's winter clothing. Many coats for a third off and less. Women's tailored suits for near half.—*McNaughton's, Muncie, Ind.*

Thousands of garments to be sold—short and long coats, walking suits, dress skirts and walking skirts, rain coats and evening garments.

Prices must move them all.—*Boggs & Buhl, Pittsburg, Pa.*

A great bargain in materials and the maker's willingness to make up the lot profitless to keep his force intact between seasons, coupled with the fact that we've marked the *garments* practically without regard to profit on our part, bring about this, the most important sale of shirt waist suits so far this season.—*Bloomingtondale's, New York.*

The heavy selling of the past four weeks has quite naturally broken a number of our choicest lines of spring *outer-garments*, and to-morrow we will name greatly reduced prices to sell every one of the remaining garments. With Easter but a few weeks away, this opportunity to secure one of the season's best styles, at a great reduction, stands unequaled in St. Louis mercantile history, and we expect the biggest day of the season to-morrow.—*The May Co., St. Louis, Mo.*

Notwithstanding the thousands of women who provide their spring and summer *garments* earlier, June is the greatest month for these purchases. And so we provide lavishly for the tremendous business that comes with the month of flowers. The ripest style ideas are now ready. The unfavored effects are gone. Selection is no longer doubtful. Prices have already reached a lower level all along the line; and there are many special values of extraordinary interest. Wanamaker stocks are simply unmatched in both beauty and scope; and nowhere else can Wanamaker values be approached. Here is a brief resume of the various groups.—*John Wanamaker, New York, N. Y.*

A Tempting List of Rare Bargains.—The jobbers who placed orders with the manufacturers for these *garments* "bumped" into a cold, backward season—they found they were "stuck" as were most of the retailers who bought early. It was not the fault of the *garments*, but the fault of the weather. You can't sell furs in summer or ice cream freezers in winter, neither can you sell summer waists and suits during cold, raw days. Within the last week or ten days we traded our cash for several jobbers' overstocks for about the actual cost of manufacturing. Wholesalers were willing to cut on their profit and lose the profit the manufacturers made, to swing their overstocks into cash. When whole-

salers can't sell stuff, then we step in. We buy quick and sell quick—no filling up stocks early for a backward season to tie up—none of that for this store. A flying charge upon leading wholesalers resulted in cash captures totally impossible earlier in the season when other stores were buying.—*Jones Dry Goods Co., Kansas City, Mo.*

It is a rigid rule of this store to close out at the end of each week all the *odd garments* and discontinued lines left after the week's selling. The styles, colors and materials of these suits are desirable in every way, and while all sizes cannot be had in every style, still every size from 32 to 44 can be had in some style. You will find every price here just as represented, and the opportunity to secure a new suit at less than usual wholesale price should prove a powerful inducement to you.—*Barr, St. Louis, Mo.*

Beautiful creations of the foremost New York men tailors for *women's garments*, showing the possibilities of the clever hand of the tailor—the eye of the artist, the inspiration of the graceful designs which are so popular this season. New *cutaway suits*, Eton suits, corset fitting jacket suits, silk jumper suits, and the 26 inch jaunty Prince Chap suits, exquisitely tailored, lined throughout with silk and satin trimmed plain or fancy with fine silk braids, pretty sleeves, with or without cuffs; skirts plaited in many new ways, made of the newest spring weaves, checks, stripes, broadcloths, voiles and chiffon Panamas in the stylish leather brown, gray, cardinal red, blue and black. At popular prices.—*The People's Credit Clothing Co., Zanesville, Ohio.*

The credit store has taken particular interest in designing its *women's garments* this season. The suits, the coats, the skirts, the waists—all will be found in good style, but not of the extreme order. The materials, for instance, have been selected as much for service as for looks, so that they combine the qualities every economical woman needs to look for.—*Askin & Marine, Binghamton.*

The original number is cut down to considerably less than half. Yet the assortment remains good in every line but two. One is gone altogether. The other has some sizes missing. Whatever you select will not cost more than half price. Many of them go at only a third of the original marking. Come quickly. By to-morrow night some lots will be gone and sizes broken in others.—*The Crescent, Spokane, Wash.*

To those who realize how seldom such an opportunity to economize as this occurs. An important feature is that these are all new, stylish *garments* from the country's best manufacturers. No woman who has need of outer garments can afford to risk missing a line of the news that follows—each item tells an impressive story of genuine timely bargains that will be welcomed by the thrifty reader. Besides the following you will find scores of other equally good values here to-morrow.—*McKelvey's, Youngstown, O.*

There is nothing that could be desired for mourning millinery but what can be found on our counters. A full line of veils and veilings.—*I. Chase, Waterbury.*

Our full stock not yet in, but a goodly line of fashion's leading designs of tailoring—mostly in the long coat effects that are to be the rage this season. Just in time for wear at the Fair, too. It's a little too chilly for even your warmest summer clothing. Why not come in and try on a suit or two to-day.—*Nevius Bros. Co., Trenton, N. J.*

The *women's hats* are made of felt hoods in turban shapes, and are stylishly trimmed with quills and velvet knots; the children's are in Colonial shapes, trimmed with silk braids and pompons; are all good colors and not a hat in the lot but that has sold during the season at \$3.00.—*Hamburger's, Los Angeles.*

For this special surprise Friday we have taken a new lot of smart suit hats; are of French pressed felts and made up in many pretty shapes and styles; nicely trimmed with wings, coque feathers, ribbons and drapes of silk; are all good desirable styles.—*Hamburger's, Los Angeles, Cal.*

To-morrow and Saturday bring you more values of the extraordinary sort; because we have the finest quality women's apparel that is shown in this city, it doesn't follow that we overlook the lower priced kinds. To the contrary, we have a complete range of the best styles in all grades that are worthy, and for this reason the "Voorhees" Store is acknowledged headquarters for dependable attire for womenkind. Always the newest things—the largest assortments to select from—and values greater at the prices you pay here than the same prices will bring you elsewhere.—*H. M. Voorhees & Bro., Trenton, N. J.*

The showing of *new garments* for fall, on our second floor, promises to bring out hundreds of eager buyers to-morrow. The new coats and suits will come

in for many favors—and the special values in tailor made suits, reductions that touch one-half of former prices, will create a great buying furor.—*Pomeroy & Stewart, Harrisburg, Pa.*

The eyes of *women* are now centered on spring and summer *apparel*. Our school of style is showing the very latest ideas of the best and foremost designs of Paris, London and New York. Not a day passes but what our already grand display is augmented by the arrival of new designs and novelties in every department. We won't attempt to describe all our bargains at this time—but please consider this our general and hearty invitation for you to come in and view our new goods. You are very welcome. You'll admire the fine display; the styles will please you—the fabrics will please you—and the prices you will find exceptionally interesting.—*Au Bon Marche, Montreal, Can.*

That great suit sale. Every past record completely eclipsed—dozens of the handsomest and most fashionable productions of the foremost makers and designers at a price that is in every instance far and away below value. Suits in the showing that were never intended to retail for less than double, and from that up to almost three times the price put upon them, during a sale that is without a precedent in the suit-selling history of Peoria. This sale completely upsets every competitive argument and demonstrates more forcibly than ever before that when it comes to genuine, big value giving, Rosenthal's distances all rivalry. Don't defer purchasing—come to-morrow, while assortments still offer boundless opportunities for satisfactory selection. A great many of exclusive style suits that were made expressly for us and that cannot be duplicated outside of this store. There are silk suits in shirt waist, jumper, princess and suspender effects; then there are pretty woollens made in Eton, pony, blouse, semi-fitting and the extremely popular, very new jacket styles; in plain colors, plaids, checks, stripes and in an immense variety of beautiful novelty designs. Prices range \$15, \$18, \$20, \$25.—*S. Jefferson, Peoria, Ill.*

Newest of the new—freshest of the fresh in style—latest autumn samples, right from the road; best of all, from our factory—which means absolutely correct models, superior material and finish. Take these suits to-day at an average of fully one-third below actual worth.—*Strawbridge & Clothier, Philadelphia, Pa.*

WOMEN'S READY-TO-WEAR COATS

We have ready this morning another fine offering of spic-span-new coats, from one of our best manufacturers. This model is on the most stylish and graceful lines that the season has brought out. The material is excellent black kersey cloth; the coats are 42 inches long; handsomely tailor-made; with fly front; semi-fitting back, which is belted, and attractively finished with inverted plait; velvet collar; full sleeves, with cuffs; lined throughout with satin. It is the greatest money's worth in a coat that we have offered this season.—*Wanamaker, New York, N. Y.*

It's an ill wind that blows nobody good, and sure enough the winds of winter that blew on into spring, while bringing vexation and loss to makers and storekeepers, helped bring these very good values to you. The maker of many of the covert coats, for instance, took the chance, made up the coats and was ready for spring days. Kept waiting too long, however, and yet the longer he waited the more it seemed logical that a day or two would bring temperatures befitting his coats. Then the financial strain proved too much—and the coats came to us at a plump third less than he thought to get. And you pay the same ratio less, in addition to which we have further reduced the prices on our own hook. Most of the items, however, stand for our regular things which we are dismissing because a new deal is soon to come. Figures give the present prices and original valuation—not so very long ago—in our own stock. The contrast is instructive and profitable; and some of the best chances of the season are here.—*Schipper & Block, Peoria.*

Paris and Berlin costumers never created a garment that supplied the fall and winter needs of the Canadian women better than when they designed the Inverness Coat. It's a solidly practical garment, that is as useful and comforting in wind and weather as it is attractive and becoming on sunshiny days.—*T. Eaton Co., Toronto, Can.*

As the spring season advances the popularity of the new style covert jacket becomes more pronounced. They are shown in the various lengths, but

the extra long Redingote style is exceedingly fashionable. It approaches the one extreme, while the short, natty jacket approaches the other extreme. Tan covert jackets, 24 and 26 inch lengths, good quality material trimmed with stitched velvet to form a neat collarless effect, fancy velvet cuffs, lined with satin, strictly tailor-made, very stylish and attractive. Call and inspect the assortment.—*M. F. Thompson, Binghanton, N. Y.*

Coat Prices Suffer.—Although real wintry weather has only just begun, down go the prices of women's and misses' coats. We're not selling below cost. We simply make you a present of the profits that should rightfully belong to us—and they'll make a welcome addition to your Christmas purse.—*Kaufmann's, Pittsburg, Pa.*

Stylish Black Coats for Women. Styles for women who are in mourning. Styles for women who like black for business. Styles for women who like nothing better than the elegant black coat. The materials are chevot, broadcloth and silk. They are plainly but elegantly tailored. Special sizes for the short waisted woman.—*Joseph Horne Co., Pittsburg, Pa.*

Another shipment of these fashionable coats received late yesterday afternoon, explains why we can again give you an opportunity of sharing in this marvelous coat bargain. Excellently tailored covert coats in the snappy collarless effect—straps down back and front—the new leg-o'-mutton sleeves—narrow cuffs—made of splendid all-wool covert cloth in the correct tan shade—soft satin lining.—*The Famous, St. Louis Mo.*

We expected our \$25 coat sale to be a success, because we knew it contained that first great element of success—merit. The value was there, and we knew Chicago women would quickly recognize it—which they did, even beyond the limit of our expectations. In fact, the success of this sale has been of such magnitude that through sheer force of circumstance we feel compelled to continue it for another week.—*Man-del Bros., Chicago, Ill.*

As you glance over the items that are offered in women's coats for to-day, you can't help but be impressed with the almost ridiculous price reductions. So deep are the "cuts" you naturally ask, what is wrong with the coats?—not one single thing. Every new style feature of this season is represented, the coats are all made and finished up-to-date, and they fit perfectly. But our time for selling such coats is very short—although there are two full months of service in them. This will explain the seeming reckless way the reductions have been made for to-day.—*Rike's, Dayton, Ohio.*

These coats are spic-span-new, just from the hands of the manufacturer, and placed on sale for the first time this morning at this remarkably low price—\$13.50 each.—*Wanamaker, New York, N. Y.*

This news of women's coats is both climatic and climacteric. It is weather wise—no offering could be apter for winter days—and the prices have now been shoved down to the bottom limit. There shall be no further reductions on these garments, as the figures that follow will undoubtedly carry them out of the store.—*Schipper & Block, Peoria, Ill.*

If a diamond of faultless worth were offered to you at a lessened price you would buy if you could and you would not regret the bargain. That's the story that best fits these bargains in tourist coats. Smart tailor-made suits for women and misses. Garments that combine smartness of style, cleverness of design and small expense. That's a rare combination, but you'll find plenty of evidence of it here. Will you come, see and judge?—*Halpert & Jacobs, Binghamton, N. Y.*

Entire stock of this season's *stylish coats* reduced. This season's stock of handsome imported coats for *women and children* will be offered to-morrow at great price reductions. The sale offers the opportunity of the best selection from the largest and most satisfying assortment we've ever shown. Every coat in the house is involved, including all the latest and best styles the season has brought forward. Many are marked to nearly half price in order to effect a quick and absolute clearance.—*Thomas C. Watkins, Hamilton, Can.*

Women's fur lined coats and near seal jackets. Greatest values offered this year. Do not put off another day buying your fur jacket or coat, especially with such an opportunity as this is.

It is not accident or mere chance that brings these remarkable bargains we have been offering this season. It is the fact that we do such a splendid business that every maker is glad to contribute to our values when the chance offers just to be represented in this store. Only absolutely reliable furs are permitted to appear here, and so only the most reliable makers are attracted.—*Abraham & Straus, Brooklyn, N. Y.*

Women's tweed tourist coats. Our selling of these popular coats this season has been a most surprising success. Impossible to keep a full line of sizes long. There is a reason, of course. Our factories supply us with an extensive variety of distinctive and exclusive styles—so different from the commonplace. Then, for such stylish coats, Eaton prices are lowest consistent with the high grade materials and workmanship. Another shipment of twenty new styles to select from to-morrow.—*T. Eaton Co., Winnipeg, Can.*

These \$6.50 to \$15.00 smart tourist coats at \$5.00. Never such selling as we have had in these stylish coats this season. Our greatest difficulty has been to keep a complete range of sizes and styles on the racks. The almost continuous arrival of new styles from our factories has kept selections replenished—but odd coats were bound to accumulate. Among these handsome coats many of our most popular styles are represented.—*The T. Eaton Co., Winnipeg.*

Heavy reductions on *fawn coats.* Splendid models in dressy fawn coats, imported from Europe. They are ideal garments for driving or to wear at the races. Made of fine ladies' cloth and broadcloth, in light fawn shades, trimmed with silk braid and embroidery effects; chic, charming models that look exceedingly smart. They come within the scope of this all-embracing June sale, and prices have been heavily reduced for to-morrow.—*Jas. A. Ogilvy & Sons, Montreal, Can.*

Jackets for once in a while.—Every day now we have calls for coats and jackets "to wear just once in a while, in this season of cool mornings and evenings." The want is particularly felt by those customers who are starting for watering places and mountain resorts. By buying at "Burke's" it is quite unnecessary to pay very much for the desired garments. Many different varieties—sizes for women and children—and qualities that wear splendidly.—*Burke, Fitzsimons, Hone & Co., Rochester, N. Y.*

A clever designer has conjured up a smart conceit in coats—and it is quite “the rage” in Greater Gotham. The graceful length of line and curve gives an artistic charm to these modish long coats, and is one secret of their popularity. Another is their extreme practicability. Still another is the moderate prices we are asking for them.—*Schlesinger & Mayer, Chicago, Ill.*

Distinctive *house coats* and dressing gowns. Our various lines of these handsome house garments have been lately reinforced to meet the demands of holiday shopping. Styles both simple and elaborate with a refinement and distinctiveness that will at once commend them to men of particular tastes in dress. Acceptable Christmas gifts—very.—*The T. Eaton Co., Ltd., Winnipeg, Can.*

Jackets for Fall Wear.—If you do not mind the fact that they are this spring's jackets you can save considerable money. There is but little difference, if any, between them and the newest autumn styles; but there's a difference in price. We've marked them all at less than cost, and at the figures quoted Monday you certainly should have one.—*The Fair, Chicago, Ill.*

We have just received a number of handsome coats in winter weights, which we will sell at prices that will prove a pleasant surprise. They are all made of good qualities in the newest styles, and only the best workmanship goes into them.—*Lit Brothers, Philadelphia, Pa.*

Women's *motor coats*. All the pleasure of motoring is lost if you are worried about the damage being done to your clothing. Why not prepare yourself ahead of time and get a coat that no matter whether a cloud of dust or a shower of rain strikes you, you are protected, and at the same time you are stylishly dressed, and at a moderate cost. Full length, double breasted coat of rubberized mohair, in gray, buttons high at the neck, with a dust collar, have patch pockets and are perforated under the arms also. Full length coats of rubberized cloth of gold, in pearl and fawn colors. Double breasted box front, loose ripple back, dust collar and patch pockets.—*Lippincott & Co., Wilmington, Del.*

Absolute clearing of *womens' and misses' coats*. At no other time of the entire year can high-grade winter coats be bought at such great price reductions as we are now offering on all broken lines of high-class coats for women and misses. There can be nothing but loss

to us in such sharp reductions as these, but these sales are a necessary adjunct to good storekeeping.—*The MacDougall & Southwick Co., Tacoma, Wash.*

Remarkable price concessions on 200 handsome new suits. The anniversary sale gives no more emphatic demonstration of the merchandising strength of this store's organization than is furnished by this sale of fashionable new tailored suits. Of the two hundred offered about a hundred and fifty are show-room samples from two of the best houses in New York. The other fifty are selected styles taken from regular stock to further increase the value of the offering. The styles include practically all the most popular fashionable effects. The newest *Directoire coat*, the latest French *blouse*, the poneyette, the Prince Chap and the Eton blouse. The materials are velours, velvets, broadcloths, cheviots, unfinished worsteds and fancy men's wear, worsteds in plain shades, fancy effects and plaids in both bright and subdued tones. A slight charge will be made for alterations.—*The Crescent, Spokane, Wash.*

Covert Cloth Coats.—They have followed the fashion that has run away with the suits and come out in very long tailored models, strapped and stitched most beautifully, with seams where seams were never before. The right shades and the right lengths in tan are here.—*The Bon Ton, Altoona.*

Women's Rain-coats. What you want to keep you dry if you are sailing on a rough day with the waves splashing over the gunwale. What you need to get the best of fogs and mists down on the beach or the pier. What you want to take automobiling in case of sudden showers.—*Wanamakers, Philadelphia, Pa.*

Ladies' winter coats at fabulous price reductions to close out. Disregarding cost, forgetful of their intrinsic value, closing our eyes to their elegance and high desirability, we shall absolutely sell these garments to-morrow at the prices advertised—grander and greater bargains were never offered.—*Siegel & Cooper, Chicago, Ill.*

“The store on the corner” does things—often without telling it—but here's a few things we'll tell about; Silk jackets. We like to tell interesting things, and nothing is so interesting as news that saves money. Every woman, who wants a black silk jacket, should know this news, it's worth while coming to examine such values.—*The Williams & Rodgers Co., Cleveland, O.*

Sweeping price reductions on *women's* imported *winter coats*. To-morrow begins an unusual selling event—one of the greatest in our history—a great price reduction sale of handsome imported winter coats for women. Hundreds go on sale for the first time at sweeping reductions. With the four coldest months of winter ahead of you this great timely money saving sale event presents an opportunity of economizing to a marked degree. Such drastic price cutting coming just at need time will bring throngs of eager buyers, and the sale well merits it. Only an immense business like The Right House can attempt such radical reductions so early in the season. We want you to investigate these exceptional offerings, knowing full well that you will declare it the greatest and best coat sale you ever heard of. The price cutting runs like this.—*Thos. C. Watkins, Hamilton, Can.*

Can you use a cloak if the price is right? Of course, our line is badly broken, but we are anxious to close out every cloak in stock. If you will need a cloak this winter or next, it will pay you to see our line and get our prices.—*Lucey & Bros., Ottawa, Ill.*

The Best Display of Women's Coats.—The general comment made on our display of women's spring coats is that in every way it eclipses any showing ever made in this department. The variety is so great and the range of prices so comprehensive that we can satisfy any taste or any purse, and besides in this section and the women's suit section we are offering some special values that cannot possibly be duplicated elsewhere at our very low prices.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

Sale of Ladies' Jackets.—Honestly, the linings and trimmings on these jackets would cost more than we offer the ready-to-wear garments at this week.—*The Waschauer Store, Madison, Ill.*

Women's Coats for Half.—We don't expect to have any of them left at all by to-night with this weather and your interest in this sort of coats. They'll go like hot cakes! There are various styles, perhaps twenty-five, and all different. Kersey, venetian, cheviot and broadcloth and a few longer coats of Oxford gray mixed. Some that we carried over from last winter, which accounts for the prices.—*Partridge & Richardson, Philadelphia, Pa.*

Coats Must Move.—A fact well known is that we never carry cloaks from one season to the other. If one price does not move them down it goes still lower

—but go they must. All cloaks priced with the object of disposing of them quickly.—*Geo. L. Fordyce & Co., Youngstown, Ohio.*

Do you need a coat? If you've a need of a winter coat you can fill your want here just now at a big saving. The semi-annual clearing sale which is in progress here now offers splendid values for a very small outlay.—*O. M. Co., Portland, Ore.*

Here is absolutely the most magnificent selection of ladies' winter coats we have yet had the opportunity to offer. Our Salon contains the choicest efforts that the Sartorial artists of Europe could evolve, fascinating in their exclusive and graceful elegance. These garments, manufactured from the highest quality materials and finished with characteristically exquisite care, are offered at prices unapproachable for economy.—*The S. Carsley Co., Montreal, Can.*

Cloak Department.—In the midst of winter we are making prices on cloaks that would be considered sensational in the month of March, when retail stocks are being closed out.—*The Bee Hive, Kansas City, Mo.*

This is what is commonly (and appropriately) called a "mannish" season. Every mode in women's apparel—every weave and material—is patterned after the fabrics and style used in framing men's clothes. It is not only a "mannish" season, but sort of a distinctive season. Coats, for instance, they are extra full, fit loosely; the materials are rough, coarse weaves. But there is style to these garments; they are different, they become any figure.—*Askin & Marine, Binghamton, N. Y.*

Your money never commanded so much in the way of coats, the reason is not hard to find. We're after the coat trade. Show styles and varieties enough to please any fancy. Everything that's new is here at prices that will not impoverish your purse.—*Wolf's, Boston.*

The Short Covert and Black Coats are in demand every minute that the store is open these days. The first thing in the morning, and the last thing at night, the racks that hold them are busy centers of the store. They are coats of day-in-and-day-out service, and they are made in such smart styles this fall that every woman seems to be in a hurry to secure one.—*Wanamaker, New York, N. Y.*

Ladies' covert cloth jackets. All the rage this season and one of the dressiest styles that ever came at fashion's behest.—*Kline Bros., Altoona, Pa.*

WOMEN'S READY-TO-WEAR SUITS

Women's suits of novelty cottons, \$10. The jackets are little coatees—loose, cool and comfortable, and open enough to show the thin blouses which should be worn underneath them.

Early Fall Walking Suits. Light enough for now; heavy enough for wear right up to snow time. The long, sweeping lines in the coat are copied from exclusive Parisian models, not yet seen in America outside our own designing rooms.—*Quigley's, New Haven.*

A glimpse of the coming season's styles. New fall walking suits for \$15.—Last week our coat and suit section was the center of interest for Chicago women who wanted to gain their first impression of the coming styles, and this week we are quoting the smartest of the new modes at prices actually lower than you would expect to pay in December.

Reason for this is our way of planning ahead. We kept in touch with Paris, saw months ago what the correct styles were going to be, secured an advance production of the approved suiting goods, and had them made up at a special price by a first class maker.

Women who appreciate exclusiveness will be delighted at this early offering, for first garments frequently possess charming style features not duplicated later.—*Mandel Brothers, Chicago, Ill.*

The new fall tailor made suits. It may be a little early to talk tailor made suits, but, then, you'll certainly want to know what Dame Fashion has decided upon for fall wear.

This whimsical goddess was rather reluctant to choose this year, and almost every designer in America and continental Europe sought to court her favor by some special creation.

That's one reason why there will be a half-dozen styles this year; but to be smartly dressed and strictly in accordance with fashion's decree, you must wear a tailor made suit with a long, tight-fitting coat.—*Mandel Bros., Chicago, Ill.*

Now that you have made all your friends happy, let your judgment make a gift to your appearance and to your purse. The list below tells how. For

never were such stylish, handsome, beautifully made, faultlessly tailored suits sold at prices more decidedly in your favor.—*Wanamaker, New York, N. Y.*

Fifty dozen tailor-made, figured, pique shirt waist suits like the picture, at \$2.98 a suit. The first real hot day you will be glad of a suit like this to put on.—*S. Kane Sons & Co., Washington, D. C.*

The fall suits for ladies are strikingly handsome this year, no previous season ever offering such delightful variety of smart styles. Our splendid new stock is so large and so varied that dozens of becoming modes can be found for every style of figure.—*J. L. Brandeis & Sons, Omaha, Neb.*

New York's finest showing of women's tailored suits. Last year in May we did such tremendous selling in women's costumes and wraps that we thought we had set a mark that would be hard to equal again, for the weather and so many things favored that particular month. But splendid as the record was, the first half of the present month has eclipsed the same period last year. But ordinary merchandising could not accomplish this result. We have been working with manufacturers, planning new models for dresses, bringing out new styles, showing the possibilities of fabrics that were not realized by others and securing prices that are unmatched for lowness anywhere else. It has not been a mere dragging of the market for bargain lots, for these splendid values have been on newly designed and newly tailored garments, fresh from the best manufacturers in the country. This unusual effort and extraordinary accomplishment has been appreciated by New York women. That is why the results have been so handsome. To-day, instead of winding up many of the spring stocks, we are presenting beautiful new models in women's tailored suits that are especially designed for summer wear. They have all the smart, stylish character of women's tailored dresses, and are made of cool, light-weight and light-colored homespuns that exactly suit the warmer season. The suits are made up in three models, entirely new in designs.—*John Wanamaker, New York.*

Of the more than two hundred different styles for women, there aren't a dozen styles in which there are more than four suits alike! That means variety, and on top of that safety—you'll not run into your suit at parties!—*Blum Bros., Philadelphia, Pa.*

\$45 tailored suits, \$25. They include rich fancy and mannish mixtures in light, dark and medium effects. Also a few chevots and homespuns. They are made in the newest styles—have just been finished, in fact. Coats, the newest, popular 36-inch length, with semi-fitted fly front and back, lapped seams, full coat sleeve with shirred top, detachable white pique collar and cuffs and lining of specially good taffeta silk. Skirt, 13 gored with slot seam front gore, inverted plait back, lapped seams, falling in full side plaits. Inside seams are bound and the whole suit strictly tailored.—*Abraham & Straus, Brooklyn.*

Suits, models of finished elegance for spring and summer. This will be remembered as one of the most forceful offerings of spring suits of the season of 1909—combining three most stylish creations of the season at a single price, not exceeding half what the exclusive modiste would risk. Their elegance will appeal strongly to you.—*Simpson Crawford Co., New York.*

To be in the social swim a lady must have a Martin tailored suit. They need not be expensive. We'll tailor them, give them that exclusive style and swing desired by good dressers, at about one-half less than other first class tailors. We are prepared to offer you a genuine surprise, both in quality and style. Call and see for yourself.—*Martin Bros., Columbus, O.*

Suits and jackets are best bought when bought here.—It is easily seen that all the women of Newark don't buy their suits and jackets here. Observe the fit of many of the garments you see on Broad street almost every day. And note the appearance of the goods after they have been worn only a short while. Yet it is easy to get good fitting garments these days. We have little difficulty fitting our patrons—and we have the most particular people in town to serve. Trouble is with most stores, they sacrifice perfection of fit a short while. Yet it is easy to get just as much as we ask without paying as much for their goods. They count us foolish for paying for good tailoring and for trustworthy materials. But knowing folks are not to be hoodwinked. They know we sell high grade stuff at

moderate cost.—*W. V. Snyder & Co., Newark, N. J.*

To suit every fancy—suits particular women will want to wear now. Moderately priced.—*The People's Store Co., Tacoma, Wash.*

From now on until snow flies a woman can wear a stylish tailor-made suit, with no added wrap but perchance a fur collar, with perfect comfort. Foreign and domestic makers alike have done their best in providing rich variety in styles as well as fabrics.—*The Plymouth Clothing House, Minneapolis, Minn.*

Elaborate showings of the new autumn modes.—More charming effects have never been attained in tailor-made suits. The graceful lines, the many new materials and the marked tendency for even better workmanship give assurance of higher standards of values. Fashion demands the most careful consideration of every little detail in the making of tailored garments this season. These minor details, though seemingly small in themselves, are often the secret of the perfect fitting garment. In the A. L. & S. suit you may rest assured that particular attention has been given to every one—as near perfection as the best tailors can produce.—*A. Livingston & Sons, Bloomington, Ill.*

Women who dress the best don't wait until the needs of the season become urgent. It's too late then to get the preferred range of styles. Those who buy their fall suits now have the right perspective—just far enough away from autumn to escape hurried choosing—near enough to pick the leading ideas.—*Perlmutter's, Jersey City, N. J.*

There is a great deal of character to this fall's fashions in ladies' suits. Newer fabrics and more novel designs than have been shown in former seasons. Originality in cut and tailoring is more apparent.—*Case, Gravelle & Ervin Co., Anaconda, Mont.*

New walking suits for women.—The Gimbel fashions—Exclusive—The new fashions are unfolding quickly—the tweeds, the chevots and stuffs of this sort, soberly mixed in black, brown or blue, are exactly like men's suiting. There are hundreds of the most fashionable things ready. They are well cut, not the saggy sort—just such suits as you want for traveling, for shopping, for walking and even golfing. There has never been such a variety of styles shown so early—hundreds of them, each different. They are meeting with the right sort of reception—hundreds sold daily.—*Gimbel Bros., Milwaukee, Wis.*

Most of the suits are fresh from our workrooms—made from silks bought for this season's wear, and in many cases not serviceable for fall. We could hold the materials for next year—but who knows just what the styles will be? So we are satisfied to get about cost of the materials, and we're sure you'll be satisfied to get a stylish dress at one-half or one-third regular price.—*Blum Bros., Philadelphia, Pa.*

We have taken all our broken lines of suits and marked them at a price to close them out speedily. There are all sizes in some styles, and all styles in some sizes—coat, jacket or blouse suits, with dress or walking skirts. There are all kinds of good cloth—zibelines, cheviots, serges, Scotch mixtures, with all kinds of trimmings. You can't fail to find something to suit you at \$15.—*Mandel Brothers, Chicago, Ill.*

Such a cute, impudent air about these suits, there is a certain air of impudence that always pleases. We have the cleverest tailored suits for you at \$12.50, which just beam with that pert, catchy style—call it impudence if you choose. Made to fit and to be admired. They lend a graceful charm to a woman's figure.—*Hales, Los Angeles, Cal.*

Elegance in Women's Fall Suits.—Daily arrivals are making our women's section, on the second floor, more and more attractive. The styles are so varied and there are so many new materials and effects that the finding of a style to suit each individual taste is surprisingly simple.—*The Plymouth Clothing House, Minneapolis, Minn.*

The fall suits and skirts are rapidly arriving.—*Boston Store, Mansfield, O.*

We cite a few reasons why you should select your new fall and winter suit from our stock: First, because our "tailor-made" fit so perfectly; second, because the styles are exactly what fashion decrees; third, because the tailoring is so faultless; fourth, because there's such an entrancing variety; fifth, because each garment possesses a style that makes it conspicuous for elegance; and last, but not least, because we can do best for you from a money saving standpoint.—*Kaufmann's, Pittsburg, Pa.*

Possibly there are not over a hundred and fifty of these stylish long coat cheviot suits, but they are such a handsome, worthy hundred and fifty that we would like the most appreciative hundred and fifty women to get them. They are good fortune to anyone—tailored in a first-class manner, and beautifully finished. 42-inch loose coat, pleated

down centre back and double-breasted, with half belt across back. Surplice collar of velvet, trimmed with silk braid; full gathered top sleeve with turn cuff and lined throughout with guaranteed satin; shapely pleated walking skirts, double stitched down seams.—*Snellenburg, Philadelphia, Pa.*

Five hundred new suits at wholesale prices. The woman who happens to read this advertisement, and needs a summer suit, should consider herself fortunate, especially if she has the money to take an opportunity on the wing. This morning we placed on sale 500 spring suits of exceptional value. The prices are \$10, \$12 and \$15. We bought them of the Eastern manufacturer, who for a number of years has sent us his surplus stock. We got them at a low price—we consider the goods almost equal to our own product, and we sell them alongside our own make and include our usual ironclad guarantee. Not one of these suits should be here by Saturday night. Come early and enjoy selecting your suit from the large assortment.—*Wm. Wanamaker, Philadelphia, Pa.*

Charming Styles in Tailored Suits.—The best efforts of skilled, competent tailors are being constantly employed to attain the greatest possible perfection in our clothing for women. Every garment may be rightly termed "hand made," and largely the work of one man. This assures an individuality which is usually confined to made-to-order suits.—*B. Lowenstein & Bros., Memphis.*

Stylish Suits for Women.—Two important groups—tailor-made and pedestrian suits. Popular favor seesaws between the two. Whether your preference is for the walking suit, with its practical, but good-looking skirt—longer than last season's—or for the generally appropriate tailor-made suit, the Wanamaker fall stock offers you almost infinite room for selection. From the splendid gathering now here, we pick three of each for further description. And the very low prices indicate the trend throughout the stock.—*Wanamaker's, New York.*

Fancy flake novelty—whether you choose the blue, brown or gray—is so pretty you simply can't help calling these suits of the material dashing. The jacket is the new model box effect, double-breasted and half belt across back; flat velvet collar and cuffs stitched and braid trimmed; taffeta lined. The nine-gore skirt is kilted and, of course, walking length.—*Snellenburg's, Philadelphia, Pa.*

The more we urge you to come and see the creations in tailor-made suits the more enthusiastic we become. The styles are so varied and there are so many new materials and effects that the finding of a style particularly suited for every individual style figure is a very simple matter. It is no wonder that the fashionable dressers of to-day are depending more and more upon the leading styles stores for their clever things in preference to the individual designer. It stands to reason that the opportunity of selecting from the cleverest ideas brought out by several hundred celebrated designers is better than accepting the styles offered from one. Besides, in buying a fine costume you must not overlook the advantages of being able to try on any number of effects. It enables you to select the one most becoming to you, which is often very different from what you originally thought you would like, and just think of the difference in the cost. Just take the suits we sell for \$25 or \$30—do you think that a tailor can produce them for the same price? You will pay at least half as much again and if the tailor has a reputation, double and treble the amount.—*The Parisian Cloak Co., Columbus, O.*

A big purchase of two hundred women's suits offered about half regular prices, special sale for Monday only. The assortment consists of cheviots, broadcloths, voiles and mixtures. These suits are made of the finest materials and trimmings—some only one of a kind—a few others in regular sizes.—*H. O'Neill & Co., New York.*

There may be some details of fall and winter fashions open to doubt, but here are two models that are absolutely correct in every detail—suits that have fashion's seal of approval. Exclusive creations with swagger touches of newness.—*Geo. B. Peck Dry Goods Co., Kansas City.*

The walking suit's the thing.—No doubt about it—first place among the street dresses for women's autumn wear belongs to the new walking suits. Every other type, including the moderately priced tailor-made suit, falls to the rear. And these walking suits are new, in almost every particular. Jackets are nominally in blouse, Eton and Norfolk effects, but the details have changed. Strappings on skirts and jackets are used liberally. Skirts flare more than ever, and show many different effects of kilting, plaiting, gores and yokes. As to materials—there's a distinctly

mannish tinge about them. Rough novelty effects are very popular.—*John Wanamaker's, New York.*

Elegance and style find delightful expression in our women's new suits. Marvelous and impressive is the creative genius of the French designers. Every year they send us strikingly new and original styles that seem to be the very acme of perfection, and to leave no room for improvement. Yet this season their work is immeasurably ahead of last year. While they are constantly evolving something that is distinctively new and different from what you have seen before, they never lose sight of that exquisite harmony and beauty that appeals most strongly even to the casual observer. The new French walking suits we show to-morrow are marvels of beauty, yet comfort and durability are present in their most pleasing form. We will also exhibit to-morrow a number magnificent coats and carriage wraps in styles that are certain to command the admiration of all who love the truly beautiful and artistic. Remember, too. The Connell suits are exclusive in style, no two alike, thus avoiding that mediocre monotony which is so distasteful to lovers of the artistic in dress.—*The Connell Store, Butte, Mont.*

Just received—advance fall styles in strictly man-tailored long-coat walking suits. Made of Scotch mixture man's cloth—coat lined with satin. By a special arrangement with one of the leading manufacturers in the country, who wants to keep his factory running through the dull summer months, we are able to quote the very low price of \$25. Later on these same suits will bring \$35. For traveling wear these are just the right thing.—*M. Philipsmorn & Co., Washington, D. C.*

Women who dress the best don't wait until the needs of the season become urgent. It's too late then to get the preferred range of styles. Those who buy their fall suits now have the right perspective—just far enough away from autumn to escape hurried choosing—near enough to pick the leading ideas.—*Schlesinger & Meyer, Chicago, Ill.*

Rarely exclusive in rich design and best quality materials. Fine exclusive suits.—*Graham, Tacoma, Wash.*

Charming, striking, stunning. Call them what we will, we can't begin to describe the dash and beauty of our new spring suits. But the price will please you most—absolutely the very lowest.—*Rosenbaum Co., Pittsburg, Pa.*

A wonderful sale of women's suits! A sale such as you would expect at the end of the season rather than at the beginning—values which must surprise you—all due to a manufacturer's desire to unload his reserve stock and samples.—*Ehrich Bros., New York, N. Y.*

Their first clearance sale of women's and misses' tailored suits. This is a most important sale because the assortment is complete, the styles of the latest cut, the colors desirable, the materials of standard quality, the linings of fine grade—and made by the best man-tailors.—*Hackett, Carhart & Co., New York.*

You have but to glance at our Suit Department to realize that never before has such an elaborate assortment of new stylish suits been offered for your selection. Every day brings new styles for you to choose from. Every suit that goes out from here is a living advertisement of the popularity of this section.—*Dinet, Nachbaur & Co., Joliet, Ill.*

The London redingote suits, with coat that almost tips the skirt hem; the pad-dock, more severe but long and fine; and the loose half-fitted tourist suits—this summary, in a word, sounds preference among the best styles and best dressers. Even short figures that steered clear of anything but a waist-length coat have taken to knee-length suits. Little wonder, for the effect is good. Makers have sent in hosts of new things. The stocks have not been so thoroughly complete this year as they are this morning.—*Gimbel Bros., Philadelphia, Pa.*

Women's walking suits, made of a very fine grade of cheviot in black, blue, and brown. The coats are 27 inches long in double-breasted collarless effect, with fitted back and smartly trimmed with velvet and braid in various designs. It is lined with a heavy grade of black satin. The skirts are nine and eleven gore, wide flaring, high kilted and panel effects, inverted plait back. Our Monday price \$11.98. You will find this equal to any \$16.00 suit.—*The Fourteenth Street Store, New York, N. Y.*

Faultless fitting tailored suits. The low pricing of tasty and refined garments. A special feature in this department.—*Eug. Vatet, Muncie, Ind.*

Here in the tailored suit section is a collection of suits not only enormous in extent, but well hinged together by an ingenious gradation of style and price. It comprehends the modest and the luxurious, the suit of utility and the suit of beauty—and every grade between the two extremes.—*Siegel Cooper Co., New York, N. Y.*

If you appreciate quality and style you can not afford to make your autumn selection until you have seen the Parisian's new fall suits. We have them in the most advanced ideas, and can fit any woman with a garment that will most become her figure. Our prices will satisfy the most economical buyers.—*Parisian Cloak and Suit House, Spokane.*

Five hundred distinct styles in Ladies' Tailored Suits, in the newest light and medium weight weaves, trimmed in exceedingly smart and becoming fashions.—*Bry's, Memphis, Tenn.*

The styles of these practical fall and winter suits are making them more universally popular every day. They are so designed as to be adaptable to street and house wear. The several numbers which have just been added are in response to the increasing demand.—*Marshall Field & Co., Chicago, Ill.*

The natural color of tweed is brown and tan—but since the stuff made such a bound into favor and all colors were wanted, little notes of green, gray, olive, red and blue have been introduced, until tweed can be had in almost any color desired. Two especially good tweed suits for women, that we are selling for \$16.50 and \$18, come in the gray and brown mixtures.—*Wanamaker's, Philadelphia, Pa.*

Special selling of suits at clearing out prices. If you see the goods you can hardly credit the prices. You can own any of these fine tailor-made garments if you're only half ready to snatch opportunities. We do not want to carry them over. We would rather have you carry them away. These prices will see the last of them for us.—*Goldsmith's, Scranton, Pa.*

Interesting prices on women's new spring suits. Winsome spring styles now have full sway on the women's floor—everywhere you see the sparkle of freshness—and each day brings its complement to the already very extensive display.—*Kaufmann's, Pittsburg, Pa.*

Women's tailored wear. Great news. Such a brilliant gathering of tailored wear for women as Brooklyn has never seen before—but never before were the tailored suits so elegant, so near, in effect, to dresses. And for to-morrow two groups of beautiful suits actually less in price than they can be made for to-day. It is an occasion of more than ordinary interest to every woman who is planning the purchase of a new Spring suit.—*Abraham & Straus, Brooklyn, N. Y.*

The policy of our suit department has always been to carry absolutely nothing over from one season to another. Prices have been reduced to effect this end. In pursuance of this method we begin a clearing to-morrow, with the finest lot of suits ever offered at the price.—*Mandel Brothers, Chicago, Ill.*

Great Price Advantages in Women's Tailored Suits.—In effecting these styles, fashion has not only employed all of the season's modish fabrics, but has made some very striking departures in the lines of the garments.—*B. Lowenstein Brothers, Memphis, Tenn.*

At the end of every season we say we don't carry goods over from season to season, and as nearly as we can keep this rule. So, every colored suit in the house has been slashingly reduced. It is your time for wearing them; and it is our time to reduce the price—though it has been done earlier than usual (to make more room for Christmas). Every suit in the various lots has been made in fashionable, late styles. Some of them are lined throughout with silk; most of them have only the jacket silk lined.—*Schipper & Block, Peoria, Ill.*

The new suits arrived Saturday. We know a good many people have been waiting for these same suits, so we take this means of announcing their arrival. They are from the foremost New York makers of ladies' tailored suits, and represent the choicest ideas of the season.—*Saginaw Dry Goods & Carpet Co., Saginaw, Mich.*

Suits Bought by Us for Half Price Are Selling That Way Now.—There's a wonderful choice in this assortment of suits. Only three prices, but each price is as low as such suits ever sold for this early in the season. We bought 350 women's spring suits from the very best makers in this country. We paid just half regular wholesale price for them. We have them marked just half regular retail price. We sold many of them on Saturday, Monday and to-day. We should sell more to-morrow, because those who bought will be sending their friends here.—*Jones Dry Goods Co., Kansas City, Mo.*

The New Silk and Voile Tailored Suits.—The new ideas we are now displaying in these practical, handsome silk suits have already attained a popularity which promises to carry them throughout the summer season. Since their first introduction here our facilities have been taxed to their utmost to supply the heavy demand.—*Marshall Field & Co., Chicago, Ill.*

Chic and clever suits for women at a fraction of their former prices. Tremendous selling for the past few days has left a great big hole in this department. Our 25 per cent. discount sale of last week took the town by storm. The public came, saw and was conquered. Couldn't resist the temptation, don't you know! As one lovely young matron, while selecting a suit, said: "I really have all the suits and dresses I want, but it would be a pity to let such a bargain go by." There are still quite a few handsome ready-to-wears to be seen on the second floor. These, too, must go to the very last one. Do you remember what we said in our "heart-to-heart talk" of last Sunday's ad.? Let's repeat: "We are determined to close out the entire stock, as it is not in harmony with our principle to carry anything over from one season to another." Our heart and mind are set on it.—*A. S. Knowles Dry Goods Co., Montgomery, Ala.*

Suits! What a sale of women's suits we are having upon the second floor! The very latest styles. "Different" from those you would expect, in a sale at this time of the year. Suits we had to telegraph for to fill the gap made by the greatest call for suits we've ever had. Every one new. Not one that's been in the store over a week. Women appreciated the opportunity to-day; we want others to appreciate it to-morrow. It's not a sale of old styles, but of brand new suits. We can't impress that fact too strongly.—*Hale's, Sacramento.*

Stunning new modes in spring suits. Women's and misses' suits—Stevens' exclusive ideas our new and exclusive models for spring in women's and misses' tailored suits and costumes will be on exhibit to-morrow. The best American designers will be represented with their finest creations, embodying the very latest and newest of the best foreign ideas. Very noticeable will be the decided changes from the prevailing styles of previous seasons, and the many original and pleasing style innovations that have come to take their place. Every effort has evidently been with the determination to bring about a decided change and the result has been pleasing—that's enough.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Women's New Fifteen Dollar Suits at \$8.75.—Here is rare good Saturday news for sixty women who want a smart new suit for early spring wear, at an unusually little price.—*The Wanamaker Store, New York.*

The Woman's Store. High-class spring novelties in blouse suits, double-breasted reefer suits, fly-front reefer suits—in such fashionable and fetching fabrics as etamine-cheviots, etamines, broadcloths, Venetians, cheviots and ladies' cloth. These beautiful costumes are entirely new—radically different from the styles that have gone before—and just a bit more charming—more becoming—and more attractive than anything yet devised by Dame Fashion for feminine wear.—*Wm. H. McKnew, Washington.*

A Great Sale of Sample Suits at One-half, One-third and One-quarter Off.—Sample lines of women's suits from the largest and finest New York makers; styles those that are all the rage now—the prettiest developments this spring. Pretty blouses, trim Etons, smart short coats, tailored jacket suits. Materials used are novelty cloths, tweed mixtures, voiles, Panama cloths, cheviots and broadcloths. The skirts are the newest full flowing effects, in instep and dress lengths; every suit is lined with silk or satin, handsomely trimmed and well made. Being sample suits, there are only one, two or three of a kind, which assures you of exclusiveness. We alter these and fit them to you free of charge, and guarantee an absolute fit. Every suit has that "made to order" look which only the finest men tailors can produce. You must realize that this is the best news you have read for a long time.—*Boston Store, Milwaukee.*

Sample linen walking suits. Here's real good fortune for fifty women who wear size thirty-six. So great is the demand for linen suits that the manufacturers can scarcely turn them out fast enough. And these samples from our own factory, judging by the number of orders taken for duplicates, are among this season's most fetching styles.—*Strawbridge & Clothier, Philadelphia.*

Ladies' suits have been coming in very fast the last few days, and we've been looking them over to see what ones to advertise first. After about fifteen minutes we gave up the search. We simply don't know where to begin, nor where we should stop. Certain features are common, such as the long-skirted coats and the new belts, but to describe the suits in detail would be an endless task. What surprises you most is the great variety of styles, all showing that they belong to this season and no other. The mannish styles, as to cloth and make, are more pronounced than usual, and there is a free use of stitching on most of the suits, but aside from these special

features there is very little in common. *The Minneapolis Clothing Co., Minneapolis, Minn.*

If the suit fits—sizes 34 to 40 in the lot—put it on, and pay \$25 instead of \$30 to \$50.—*Wanamaker's, Philadelphia.*

Even if you get a new *spring suit*, you'll likely want a handy little jacket for use with separate skirts, not only during the cool weather of spring, but throughout the summer. If you don't get a new suit you'll need the jacket all the more. We have a nice line of styles to choose from that will give a bigger amount of satisfaction for the price than you'll find in most stores.—*Nevis Bros. Co., Trenton, N. J.*

We respectfully request the honor of your commercial and artistic judgment upon the beautiful sample suits offered to-morrow at half price. We truly believe the garments are not to be approached anywhere in artistic excellence, beautiful styling, genuine exclusiveness or superiority of quality. Our constant relations with the best creative talent of the world's fashion centers enable us to secure first choice of their sample garments and at great price reductions. On this account we are able to offer them to you Tuesday at just one-half the regular price. This line of new spring suits are each and every one rare types of artistic elegance; are the season's latest and best productions; are made of the newest and best fabrics and are shown in every approved style—only one of a style, but many styles. Slight charges will be made for alterations. To-morrow we offer.—*Whitehouse Dry Goods Co., Spokane, Wash.*

Most women know, but every woman who will investigate, can satisfy herself that nowhere else—the larger cities of the state not excepted—can ladies' ready-to-wear apparel be bought so advantageously as here at the Big Store. The assortments to be found in this great department are as broad and satisfying as the most exacting could demand; the styles shown are the most ultra and exclusive; the workmanship shows the best skill of the tailor craft; the materials are the finest that can be put into garments of the price. Because of these advantages, and because women find here always values better than other stores offer at equal prices, our garment business has grown to immense proportions. These splendid offerings should interest you if you are outfitting for spring.—*Sturtevant's, Zanesville, O.*

The price of woollens in the open market to-day makes these \$17 *suits* worth \$20 and \$22. Woollens have steadily ascended in price. But we, unlike most clothiers, contracted for thousands of yards of woollens at the old price. Therefore these suits are only \$17, whereas others must ask \$20 and \$22.—*Wm. Vogel & Son, New York, N. Y.*

This is a golden opportunity for the woman who hasn't yet bought her spring *suit*—for at no time has the selection been finer—at no time have the values been so great—elegant suits in voiles, panamas and serges in the stunning cutaway, Prince Chap, pony and eton models, in plain blacks, blues, browns and light shades and the latest novelties in plaids, checks and mixtures—jackets handsomely lined with silk and beautifully tailored, newest plaited skirts.—*The J. L. Hudson Co., Cleveland, Ohio.*

Here's another striking example of Martin's underbuying and underselling abilities. This elegant black *taffeta jumper suit* is not shown by any one else under \$12. The jumper is made with very full front, edged at top with quilled ribbon and lace. Skirt has two box pleats down front and cluster of pleats on each side. A very special value at \$8.98.—*Martin's, Peoria, Ill.*

The cleverest ideas of American and foreign designers are to be found in our great exhibit of stunning *spring suits*. Individuality and exclusiveness are paramount. Never has there been offered such suits at a price so low. Popular 26-inch Prince Chap coat suits, natty pony coats and fancy dress eton styles; materials are of English panamas in all shades and newest mixtures, stripes and checks. Skirts in the newest full plaited styles, and dainty shirt waists in styles and designs too numerous to mention.—*The Wonder, Spokane.*

Fortunate purchase of silk *jumper suits*, also demi-costumes. Just at the time when the call for dainty *shirt waist suits* is becoming urgent, a maker whose garments are sought after by the leading retailers of the country asked us to figure on a large surplus left on his hands as a result of the tardy spring. The price at which purchase was finally negotiated was below the actual expense of the making. There's not a suit in the entire collection that we would care to omit. They go on sale Friday and Saturday.—*J. Sparling & Co., Detroit.*

Linen *suits* for graduation. The lady students of our leading universities have adopted the plain white linen skirts and sheer linen shirt waists for their gradu-

ation garb. This has met with such good success and public approval that many other educational institutions have followed the suggestion. If Fresno students intend to adopt this nobby style we have for the occasion imported a complete line of white linens from the very sheerest linen batiste to the heavier embroidery linen at remarkably low prices, together with a large stock of white linen suits made up in the styles used by the university girls, also shirt waists. We name a few. Call and inspect them all.—*Louis Einstein & Co., Fresno, Cal.*

Ladies' and misses' suits and jackets. An inspection of our stock will convince you of the worth and value of our goods. And by our easy payment plan all can wear the best clothing while paying for it. We urge strongly a visit to our ladies' department. In ladies' and misses' suits we are showing all new and up-to-date goods, including the popular Eton suit—natty pony coat suits and all others—a full line of natty spring jackets.—*Lewis, Troy, N. Y.*

These beautiful *spring suits* come in chiffon Panama in the popular light and dark shades; also in exquisite new pin stripes, dainty checks, and fancy mixtures, portraying grace and beauty in every line; also in voiles. Among the many delightful styles are the new cutaway coat suits, the popular Etons, the natty Romeo, and the tailored, tight-fitting short coat styles. All have the new circular flare or plaited *skirts*, which give such a stylish, graceful air to the wearer.—*Warren M. Crosby & Co., Topeka, Kan.*

Decidedly the most superb values offered in Detroit this season. These beautiful *suits* are made of fine broadcloths in all the new fall shades, and also in imported plaids, checks and manish mixtures. The coats are the newest models—tight-fitting, semi-fitting or Eton *blouses*—handsome, richly braided, splendidly made suits, richly lined with silk or satin.—*Newcomb-Endicott Co., Detroit, Mich.*

You will pronounce this the most extensive and varied showing of *clever suits* you ever had an opportunity to select from at this popular price. You can find just the style, shade and material that becomes your particular style. The collection is large, and there is not one model that does not depict the season's newest and most correct styles. And there is such an array of stylish fabrics.—*Gimbel's, Milwaukee, Wis.*

A stunning line of all wool man-tailored street *suits*, built on the most up-to-date lines for the first up-to-date *women*, in the new cutaway and Poneyette shades of tan, gray and blue, all silk lined and never before sold for less than \$25, are now offered to prompt buyers for \$22.50.—*Reed's Store, Mansfield, Ohio.*

Yard sticks will be busy at English and Scotch tweed *suitings*. Next spring they'll be making up spring suits out of these selfsame kinds of suitings, and glad to get them at full prices. These mannish effects always do look so stylish and dressy for spring wear.—*The T. Eaton Co., Winnipeg, Can.*

Of course one reasonably expects the later arrivals to have more character than styles which were shown earlier in the season, but so far as we're concerned we didn't look for the elaborateness which is a conspicuous feature of New York's more recent productions of women's tailor-made suits. We have a handsome showing of these new suits, styles which are far removed from the spectacular, indeed there's no unseemly display or parade of extremes in any of them. The styles, while markedly smart, reflect that indefinable something, a stateliness which is at once suggestive of good taste.—*W. A. Murray & Co., Toronto, Can.*

The Newest Tailored Suits.—A long coat and a short skirt—and there you are! It seems to be the only style that early fall suits are taking to. We have enough on hand, in new materials, for you to see what you like. They are all very tailorish—the coats are straight and severe, with a suggestion of a man's Prince Albert about them. They have pockets with flaps on the hips, and sometimes an extra watch pocket on the left side. Some have straps following the seams—but most are merely stitched.—*Wanamaker's, Philadelphia, Pa.*

Suits made of fine broadcloth and chevot, jaunty Eton and blouse style, exquisitely tailored and designed, all the popular fall colors and black. These suits at price advertised will precipitate the most wonderful selling ever known since the inauguration of this department. Come early Tuesday morning and inspect the two bargains advertised above, the most sensational ever known in this section.—*J. M. High Co., Atlanta, Ga.*

Not the sort of Suits that you can put on now and wear every day this summer; but the kind for traveling, for cool days in the mountains or at

the sea shore. And so thoroughly up-to-date in style that the great amount of additional wear you will get out of them in the autumn—when you couldn't buy them at prices like these—will repay their cost over and over again.—*Strawbridge & Clothier, Philadelphia, Pa.*

“What charming sailor suits for women at \$3.75.” That was the comment made by a discerning woman who attended the sale of the first edition of these natty sailor suits a week ago. That others held similar opinions was evidenced by the way they sold. They went with amazing rapidity, and when the store closed scarcely one of the original lot of suits was left. A second edition was obtained. These suits go on sale to-morrow.—*Siegel-Cooper Co., New York, N. Y.*

Careful dressers cannot afford to pass this great assortment of tailor-made suits, made of the finest fabrics, the best of trimmings, the highest order of tailoring, the most perfect fitting garments it is possible to construct. We can't begin to tell the story of the various styles, which include all that's correct, bright, fashionable and well made.—*Hills, McLean & Haskins.*

The long-coat suits of light colored and light weighted homespuns, are one of the greatest furcres of the season. The style was carried from New York to Paris, and taken up most enthusiastically by the admiring Frenchmen. But the models come back to us with the smart addition of linen or pique collars and cuffs. We had the prettiest Paris models faithfully copied by our best American manufacturers; and the suits are ready to-day, in smart gray homespuns, plain and in mixtures.

Bought several thousand of these suits because we liked the style and could save nearly half in the price. But if the style and quality hadn't suited we'd have passed them by. We illustrate one of them. Isn't it a marvel for \$2.95? Made of fine union linen in full shirt waist style. Notice the white band of embroidery down front of waist. Skirt, too, with its panel front gore of embroidery. All around stylish suits that were made to sell for nearly double, \$2.95.—*The Fair, Chicago, Ill.*

Unquestionably one of the most important offerings of the spring season. In fact, a most representative collection of beautiful tailored suits. The woman who admires correct dress will particularly fancy this gathering of new models.—*Siegel Cooper Co., New York.*

The new spring suit styles. There are many, and we want you to come and see them. The correct ideas. That feeling of uncertainty is not here—our styles are correct. We are showing more new styles now than were ever shown before so early. Beautiful creations direct from the makers—who set the styles and fashions. There are many styles to choose from. Made up in the new browns, rich changeable silks, the new French checks, in a host of pretty effects. Styles are absolutely correct. Our showing offers many excellent suits.—*Hale's, Sacramento, Cal.*

The makers have displayed their best efforts and outstripped all previous endeavors in their zeal to produce the finest collection of tailored suits ever presented to the Brooklyn public. You may best judge of the success of their efforts. We cannot praise them too much. Not one of the minutest details has been overlooked in the construction of these suits. The sleeves set in perfectly, all seams finished in the smoothest manner—the closest inspection elicits entire satisfaction and admiration.—*Abraham & Straus, Brooklyn, N. Y.*

A final cleanup of twenty tailor-made suits of various kinds, in Eton, blouse, corset and jacket styles, made of plain cloths, fancy mixtures and serges. All the jackets have silk linings. The skirts are for the most part plain kilted effects. Nearly all are models of fall styles, but are the last of lines that will not be reordered. If you need a good serviceable knockabout suit you'll find no opportunity like this again this season. One or two of the suits were priced \$22.50 originally—not one is worth less than \$12.50. All sizes in the lot; mostly colors, but a few are black.—*The Crescent, Spokane, Wash.*

One great point about the Quigley suits is that they get away from that commonplace "sameness" that makes many tailored suits look like a lot of uniforms.—*Quigley, New Haven, Conn.*

Women's midsummer suits of voile and mohairs.—For the women who do not care for tub dresses we have made ample provisions. Walking suits of lightest weight mohairs and airiest of voiles. Solid colors and new check effects.—*Joseph Horne Co., Pittsburg, Pa.*

Women's dressy tailor-made suits much lowered in price. Many of the handsomest tailor gowns in this offering are original models; the smartest beauties that set the fashion for others to follow. Never but one of a kind is ever brought along, so no fear need you

have of seeing a duplicate in this neck of the woods. But beside these, some lesser lights, which appeal to those wanting extremes. Altogether a well varied assembly from which any woman may choose advantageously.—*Walker Brothers Dry Goods Co., Salt Lake City, Utah.*

Every conceivable style that the designer's art originates—and Fashion approves—finds representation in our superb stock of women's spring suits. Values incomparable—in the strictly severe styles—the exquisitely embellished novelties—almost limitless. Inspection invited.—*Mahler Bros., New York City.*

Every one was made by a tailor. Examine the well-made jackets; turn the skirts inside out and see how splendidly every one is finished and staved and tailored! The time has come when every wool suit in the store must pick up its skirts and run. We've made the path smooth for them by cutting down the prices until they just can't go any lower. Staple suits, novelty suits—every fine, light Summer-weight woolen suit joins in the rush regardless of the fact that they are the prettiest models and best colors shown in Peoria this season.—*P. A. Bergner & Co., Peoria, Ill.*

These Items Are Stunning! Women's Tailored Wear—More Good News.—Isn't it astonishing how wonderful the values are in this Tailored Wear Store. It was only a few days ago that a Manhattan woman attended a sale and stated this store was "the only thing she envied Brooklyn women." Before she went home she found many other reasons for envy—but here again are the most beautiful summer suits that can be bought today, and yet just half price to pay for them.—*Abraham & Strauss, Brooklyn, N. Y.*

If you appreciate quality and style in a tailored garment you cannot afford to make your autumn selection until you have seen our new fall suits. We have them in the most advanced ideas. They are the kind you just have to slip on and you're dressed up for a shopping tour, a carriage drive or an informal call.—*Cartwright's, San Bernardino, Cal.*

Correct suit styles for the spring season. Those women who desire their apparel to be distinctive and original, correct in style, tailoring and fit, should see our exhibit. Every garment portrays that vital element of style characteristic of the best custom tailoring, having been made in strict accordance with specifications furnished by us.—*Blowenstein & Bros., Baltimore, Md.*

WOMEN'S READY-TO-WEAR DRESSES

One of the most interesting facts regarding these *imported dresses* is that it actually saves money for *women* who wear this sort of dress. We can sell Paris dresses in our store for less than you as an individual could buy them in Paris. We can sell a Paris dress for less than you can have any dressmaker in America duplicate it for! These are two astounding facts that need to be most clearly understood. The only question for you to settle is whether we have the exact dress you want. And that you can settle for yourself the instant you clap eyes on them. We have brought over an unusual number this year—more, we know, than any other Philadelphia store. And it has been said a dozen times that there was not one dress in the more than two hundred we imported, that the most conservative woman in this city would hesitate to wear.—*Blum Bros., Philadelphia, Pa.*

Spring dress cottons for 1909. Best and broadest display. Charming in their loveliness. Fascinating in their beauty. Bewildering in their vast and varied color tones. Not the bold, startling effects, but the quiet, pretty patterns which are attractive in their simplicity. Manufacturers have simply gone their limit in producing these airy, fairy like dress cottons for the coming season. They are here in wonderful variety. We welcome all women to the showing. And for those who would enjoy selecting a new dress or two, who would delight in having first choice at the exclusive, we print news of some of the remarkable values.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Yesterday morning we had eight hundred of these extraordinary dresses at this remarkable price. Our buyer had not returned and we did not know that another case was still to come, which brought us two hundred and fifty more of the dresses yesterday afternoon. The aisles of our costume store yesterday were the busiest thoroughfares to be found in the city. Notwithstanding the best organization to serve the public promptly, our space was far too small for the requirements of the day's occasion. Of course, there were hundreds of women who were unable to come

yesterday, or were afraid of the promise of inclement weather. They will be glad to know that several hundred of these dresses are here to-day to select from. They are the most remarkable offerings in new silk dresses ever known to the retail trade. All of the dresses have been made up within the last few days, and there is very wide variety of styles to meet practically every taste. Plenty this morning, but remember you must be prompt now. \$9.50 each, and every dress worth more than double.—*John Wanamaker, New York.*

Elegant Fall Shirt Waist Suits.—Saturday morning we will place on sale the nobbiest array of new Fall shirt waist suits shown anywhere. When you want a swell suit with character, at a small price, come here, for we guarantee to save you half.—*The Boston Store, Joliet, Ill.*

Fall Walking Suits.—Women who appreciate exclusiveness will be delighted at this first showing—for first garments frequently possess charming style features that don't appear later. The men's style of suits are closely followed, even to the cut of the garments.—*The Fair, Muncie, Ind.*

Spic-span-new silk shirt waist suits, correct in every detail of style for the new season. Made in a number of beautiful shades of both plain and changeable taffetas, of an excellent quality. The suits are thoroughly made, nicely tailored, and will please every woman of good taste who wants a smart suit for early spring wear. The colorings include black, blue, green and brown in the plain taffetas, and jasper, blue, brown, green and red in the changeable shades.—*Wanamaker, New York, N. Y.*

A remarkable clearance of *women's dressing gowns*. \$4, \$5 and \$6.50 styles, Monday \$2.50. One table is piled high with these comfortable garments, and we have laid special plans for their quick clearance Monday. It just happens most timely to many to turn that Christmas gift that was forgotten into a New Year's present of one of these handsome gowns. Some of our handsomest dressing gowns are included in this offering.—*The T. Eaton Co., Winnipeg.*

More interested in setting on prices that will quickly clear them. The contraction of department quarters, coupled to the fact that these are the styles of this summer season, influences a more generous rate of reduction than would otherwise prevail. Is The Store of Satisfaction's buyer better informed of the trend of fashion or is this only another instance where we make better preparations to supply a season's demand? Certain it is that in no other of shirt waist suits, either in volume or variety.—*W. H. Scroggie & Co., Montreal, Can.*

Handsome white costumes suitable for graduation and evening functions, white shirt waist suits for general warm weather wear. Every garment is finely made, and you are assured of perfection of fit and finish. Your taste can be satisfied as to style and price from our generous assortment.—*Hills, McLean & Haskins, Binghamton, N. Y.*

What a sensation!—chambray or percale in polka dots, stripes, plain colors. Be sure and ask the saleswoman to show you that startling black-and-white plaid—it is surprisingly pretty. The big sailor collar is of pique, or of goods trimmed with pique; cuffs and shield of pique, the shield with embroidered emblem. Full skirt and deep hem. There isn't a dressmaker in the city who would cut and fit and finish the dress for 65c.—not counting the material and the findings and the trimmings. A great chance to get three for almost the very-day cost of one.—*N. Snellenburg & Co., Philadelphia, Pa.*

All are distinctly the summer tailor dresses and very excellent choosing is here. Many are imported models, the style-setters that others follow. The making alone on any one of these is worth the price now asked.—*Walker Bros., Salt Lake City, Utah.*

Shirtwaist dresses, \$3—and when you see them you will say the waist or skirt is worth that much. The greater part all white—fresh, spotless, snowy white. Every one cool and sheer and dainty. A thousand in all—surely nobody need be hot and uncomfortable this summer.—*Wanamaker's, Philadelphia, Pa.*

A clean-up sale of women's taffeta silk shirt waist dresses. They are exactly as illustrated, and every woman of taste will concede their daintiness. Made of fine quality changeable taffeta, in blue, green, brown and black. Full blouse waist. Flounce skirt with cording on waist and flounce. Taffeta silk shirt waist dresses that are suitable for

street wear or travel.—*Siegel Cooper Co., New York, N. Y.*

The Fall Dresses, Gimbels' Own Styles.—The gowns that are here now are the first models that the best makers of America have turned out, and turned out at our express command. Most of them, unless you buy of the cheaper sort, are not shown elsewhere. They are correct as to fabrics and as to shades.—*Gimbel Brothers, Milwaukee, Wis.*

Whoever first adapted the man's negligee shirt for woman's Summer wear, deserves a niche in the hall of fame. And whoever evolved the shirt-waist suit should have the seat adjoining.—*John Wanamaker, New York.*

We are doing a phenomenal business this week in these wool shirt waist suits. It doesn't take more than a glance to convince any one of their wonderful cheapness. They are all the best and most desirable styles to choose from.—*Israel's, San Bernardino, Cal.*

Silk Shirt Waist Suits for as little as \$10.00. Sit down and count the cost of the materials and making, not to speak of time and trouble. Then consider whether it is not better to come here first thing this morning for one of these Suits.—*Gimbel Bros., Philadelphia, Pa.*

It's not remarkable, when the mercury is philandering with the fifties, and turned-up coat collar and hot tea are de rigueur, that there should be slacker selling of shirt waist suits—those eminently summery dresses—than when the thermometer trips lightly in the nineties. We want to hasten matters a little, and, at the new prices we've put on these jaunty suits, you'll find it conservative and profitable to discount now the real advent of summer weather.—*The Under-Price Store, Raine, Ill.*

Four exceptional offerings of shirt-waist suits.—The interest of every woman, to whom summer comfort is a matter of concern, will be attracted by this remarkable group of offerings to-day. For these are the garments that make hot days delightful indoors and out. The styles are the most attractive, and the prices speak eloquently for themselves.—*Wanamaker's, New York.*

Shirt waist suits in delightful abundance. These dainty, airy dresses breathe coolness wherever they go. With a rising thermometer the demand—earlier than expected—for shirt waist suits has leaped up with a bound. As usual, we are prepared, and as never before.—*Batterman, Brooklyn.*

Four exceptional offerings of shirt-waist suits.—The interest of every woman, to whom summer comfort is a matter of concern, will be attracted by this remarkable group of offerings today. For these are the garments that make hot days delightful indoors and out. The styles are the most attractive, and the prices speak eloquently for themselves.—*Wanamaker's, New York.*

To-morrow we shall offer seventy-five brand new silk shirtwaist suits at prices from a third to a half less than their actual worth. It's a line our Eastern buyer secured from the famous "Monogram" Suit and Waist Co., at a very-much-below-regular price, and as usual we are going to share our good fortune with the Los Angeles public. For proof of the genuineness of these values we would refer you to our regular stock where you may see duplicates of these very suits, which were bought under normal conditions but a few weeks ago, and priced from \$25 to \$35 each. Aside from the question of price these suits possess merits of style, of newness and exceptional workmanship that will appeal to women who know. And as we are special agents here for the Monogram suits, there is no likelihood of the style becoming common.—*N. B. Blackstone & Co., Los Angeles, Cal.*

They are not the ordinary suits that shrink and pull out of shape when washed. In fact, they are brighter and daintier than ever after cleansing, for the materials are qualities that maintain the Simpson-Crawford Co.'s standard—high-grade cheviots, percales, ginghams, madras and lawns. Every one is made in a superb manner and there are twenty charming styles embracing the daintiest patterns you ever saw.—*Simpson Crawford Co., New York.*

Shirt waist dresses you'd pay \$2.00 for, at \$1.00. It is a wonder! Now just when you are looking for bargains in shirt waist dresses we announce a value beyond all expectation, 1,000 brand new shirt waist dresses, stylish, desirable from every point of view. Dresses that answer every seashore, mountain, country and town summer purpose and save you a snug sum besides. Though the quantity is large, do not delay, complete run of sizes may not last long, dresses we could ask \$2.00 for, and give you good value, going at an even \$1.00.—*L. S. Plaut & Co., Newark, N. J.*

Charming summer dresses at half price, and very much less. Here is one of the finest pieces of news that women have read this season. It seems almost

too good to be true—but it is true, or you know that it wouldn't be printed here.

The manufacturer had about a hundred and seventy-five dresses, and he wanted to quit. He didn't care what they had cost him to make. He had made his season's profit; and any price he got for them was so much more gain. That's the whole story—old and commonplace enough.—*Wanamaker, New York.*

The Shirt Waist Sale adds materially to the feminine wardrobe. It is so practical, and such an all-round and useful dress to have: appropriate for the promenade and for an outing. Just now, too, the Shirt Waist Suit is in the height of favor—another reason for having one this summer. We briefly describe a few numbers in white that are as charming bits of feminine wear as one could wish to see.—*Strawbridge & Clothier, Philadelphia, Pa.*

A price surprise in women's dressing gowns. The opportunity to buy these comfortable dressing gowns at so much less than their actual worth is due to our decision to discontinue this special line for the rest of the season. No more than two hundred at the outside figure.—*The T. Eaton Co., Winnipeg.*

In one of our show windows to-day we display specimens from a group of beautiful dainty white dresses that we shall place on sale to-morrow at just about half real value. They are all new styles and just right for July and August wear at garden parties, afternoon and evening receptions, summer theatre, etc., airy, fluffy, bewildering, pretty and graceful. Materials are fine, soft, sheer, mercerized, mousseline, de soie with embroidered silk dots, plain nets and china silk. All are made with full blouse waists, but scarcely two are alike. Some are trimmed with dainty valenciennes lace edge and insertion, others with beading and ribbon. All are elaborately shirred, tucked, plaited and ruffled. Some have full bertha of lace. Deep shirred girdles of white, light blue or pink silk. Skirts have white silk drops and are elaborately shirred, ruffled and trimmed to match waists.—*Keely Co., Atlanta, Ga.*

Your summer comfort lies with things that will go in the wash and come out fresh and clean. The styles we speak of to-day are just the kind you can always keep fresh, and they are under-priced just when most wanted.—*The Scott, D. G. Co., Cleveland, Ohio.*

Yes, 'tis hot and still a-heating. Now, why not do the most sensible thing you could do by coming down here and getting into one of our delightfully cool shirt waist suits.—*The Bon Ton, Altoona, Pa.*

Here's what Paris prophesied two weeks ago—and what has come true today: "At the risk of repeating myself, I mention that a dressmaker said that lots of white embroidery-linen dresses will be the thing for next season, with two kinds of laces, Valenciennes and French imitation of Irish; or linen skirts with glace silk jackets like enclosed samples, or lace jackets to match. Lingerie dresses will be very good." A wideawake American designer, who has had one eye on Paris and her styles and the other on Philadelphia, waiting for the Southern exodus to begin, sends us sixty-seven dainty little frocks for this morning. They will show you the revival of the new "old regime styles" in their Directoire jackets; and show, too, the swing of the pendulum back to short little blouses and loose jackets that are charming in the summer materials.—*Wanamaker, Philadelphia, Pa.*

These fifteen hundred smart new shirt waist suits came to us through one of those advantageous deals which has brought many an exceptional value Bloomingdale-ward, and has particularly gained for our suit store the famous reputation it has for just such bargains.—*Bloomingdale, New York.*

High-Grade Shirt Waist Suits of silk, fashionable in material, trimming, design—up-to-date in every way, strictly this season's styles. Suits which will give more than a summer's service; for, while they are appropriate for the cooler days that will certainly come, whether at seashore, mountains or in the city, they can be worn far into the autumn. Not many of a kind, but a variety of styles.—*Strawbridge & Clothier, Philadelphia, Pa.*

The shirt waist suit of lawn or linen is the acme of comfort and daintiness for hot weather wear. It rides the top wave of popularity and deservedly so. The suit section stands ready to fit you to your satisfaction with one of these trim creations: Shirt waist suits of white lawn with black polka dots; waist and skirt finished with box plaits with hemstitching in center of plaits, fancy stock collar and cuffs, very desirable and nobby suits.—*Minneapolis Dry Goods Co., Minneapolis, Minn.*

Silk Shirtwaist Suits at Newly Little Prices.—There's a snap and dash about

these lovely silk dresses that will instantly command the attention of all discriminating women. And such a variety. The whole list of summer silks is represented.—*Kaufman's, Pittsburg.*

Carefully dressed women will appreciate this offering of high class Silk Shirt Waist Suits of rich plain and changeable colorings and the newest stripes and checks in French taffeta. These are beautiful styles—such as have been selling for double the prices they now bear.—*Emery, Bird, Thayer & Co., Kansas City.*

These are the choicest and prettiest of the popular priced summer dresses. All were carefully selected from our regular stock, and they are in absolutely perfect condition. Now, right at the height of their wearing time, they are offered to you at these liberal concessions.—*Wanamaker, New York.*

I came, I saw, I conquered—quoth the great Julius Caesar, to whose name July does honor. Similarly, our Shirt Waist Suits have but to appear and be seen to conquer. And they do it by uniting such irresistible prices and styles as these.—*Strawbridge & Clothier, Philadelphia, Pa.*

We are very proud of the continuous admiration which is being shown for the smart dresses that we are presenting this fall. It is true that we have made greater efforts than ever before.—*Wanamaker, New York, N. Y.*

Now what will those of you who still need a shirt-waist or two for this season's wearing say to us, when we tell you of these three groups, taken from our own stock, full of the latest style-touches, and marked at new, much lowered prices?—*Wanamaker, New York.*

Cool shirt waist suits.—Women who want something light, cool and summery will buy here both for the low price and the comfort of having a summer suit that will be cool and pleasant to wear.—*Emery, Bird & Thayer, Kansas City, Mo.*

Many a woman has blessed the clever chap that evolved the shirt waist suit. Rightly, too, for he discovered a shortcoming in women's outfit, and satisfied it. Dreams of summery dresses.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

Summer dresses of linen, crashes, pongees, taffetas, foulards, point d'esprits and nets. All beautifully and smartly trimmed with dainty laces, insertions, inlayings of embroidery and appliques, many with fine tucking and plaitings.—*Bloomingdale's, New York.*

An exquisite group of foreign dresses. Simultaneously with the arrival of our costume chief from abroad we present to-day a remarkably handsome group of dresses which he brings, to show the first foreign ideas for Spring gowns. Every gown sparkles with originality and artistic beauty. We are sure you'll enjoy viewing them.—*The Wanamaker Store, New York.*

These charming creations are of the newest and daintiest get-up. They represent the simple lines and surplus stocks of leading manufacturers of high-class, about-the-house wear for women, and as such are naturally in styles all the rage now. The entire selection has been featured at such low prices for Wednesday that there ought to be unusual selling in this section.—*Siegel-Cooper Co., New York.*

Beautiful Silk Shirtwaist Suits.—In all of our experience we never saw anything like them for such a price and Brooklyn women know the offers this store has made during the spring in this wear. Now did you ever hear of a gracefully made taffeta silk dress—a stylish, attractive, up-to-date suit for less than \$10? To-morrow the price will actually be \$6.95.—*Abraham & Straus, Brooklyn, N. Y.*

A Sale of Those Very Fashionable Silk Shirt-Waist Suits.—That'll prove of great importance to women who want to be correctly and economically attired—silk suits are to reign supreme this summer; they'll be all the "go" for "Expo." as well as street wear. You can own a pretty serviceable one at a substantial saving if you come Monday and share in these three unusual silk suit values that we've prepared.—*Famous, St. Louis, Mo.*

Hot-Weather Dresses for Women.—"Oh, to be a woman!" sighs mere man when the hot days come. There never was a season when there were so many kinds of cool, airy dresses, all ready-made for women to choose from. They are shown here in abundance. Then the prices are so little that the finished dress costs little more than the necessary materials.—*Wanamaker's, New York.*

Summer is surely here. Our conscientious effort to excel has governed the selection and the presentation of *women's summer suits*. There will be a special exhibit Monday of women's dresses for mid-summer wear. The lingerie princess models are elaborate to a great degree, and there are many new notes of decoration in the treatment of lace adornments, hand-embroidery, inter-

woven lines of lace and medallions of filet lace and embroidery, designed in many distinctly different models, faultlessly finished and elegantly tailored. The tailored linens are dashing and stylish, and include all late innovations in box, semi-fitting, pony coat and three-piece models. Under ordinary weather conditions these would be rightly valued at 25 per cent more than prices that prevail now. Our offerings Monday are noteworthy, by reason of the great diversity of models and fabrics, and radical price concessions.—*Saks.*

Women's *shirtwaist* dresses. Some three hundred and fifty of the prettiest little summer dresses you ever saw at this price are to go out in double-quick time to-day. These are made of very fine lawn and flowered batistes, elaborately trimmed with embroidery, tucks and Val. laces. Skirts are gracefully hanging models, trimmed to match.—*Wise, Smith & Co., Hartford, Conn.*

Women's pretty house *dresses*. Good style garments that have an air of grace and beauty—without too abundant trimming—just right for the hot summer days. These dresses are combination garments of dressing sacque and skirt, made of dark color percales; and are made without linings and are cool and comfortable; cut right—sewed right—finished right. In every respect as good as you'd make them—minus the hours of sewing and fussing.—*Whitehouse Dry Goods Co., Spokane, Wash.*

Pretty *wash dresses*. A good sized lot in a splendid assortment of styles. Both white and colored. Just the sort of dresses you want for every-day wear and afternoons at home. Materials are chambrays trimmed in various ways, some with all-over embroidery, others with little fancy pearl buttons. The skirts are all pleated. With these are also shown some very handsome white lawn dresses trimmed with insertions.—*The Crescent, Spokane, Wash.*

To those who contemplate purchasing summer *wash dresses*, the splendid showing of Peoria's big specialty store should be of more than passing interest. There are tub clothes of all descriptions, comprising shirt-waists, princess and lingerie dresses in boundless variety; dainty summer suits in percale, lawn, mull, chambray, linen, duck, organdy and point de esprit; a hundred different diversities of attractive trimming schemes in lace and embroidery; refreshing summer dresses that can be bought as low as \$2.98.—*Rosenihal, Peoria, Ill.*

WOMEN'S READY-TO-WEAR SKIRTS

Black voile *skirts* surprise at \$10. Two extra values for you Saturday—either style \$10—excellent material in both. See the one with fan pleats front and back—box and side pleated hip panels trimmed with tiny taffeta straps—at foot a one-inch and two narrower taffeta folds, around skirt between the pleats turning upward to follow the outline of front panel. Then the very new 25-pleated skirt of twine voile—with three narrow, stitched folds all around at foot. Notice how deep the pleats are and how accurately laid. These skirts fit beautifully.—*Mills Dry Goods Co., Topeka, Kan.*

Spring and summer separate *skirts* for June brides and others. It is, indeed, a pleasure to shop in a store where such assortments can be found as we show you at this time. They are positively one of the largest and best in Trenton. It includes every wanted material—all the latest and most fashionable patterns. They're in Altman and Julian voiles, taffetas, chiffons, Panamas, worsted Panamas, checks, mohairs and fancy mixtures. The tailoring of these beautiful skirts is such as to make them real in appearance and fit gracefully any figure. They show the masterful tailoring in their many graceful lines.—*Kaufman's, Trenton.*

Skirts.—In *dress skirts*, voiles are the favored materials this season. Our big assortment, however, embraces many other materials from which a splendid choice can be made. See our special leader, made of fine voile in the newest and most attractive style.—*The Wm. Barie Dry Goods Co., Saginaw, Mich.*

These are brand new, swell 1909 *skirts*. Every garment a smart spring model—strictly man-tailored. This is the best bargain sale of skirts ever offered over our signature, and should bring you bright and early to-morrow, rain or shine. Stylish, up-to-date skirts, made of splendid all-wool Panama, in black, navy and brown. Also a few skirts in fashionable spring suitings, block checks, broken plaids, etc. Actual \$5.98, \$6.50 to \$7.50 values offered in Monday's sale, as long as they last.—*J. M. High Company., Atlanta, Ga.*

A splendid collection of distinctive *skirts* awaits you today. Perhaps 'twould be of interest to know that we put the same care into the selection of our separate skirts that we give to our finest suits or coats, perhaps a little more, for separate skirts that are really worthy are not easy to find. These skirts fill all our requirements—which are your requirements—perfectly. There is cloth quality in them—fabrics of high grade that hold their shape and looks through long service. There is style quality—the up-to-date ideas of the best makers are embodied in these skirts. Every skirt this spring is plaited—but in these models this is varied in scores of most attractive ways. Then the quality of workmanship—the cut—the fit—the finish—is up to the best of custom work. The prices you will find most satisfactory. We want you to see our extensive line of these garments for summer wear, which is now ready for your selection.—*The Fair, Ft. Worth, Texas.*

Stylish tailor-made *skirts* to your measure at \$5.00. It is no easy thing to get variety, good style and a good fit in a skirt for \$5.00. But we have convinced thousands of women that we do this—and more. At this price we will make to your order a stylish skirt for business, a dressy skirt for walking, or a serviceable skirt for knock-about wear. Elegantly tailored, daintily finished and a perfect, graceful fit guaranteed. This price includes choice from among a splendid collection of mohair Sicilians, brilliantines, broadcloths, storm serges, nun's veilings, eoliennes, panamas, chevions, granites, cashmeres, henriettas and fancy suitings. Beginning to-day this most liberal offer holds good until Wednesday, May 29th.—*Gilchrist Co., Boston, Mass.*

Ready Tomorrow—Tub Skirts for Women.—Yes, ready in full assortment. Every fabric that is intended for tub skirts is represented (that is, every fabric that will stand wear) and all the new ideas in weaves and tints. The models are exclusive and embrace many new ideas in the use of tucks and pleats, side pleats, and single or double box pleats.—*Joseph Horne Co., Pittsburgh, Pa.*

Great values in stunning *skirts*. Our assortments of handsome, stylish skirts is the largest and most comprehensive we've ever shown. The most critical dresser will find complete satisfaction here. Right House separate skirts are manufactured by ourselves from very superior imported cloths. The styles are copies of high class New York and Paris models and are exclusive with this store. Every skirt is a model of grace and distinctiveness, giving the wearer that undefinable well dressed air so hard to obtain, with the good tailoring and extra qualities of materials make these special bargains.—*Thos. C. Watkins, Hamilton, Can.*

Very pretty wash *skirts*. Useful as well as pretty, an excellent skirt for daily use around the home. It's made of English duck, firm and heavy, full width, 7 gored, deep hem, the charm of the garment lies in the gracefulness of the fit. The skirt hangs as nicely as the expensive kind; colors navy, black, French blue or in polka dot. You can't buy the material and trimming in one of these skirts at our selling price.—*Redlick's, Fresno, Cal.*

Everything indicates that these black taffeta *skirts* are to be the favorites. In fact these are garments that most every woman likes to wear if she knows she can get the good wearing quality of taffeta. We have just that quality—the kind that will wear well—made up in a big assortment of beautiful plaited models in silk. Now is the time to buy, while you have the selection. Prices from \$8.95 to \$20.—*Espenhain, Milwaukee, Wis.*

Stylish *skirts*. Fashion's favorite skirts are to be found here. Finest collection in the city of ladies' tailored walking skirts in all the newest checks and stripes; light and dark colors. New and exclusive styles. All sizes, and all moderately priced.—*G. D. McKay & Co., Winnipeg, Can.*

Sale downstairs of women's *skirts*. 125 of the skirts are in a sale that should prove very interesting to that number of women. The skirts were purchased at special discounts, and having been acquired in that manner, we share the advantage. The sale is a timely affair, coming as it does when every woman finds great use for an extra skirt or two to see her through the winter in comfort and with satisfaction. Opportunities like these do not linger, so we advise being prompt.—*John G. Myers Co., Albany, N. Y.*

More new *skirts* to choose from—the

most complete line ever shown in this city, embracing everything that's new and good. Materials are mixtures, Panamas, worsteds, voiles and silk in a great variety of colors and sizes.—*Jos. Meyers & Sons, Salem, Ore.*

We have just received another shipment of this beautiful fall and winter novelty and they are now on sale. These skirts are made instep length, hang evenly and gracefully all around, require no carrying and we make this very important statement—we guarantee them to hold their shape. They are made of fine cashmere in shades of black, navy blue, royal blue, brown, tan, and champagne.—*The Beall-Livingston Dry Goods Co., Columbus, O.*

Annual sale of separate dress skirts. Of course you'll want a separate skirt to piece out the season—most women do—and you'll certainly not find a better place to secure one than here). It's our business to anticipate your wants, and in doing so we combine the art of supplying your needs at a great saving—that's why we sell so many skirts—(why you prefer to trade here). That last remark we did not exactly mean in a literal sense, because low prices are not the sole incentive in buying ready-to-wear garments (what you want is the style—distinctive elegance). If we were forced to take our choice we'd pay more attention to exclusiveness than to low prices, but we've the experience that enables us to combine the two.—*Mandel Bros., Chicago, Ill.*

The maker took all his left-over pieces of summer materials and had them made up into these Walking Skirts, which we got for very much less than regular. They are made of strictly all wool Canadian Homespun Crash, seven gores, each one kilted, flaring out from the knee, handsomely tailored throughout. Each one of the seams is carefully bound inside, and there is every evidence apparent at first sight of the thoroughness of tailoring put into every garment in the lot. No dip or sagging in the back—thoroughly draped to swing evenly all around.—*Goldenberg's, Washington, D. C.*

A woman cannot but delight in wearing one of our man tailored, made to order skirts. There's a clever air and a hang to them that you don't find in the ready made, and there are an originality and a cleverness of construction that cause them to meet with the instant approval of every woman who sees them. And then, there are the prices.—*Bergerman Bros., Pueblo, Colo.*

Just the time of the year when run-about skirts are in great demand, and to stop and tell you of how this great purchase was made in order to sell these beautiful, high-priced garments, at such low prices, would take up two pages. Be on hand Saturday, and take advantage of the greatest skirt sale ever inaugurated. Look at the prices. Every garment given as advertised. Money refunded on any garment not wanted.—*Given's Cloak House, Peoria, Ill.*

New skirt Prices.—Everyone is predicting that we'll have a warm fall. We won't say anything about that. If we have the usual fall, there's sufficient warm weather in sight so that you should be intensely interested in these duck and other summer skirts that we forget all about the value of to-day.—*Sibley, Lindsay & Curr Co., Rochester.*

Women's walking skirts, made from piece-ends of the finer cloths in our own factory, and worth \$5.00, \$6.00, \$7.00 (a few worth as much as \$10.00), will be sold at \$2.75 each to-day. We believe they average somewhat finer than the lot sold last week, when hundreds of customers thronged this department. For this sale we have nearly six hundred skirts; of voiles, Panama cloth, mohairs, and mixed fabrics, in two handsome styles—one a kilt model, the other with a neat yoke effect, plaits on gores flaring from knee; perfect-fitting and well tailored throughout. Will you be in time?—*Strawbridge & Clothier, Philadelphia, Pa.*

Smart wash skirts at big savings in price. Duck, pique, crash and linen skirts. Every skirt is well made—even the least expensive—in what careful sewing, expert cutting and fitting will do. All at small prices. Removal clearance sale prices.—*The Wonder Department Store, Spokane, Wash.*

You may be going after chestnuts, or to gather autumn leaves that are painted so prettily now. What a cumbersome thing the long skirt—and all the more so when you stop to consider the prices of these walking styles.—*McCurdy & Norvell Co., Rochester.*

A handsome collection of high grade skirts made of finest pan chevots, novelties and dark mixed effects, man-tailored throughout, and represent the highest grade of tailoring, in the kilt effects; same trimmed with match designs in stitched straps and small buttons.—*Gately & Donovan, Saginaw.*

What woman ever had too many good, serviceable, stylish skirts? None. That's why the strong savings offered during

this special sale interests every woman.—*Rosenbaum Company, Pittsburg, Pa.*

\$4 walking skirts, \$2.95. The ideal walking skirt for winter wear—splendid Lymansville chevot that rain and snow cannot harm. Perfect fitting and neat as good tailoring can make them. Black, blue and brown.—*Snellenburg, Philadelphia, Pa.*

The excellence of value in our latest styles stands out as prominently as their wonderful shapeliness; so it is easy to see why we hold undisputed leadership in the walking skirt world.—*Strawbridge & Clothier, Philadelphia.*

Women's skirts for outing, walking and dress.—It is delightful to wear a skirt in which you can be comfortable and have a good time without being haunted by the fear that you are going to soil it to a worse degree than a washing can repair. Just that comfortable kind are the stylishly cut and well made.—*Hysinger & Rosenthal, Peoria.*

New walking skirts.—For some reason or other the skirts that women have worn have been called walking skirts, when in reality they were golf or rainy-day skirts—turned up at the bottom and stitched several times around. The new skirts are as far away from that as can be imagined. They escape the ground when you walk, but they are of fine cloths—novelties, broadcloths, Venetian, chevots—the stuffs we used to make into the finest dress skirts, and the styles are like dress skirts except that there are no trains. There are a good many English and Scotch stuffs—worsted, tweeds, home-spuns—used in these.—*The Under Price Store, Peoria.*

Stock-taking discloses the fact that we have entirely too many skirts—and, we realize, to sell them quickly demands heroic measures in prices. We have cut without regard to former cost or value and will offer Thursday morning our entire stock of winter skirts at but a fraction of their former prices. Be early, as these are positively the best values ever offered.—*John C. Lewis Co., Louisville, Ky.*

Monday will be a great skirt day in our cloak department, second floor. For weeks we have been planning to offer our many patrons an exceptional opportunity to buy new skirts. Advance spring samples of new styles at practically what the cloak would cost you in the regular way. The three lines specified below are only in limited quantities and are exceptional values. Early shopping will bring its reward.—*Simpson, Toronto, Can.*

Cool Cotton Skirts.—This is the time when you must have such dress skirts as these. Heavy cloth garments have no place but in the wardrobe these days. Here are some special prices on new wash skirts that make it easy to dress comfortably.—*The Crescent, Spokane.*

A dainty dressing sacque and separate skirt, an excellent quality lawn, in light and dark colors, with neat designs. The sacque has large sailor collar, fitted back, full front, with fancy border hemming. Full skirt, with deep flounce.—*Bloomingtondale's, New York.*

Sensible summer skirts.—Here you will find just what you are looking for in the way of a skirt for all occasions—for the street, for dress, or for outdoor sports or tramping. They are in all the popular kinds and rightly priced.—*Geo. K. Kline, Johnstown, Pa.*

We have just received by express a remarkably lucky purchase of women's skirts by our eastern buyer. Nearly one hundred walking skirts in all; over fifty different styles; about twenty different materials. The skirts are all spic-span new spring styles—every garment an authoritative spring model. The materials are broadcloths, herringbone cheviots, fancy mixtures, clay worsteds and fine tailorings; colors, navy blue, brown, black and mixtures.—*J. M. High Co., Atlanta, Ga.*

This purchase of a manufacturer's entire output of high-class dress and walking skirts is bound to create widespread interest. You will find in the assortment skirts made of the best cloth and silk and we're going to offer them to you at prices below their real worth. A few of the leading values.—*S. Kann, Sons & Co., Washington, D. C.*

The skirts are plain—enough weight in the material to make them hang well.—*Wanamaker's, Philadelphia, Pa.*

We'll give you six dollars for four fifty to-morrow in the shape of stylish walking skirts.—*Z. L. White Co., Columbus, O.*

No one can wear a short skirt all the time—but no one can wear a long skirt all the time, either. You can get the two to-day for about the price of one because we are clearing up odds and ends.—*Wanamaker's, Philadelphia, Pa.*

The new large sleeves, the gracefully rolling collar, the smartly fashioned girdle effects, and the full shirred and circular skirts are the features which will cause greatest comment in the new styles to be seen in our opening display. The materials especially favored are coverts, chiffon, taffeta, pongee, linen

and lace. The illustrations show but a few of the many handsome models.—*Marshall Field & Co., Chicago, Ill.*

Separate skirts. Only fifty of these. A little special lot our buyer picked up at a bargain. Materials include voiles, panamas, serges and wool batistes in black, navy and white, also some fine models of excellent imported worsteds in checks and stripes. Pleated effects predominate, of course. Some are finished with folds of taffeta or straps of self material. There is a broad assortment of styles and a complete range of sizes and lengths for those who come early. Not a style in the lot worth less than \$12.05, if priced in the regular way and from that up to \$22.50.—*The Crescent, Spokane, Wash.*

Fine dress skirts. You can buy lots of skirts at \$4.95, but you won't get the style, quality and workmanship in any skirt for less than \$7.50 to \$8. Here is positively the best value in dress skirts you can get in the city. Black Panama with double box pleats down front, back and side; the panels between pleats are trimmed with narrow tucks and folds of same material.—*Martin's, Peoria, Ill.*

White skirts. Our white automobile cloth skirts are the talk of all Trenton. The features about our skirts: They are wider than the average skirt you buy elsewhere; they are four yards around the bottom. Customers say they fit better and the workmanship is superior, and they have 3 1-2 inch hems in each skirt. We show five styles in all waist measures and lengths from 36 to 45. The best skirt ever sold in this city at the price.—*Miller-Schwartz Co., Trenton, N. J.*

Really costs very little to keep dainty and cool, if you go to the right store for your ready-to-wear suits. Be convinced by looking at these pretty White Shirt Waist Suits, any one of which will make you look as fresh as a rose with the dew still sparkling on it.—*Strawbridge & Clothier, Philadelphia, Pa.*

Women's summer costumes at very reasonable prices. What a fine collection we show of the newest summer styles in women's shirt waist suits. A stock entirely new, crisp and beautiful. The range of styles is varied and complete, with most of the ideas exclusively ours; it's a relief certainly to know that you won't meet a hundred other people wearing a suit exactly like your own. The materials include muslins, linens, organdies, zephyrs, etc., all easy washing and good wearing.—*Hudson's Bay Stores, Vancouver, B. C.*

WOMEN'S READY-TO-WEAR WAISTS

This assemblage expresses entirely original ideas of designers of note and unusual ability, and we believe the collection will prove the most interesting we have yet shown. There are tailored *waists* of unusual merit—also lingerie waists that will appeal to those whose requirements are for more fanciful creations. There are waists at every price from the modest to the necessary cost of waists made entirely by hand. We invite your inspection.—*Julius Garfinkle & Co., Washington, D. C.*

This season's prettiest models, becomingly trimmed with embroideries, laces, tucks, etc.—some have allover fronts, collars and cuffs daintily trimmed with narrow edgings—open back or front. These splendid waists are made in good lawns, fashioned in keeping this spring's correct style ideas—waists that are cut liberally full and wide and excellently sewed—the products of America's cleverest waist makers.—*J. M. High, Atlanta, Ga.*

Elegant *waists* at half. An opportunity! A splendid opportunity! This sale of rich new waists includes our superb collection of evening models—the Clover brand. Dainty laces, nets and chiffons, unmatched examples of French elegance. No use to attempt description. See them as they really are. At the theater, in the ballroom, at the reception, that's where they should be, and we're selling them at so near half price. When you see them, if you're a judge, you'll recognize their worth. Other lines are reduced.—*The Mellon Store, Oklahoma, O. T.*

"Never saw such a pretty line in my life," was the expression of many who saw the line Saturday, and the prices so reasonable for such styles and qualities. We can only leave these on display for a few more days, as we will need the room they occupy for our new millinery goods, so avail yourself of the opportunity and take a peep at them while they are on display. You will be tempted to buy if the see them.—*Lantz, Mansfield, Ohio.*

In accord with shirt *waist* day we shall clothe our suit department in the daintiest combinations of laces, nets,

embroideries, silks and lingerie. Never have we seen real beauty more profuse, and never have we had so good an opportunity to impress you with the superiority of our lines. Every waist is a work of art from the hands of the smartest designers, and there is a charming originality about them all which gives a distinctive air.—*A. S. Knowles Dry Goods Co., Montgomery.*

Three new styles in white waists. Just received, three dainty new styles. One with pattern embroidered front in neat spray design with eyelet work—tucked in clusters to yoke depth. A style with heavy embroidery in floral design, and vertical rows of German Valenciennes insertion. Another with novelty yoke of embroidery and lace—wide front effect of embroidery combined with lace insertion. All short-sleeved styles.—*The Mills Co., Topeka.*

Black silk *waists* are and will be bigger favorites than ever this season, and we have prepared our stock to meet the demand. You will find a full range of sizes to select from in all these. Black taffeta waists—lace trimmed, short sleeves—\$5.50 to \$12.00. Black taffeta tailored waists—long sleeves, \$5.50 to \$15.00 Black Radium silk waists, elaborately trimmed with lace insertion and medallions, \$9.00 to \$15.00. Black net over silk waists, \$12.50.—*Dege & Milner, Tacoma, Wash.*

Chic and dainty blouses. New and attractive designs in ladies' fine lawn and muslin blouses. All beautifully made and trimmed—fine embroideries, laces, etc. The newest and latest styles and most bewitching creations are to be found in this magnificent display of blouses. All reasonably priced. A full range of sizes, from 95c to \$7.50.—*G. K. McKay & Co., Winnipeg, Can.*

Lingerie *waists* of rare beauty and fascinating elegance. The dainty elegance of these lovely waists is sure to queen it once more in fashion's realm this summer. New styles, beautiful beyond description, novelty creations from both New York and Paris. The display they make in our waist parlors is most fascinating.—*The T. Eaton Co., Winnipeg, Can.*

A new line of exquisite allover lace waists in the most attractive designs of the season; made over white China silk, some with hand-made lace medallions; lovely waists for evening wear; worth up to \$8.50.—*Bass', Atlanta, Ga.*

There is an informal exhibition in the ready-to-wear department of the styles in lawn waists which will be most favored this spring. And to-day there is the charm of first choice. Long sleeves or short sleeves, lace and embroidery combinations, tiny tucks, wide pleats, heavy or filmy lace trimmings, or plain tailored styles. They're all here, at prices beginning with 75c.—*C. Cohn, San Bernardino, Cal.*

Over a thousand stylish waists in a variety of ten models make one of the best mid-week offers of the season. Two very striking models are shown for the first time; one of dotted Swiss, another of fine lawn. Some have the entire front of solid embroidery; others with collar and cuffs of insertion finished with black velvet ribbon. Other models of Persian lawn and soft batiste trimmed with lace and embroidery, and some with entire front and back tucked. There are open back and open front styles; long or short sleeves.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Beautiful waists moderately priced. The advantages for selection from our extensive lines have long since established this section as first in the city. The daintiness and attractiveness of these waists are suggestive of holiday gift making. From the viewpoint of even the most critically inclined the following offers will be found to be of exceptional worth.—*Thos. C. Watkins, Hamilton, Can.*

The lace and net waists are in several models, open back and elbow sleeves. Some of the net waists have a Renaissance lace collar; others are of imitation Cluny lace with pretty insertions. The silk waists are of messaline in black and colors; also of black taffeta in dainty effects and china silk in white and black.—*Frederick Loeser & Co., Brooklyn, N. Y.*

We show a complete line of new spring styles in lawn, linen, lace and silk. Our new showing of handsome lingerie and linen waists are the most attractive waists we have ever shown; they are simply swell, so to speak.—*J. L. Mimnaugh & Co., Columbia, S. C.*

Here's a chance to get your summer waists at a big discount. These are from last summer and are soiled, but a little soap and water will make them

look like new. All good styles, made of best quality of lawns and trimmed with embroideries and laces.—*Montgomery Fair, Montgomery, Ala.*

Frisly enough and soft and fine and beruffled enough to have pleased even the famous lady of fashion herself. The material is softest batiste or handkerchief linen, with the fullness supplied by tiny pin tucks. At neck and cuffs and down the front are dainty plaited frills, lace edged. Fastening in front and other details made to correspond with Beau Brummel linen.—*Frederick Loeser & Co., Brooklyn.*

Net and lingerie waists in a large variety of styles, beautifully trimmed, in a profusion of laces and medallions, all with new trimmed cuff sleeve. These waists suitable for evening and party wear.—*Newman's, Springfield, Ill.*

Beautiful white lawn waists in the very effective 1907 styles, underpriced. They are selling fast and there's every reason why they should. Keen judges of good values readily recognize the low prices. In this instance it's a wise buyer who makes an early selection.—*Montgomery Fair, Montgomery, Ala.*

Another shirtwaist proposition which should appeal. There is another attractive shirtwaist proposition at special counters to-day, something quite different in the waist line from any of the offerings of the season. Women's athletic waists, fine percales in pink and white, blue and white, and black and white checks with polkadots, and light-weight corded madras cloths in black and white effects. These waists are made with wide plait on the shoulder, pocket, turnback cuffs, French back, and separate white linen collar.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

Women's white lawn waists. 1907 spring styles underpriced. These waists are selling fast. There is every reason why they should. New creations for the spring of 1907 at one-third off is attracting the attention of keen judges of value, hence the necessity to make your selection early.—*W. M. Whitney & Co., Albany, N. Y.*

The maker of the well-known and justly popular Derby Waists accepted our offer to clear his factory of all of the summer waists on hand. He was glad to dispose of them so he could attend strictly to the production of fall stuff—and we were glad to get them, as you will be when you get them for half the usual cost.—*W. V. Snyder & Co., Newark, N. J.*

The finest is worth \$100—and some woman who is looking for an unusual black waist made of embroidered lace will be glad to pay that much for it. At the other end of the line is a ten dollar French blouse, embroidered and put together entirely by hand. In no previous season have we had an imported waist of this sort to sell for so little. The handful of new things is just a taste of what is coming later.—*The John Wanamaker Store, Philadelphia, Pa.*

Peter Pan waists. These cool comfortable summer garments are offered in pretty near any material you could suggest, lawns, madras, gingham, and a whole host of mercerized materials. Plain whites or in colors, also a lot of pretty white ones in light blue and pink trimmings. Plenty of polka dot effects, for which there seems to be an insatiable demand.—*The Crescent.*

These lovely silk waists price-sacrificed. The expected arrival of several new lines of silk waists makes it expedient to effect speedy clearance of these lovely waists. It's a fortunate occurrence for many, as it entails on our part a price sacrifice of \$1.00.—*The T. Eaton Co., Winnipeg, Can.*

Immense sale waists. Great variety shirt waists, wrappers, sacques, kimonos and sweaters. News extraordinary—opportunities to save money that should stir every economical woman. So varied an assortment, such desirable, attractive styles and materials at prices so greatly below regular value have not been offered here before. Many are "while they last" groups which we know will go like the wind, so we warn you to come early.—*L. S. Plaut & Co., Newark.*

The continued popularity of our exclusive and beautiful plaid silk waists was the incentive for the special sale we have prepared for Monday. The silks used in these waists—and they are beautiful silks—are patterns exclusive with us and which cannot be duplicated. There are no more of them to be had. We have made these charming silks into the prettiest and most effective styles of the season, in our own factory, famous for the very high standard of its productions. The colorings of the plaid combinations are exceptionally beautiful—large designs, Rob Roy and miniature plaid being represented, and each waist trimmed to best express some color scheme throughout. Black and white club checks are also very stunning. Sale prices, \$12.50 and \$15.00.—*Chas. A. Stevens & Bro., Chicago, Ill.*

If you want a plain waist for everyday wear, or a very pretty waist of silk or wool, here's a bargain opportunity that's going to bring a crowd to the second floor Friday whether it rains or shines. 250 waists all told. They are soiled—that's the straight-from-the-shoulder fact. We've marked them half-price and they are worth ever so much more. Come waist buying to the second floor to-day. You'll be sorry if you don't.—*The Broadway Dept. Store, Los Angeles, Cal.*

Shirtwaist suit values. The splendid shirtwaist suit values to be found in our garment department are almost irresistible, and it's high time to buy one when such opportunities are presented. Here are serviceable, beautiful and charming garments that bear every mark of the approved styles, and that are unsurpassed in workmanship and materials.—*Louis Einstein & Co., Fresno, Cal.*

The waists could not possibly be made for our selling prices—as a matter of fact those prices would not pay for the lace and embroidery used in the waists. The waists are perfect in fit and finish. The eyelet embroidery, the silk embroidery, the allover embroidered fronts are all admirably executed. There are styles with yokes of lace inserting, trimming of embroidered medallions and lace inserting. All button back. Some have half, others three-quarter sleeves. The cuffs and collars are tucked and have lace edge. All sizes. This is a competition-defying sale, and we are inclined to think that retailers who are offering bargains will sit up, blink and marvel at our daring.—*Bloomingtondale's, New York City.*

We've made a plunge in high-grade waists this season—secured a large assortment of the very most elaborate and exclusive waists the market affords. The stock is now complete and ready for buyers who want the finest and best for evening wear. These are waists that no ordinary dressmaker could make at any price—the finest materials—the daintiest styles—the highest grade waists shown anywhere in this city. To start the sale on these waists we offer four lines at the following cut prices. These are bona fide reductions and will be in effect this week only. Misrepresentation never goes over the name of Machin. You can buy these waists this week, knowing that you are actually saving just what we represent. It pays to walk a block or two out of the way to buy at Machin's.—*Machin Shirt Co., Los Angeles, Cal.*

Beautiful silk waists that are actually bringing \$10 in any good store in the land are now being sold here for \$6.50. This is another of the great object lessons that we have been showering on the people of Tacoma during this sale.—*The People's Store, Tacoma, Wash.*

The latest novelties in Japanese silk waists, open back, short sleeves, lace and embroidery trimmed, special prices.—*John H. Taylor, San Bernardino, Cal.*

One of the particular advantages of buying one or several of these waists at \$4.98 is the remarkable saving to your pocket. The economy is patent when you see and handle the waists. Another is, the garments are extremely popular already, and the favor will increase as the season grows. Another is, the waists are very dressy and stylish. We might cite several more points, but these will do.—*John G. Myers Co., Albany, N. Y.*

Handsome lingreie waists of fine Batiste and Persian lawn with all-over embroidery; truly exquisite creations; made in the daintiest styles with trimming of German Valenciennes lace and beautiful embroidery, designed and beautified with cluster tucks and with collars and sleeves charmingly trimmed with lace—models that are sure to win the favor of all who see them—new things, exclusive things and best of all in every wanted size.—*Hahne, Newark.*

An unusually beautiful collection of new and charming styles in women's waists makes this section especially attractive just now. There are pretty models suited to the demands of all the occasions when the dainty separate waist is worn. We mention three specials.—*Mandel Bros., Chicago, Ill.*

Thursday morning we will place on sale several dozen colored waists. For the most part they are samples, there being no two alike; a small proportion are from regular stock and will be found in correct styles for camping and outing wear. The assortment contains all styles, both short and long sleeves. Some button in the back and others button in front. Both light and dark shades. The sale will be conducted around the bargain counter on the second floor.—*The Crescent, Spokane.*

A great sale of waists. The prices in the details that stand for what these waists are worth represent our own former prices—the reductions were made from them. To say that the bargains are remarkable, and that the reductions are the largest we ever saw, is stating sensational facts in a very un-

sensational manner. They are all this, and more—they are values that cannot be matched in a day's journey of Houston. Summer styles, and some are mussed, and some are not. However, the guilty and not guilty suffer, both alike, clean ones and smudged ones—thrown into the hopper, emerging well done, thoroughly browned bargains. They are waists that fall under the classification of "lingerie"—cool as morning breezes—of lawns, and what isn't lawn is lace and embroidery. And how pretty they all are—and how cheap! Do not make the mistake of consigning them to the limbo of soiled and dirty waists—not one more than smudged—most of them are clear as can be—and not one is hurt beyond the redemption of soap and water.—*Levy Bros. Dry Goods Co., Houston, Texas.*

Styles galore. Don't look for trimming touches on the best styles. The toniest makers have given no further beauty than that of shape and tailoring in the cloth and flannels. Silk waists are fussed a little with a pretty tie or piping or some trifle that looks careful and finished. But fanciful trimmings and the like—their absence is the hall-mark of right on the best waists.—*Gimbel Bros., Philadelphia, Pa.*

A number of new and stylish models have been introduced this season. The flannels are more beautiful than ever, closely copying in design the beautiful silk and cotton fabrics. Some of the lines are extremely lightweight and firm in weave. In fact the assortment throughout is much more attractive than ever before.—*James McCutcheon & Co., New York, N. Y.*

When one of the leading makers of women's shirt waists offered us his "over-lines" at a ridiculously little price, you may be sure we didn't give him a chance to change his mind. These twenty different styles of fresh, new summer waists represent those that manufacturers make up for their regular trade—they're perfect in every respect and the very sorts that, if we bought them earlier, we should have to ask \$5 or even more. White lawns and batistes are the materials—fine grades of both; trimmings are clever arrangements of tiny group tuckings to form yokes; insertions of alternating lace and embroidery in the fronts and sleeves; attached stock collars of lace or of embroidered material; short sleeves, as befits summer styles, and open backs to allow of prettier trimmings to the fronts.—*Coulbert Dry Goods Co., Los Angeles, Cal.*

Einstein's shirt waists have a reputation for their unequaled style and beauty. But these latest additions to our assortment are the smartest creations yet. We could sell them for much more, but owing to the cool weather, waists are not moving as fast as they should, hence these waists of a quality seldom offered at this price. The fronts are of allover embroidery, and yokes and front panels are of fine two-thread lace; they're made with three-quarter or long sleeves and open front and back. To appreciate these high class and stylish waists you must see them.—*L. Einstein & Co., Fresno, Cal.*

To-day's white *waist* specials. Several grades of delightfully cool, tastefully made, white waists will be offered for special sale to-day. The object is to rapidly decrease a heavy stock. We want especially to direct your very particular attention to a group of waists with all-over embroidery fronts, also some lace and medallion trimmed combinations as well as waists with Irish embroidery and lace that will be specially priced.—*Emery, Bird & Thayer, Kansas City, Mo.*

An exceptional strong value. *Waists* made of fine sheer materials, in about 20 pretty and effective styles. Some have beautiful all-over embroidery fronts in both blind and open designs. Others with tailored tucks, as well as many different styles, trimmed with embroideries, laces, pleats, etc., with tucked, laced edged or embroidered cuffs, lace edged collars, truthfully the strongest waist value we have offered this season.—*The Wonder Cloak & Suit House, Fresno, Cal.*

These values will certainly bring the shoppers down in great numbers, there's this collection for to-day's quick selling. White lawn *waists* made in a great variety of pretty styles, some trimmed with laces and embroideries, others in tucked effects. There are values in this lot worth up to \$3.50, but owing to the fact that they are slightly soiled from handling (one washing will easily remedy this) the lot will be sacrificed.—*Montgomery Fair, Montgomery, Ala.*

Its purpose is two-fold. First, that you may have an incentive to excite your interest in the new models with which we are constantly supplementing our already extensive collection of waists, and so that you may be conscious of the extremely modest prices which prevail at all times. Our collection affords exquisite waists for evening service and waists of French and

Saxony flannels in plaids, stripes and colors, trimmed with silk or leather.—*Saks & Co., New York, N. Y.*

Perhaps this shirt waist sale of ours is the biggest thing which has ever punctuated the regular conduct of our department. Not only did we satisfy a demand for more than eleven thousand high grade waists, but the accumulated force of our offer compelled us to augment the sale with a further collection, which embraces a new series of high grade waists in long and short sleeve, open back and open front styles.—*Saks & Co., New York, N. Y.*

Japanese silk waists the most serviceable for hot weather. If you think how they wash and how seldom they have to be washed—for they seem to have the knack of dodging dirt—you will agree with us that they are the most satisfying, most thoroughly nice, of all the sheer white or black waists worn this summer.—*Jewett & Knapp, Lansing, Mich.*

Not a waist in this lot you ever saw before, neither have you seen any just like them, for none like them have been shown in town. They came from one of New York's best makers, at a liberal reduction from original values to close out the stock. The making is above reproach, the cutting perfect, the styles perfectly exquisite.—*The Crescent, Spokane, Wash.*

Grand shirt waists at \$1.00.—Strongest values we've ever had. New waists—none over 30 days in the house. Snappy styles—at first glance you'll feel a relief from "that everlasting sameness." Chambrays, percales, lawns, linens, etc., in white and the daintiest colorings.—*The Unique, Los Angeles.*

Shirt waists of high degree—lowest prices yet quoted. The smartest of all the summer waists—the more expensive materials—the more artistic models—the waists prized by dressy women—the waists which feature the fashion and show their value in every line of contour, in decoration and making.—*Schlesinger & Mayer, Chicago, Ill.*

One point we wish to emphasize is this: In mentioning former prices, not only have we avoided exaggerations, but it is a fact that there are a few waists in each lot that formerly sold for more than the valuation given. Knowing that these would undoubtedly sell first, we have refrained from mentioning them for fear of disappointing our patrons who may come too late to secure them. Third floor, State street.—*Mandel Bros., Chicago, Ill.*

Once again we demonstrate our ability to save you considerable money on your garment purchases. As we have explained before, buying huge quantities as we do enables us to get first option on just such good things as this lot of waists. The manufacturer knew that quantity, no matter how large, is no drawback for us so long as the price is right, so he made us a proposition of a trifle less than the actual wholesale cost to clean up his entire made-up stock and samples. It was a great chance for us and for you, because we are going to turn every bit of saving over to our patrons, just as we did at the skirt sale last week. That's our way—good dependable merchandise at half price, even if it is "right at the start of the season"—and you can come to this sale with the fullest confidence that you will find just such unusual values as we advertise. This lot of waists will be divided into three prices.—*Schuneman & Evans, St. Paul, Minn.*

Waist Sale continues to-day. Selling records are being broken day by day in the big waist section. To-day's bargains will include some new lots, at under-the-market prices, that have just arrived. The prices at which these waists will sell should interest you, for they are about one-third the real value.—*Emery, Bird, Thayer Co., Kansas City.*

Having wide open access to the world's markets, buying the materials with the experience obtainable only by years, buying it in quantities sufficiently large to appeal to the bigger business instincts of the largest manufacturers, it's no wonder values are exceptionally good. And there is an evidence of fine workmanship and a perfect fitting quality about an Eaton-made waist that is quite the equal of a waist made to measure, while, in many instances, they possess a style of elegance that cannot be duplicated.—*T. Eaton Co., Toronto, Ont.*

A brilliant array of shirt waist values. Our women's lingerie waists; combinations of sheer cotton and linen fabrics, with airy lace and embroidery embellishments, possess all of the imported Parisian garments. The conceptions in artistic needlework are really wonderful and the tailoring is as perfect as skilled craftsmen can produce. Values range from \$5.75 to \$15 each, but those that have lost their crisp freshness from stock handling are especially reduced for this sale.—*B. Lowenstein & Bros., Memphis, Tenn.*

Startling surprises in shirt waists.—A

bombshell in the shirt waist section! Our fall goods are piling in on us so rapidly that we must have room regardless of the cost of making it. That accounts for this phenomenal Friday offer. Your free and unrestricted choice of any white waist in the house, without reserve, including all of those magnificent waists with dainty embroidery, insertion and lace trimmed effects in the daintiest of materials.—*Yonker Bros., Des Moines, Ia.*

Echoes of shirt waist clearing sale.—The thousands of waists with which we began this great all week sale have proven a revelation to women, not only in value giving but in the possibilities which the makers have incorporated into the style; for human ingenuity has seldom ever designed shirt waists which were prettier in effect than those shown for this season. While there are a few weeks yet in which you can comfortably wear sheer waists; from a merchandise standpoint our shelves must be filled with fall goods and the summer garments must go regardless of profits sacrificed. The four following items represent a regrouping of values and contain some very meritorious bargains.—*A. H. Hamburger & Sons, Los Angeles.*

Enter the new silk waists—with a flourish of trumpets, too, for they're the first of the new styles to appear on the scene. Hence they're sure of an eager welcome from hundreds of waiting women. Worth waiting for—never have the styles been so attractive. The assortment of waists at \$5, for example, is broader and better than any we've ever shown at the price. There are some notably pretty waists of shot silk in this group. Then, as they go up in price, the vista broadens. French models have been copied lavishly, and their influence is noticeable in the charming styles. Some of the waists are tailored; box plaits are much in evidence, and there are many most attractive effects in hemstitching. \$37.50 buys the highest priced waist in the collection—other prices are scattered thickly from \$5 up.—*Wanamaker's, New York.*

Good taste in a garment can't be described, but it can be felt, nevertheless, by everyone who sees it. These silk waists have that indefinable something about them which makes them alluring to every woman who sees them. They are made as they should be and at a fraction of real worth, because made from a lot of silks.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Splendid news of shirt waists.—Variety, daintiness, economy—these are the things that make the Abraham & Straus stock of waists most notable hereabouts. Choose one waist or a dozen, and be sure of getting the smartest, freshest style, the best materials and most careful making. If you bought the goods and did the work yourself it would cost you more than the price here now.—*Abraham & Straus, Brooklyn, N. Y.*

It isn't often that you have a chance at the very cream of waistdom so much under price right at the beginning of a great season. The circumstances are peculiar; explanation hardly necessary as long as you can get the waists. All the latest fads and fancies, including Gibson and Christy effects. The materials are white lawns, organdies and pure Irish linens in white, mercerized zephyrs in colored stripes, plain colors in mercerized chambrays, exquisite new linen effects, novelties in black and white, beautiful embroidered goods and many other styles. You'll certainly buy two or three instead of one when you see how cheap they are.—*Coulter Dry Goods Co., Los Angeles, Cal.*

Wash shirt waists—finest products of sartorial art. A myriad of women can be fitted and not at a burdensome tax on the pocketbook. Give up all ideas of having wash waists made—that is if time spent in pleasure would be taken, to sit down and make the garments. We are certain you could not make them prettier, better or cheaper. It's midsummer and our waist department must get its shelves depleted. We are not looking for profits—just want to get rid of summer goods now.—*Ham-burger's, Los Angeles, Cal.*

The fall shirt waists.—There is a smartness about the shirt waists for women, this fall, that has never been seen before. The tailoring does it. Of course the materials are different—heavier; but the tailoring demanded them. And so we see vestings, cheviot, linen canvas, brilliantine, madras, raw silk, basket-weave chevions, etamine, velvets and French flannels; and they are cut with the bold lines of a tailored jacket. The box-plaiting, the strapping and stitching, the buttons, all show the tailored effects that are so original and effective.—*Wanamaker's, New York.*

Dainty, well made, correctly shaped waists are the only sort worth buying, no matter how little the prices. You want to be sure that when you get your waists home they will fit and have the

style that is becoming. It is on waists of this character, waists that are as fine in every detail as can be found anywhere at full prices, that to-morrow offers savings of a third to half.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Your waist is here. And a very handsome one, too—what we tell about are those ordained as the popular and stylish waists for this season. We have assembled those which give the most perfect expression to the new Parisian waist modes. Hundreds of waists to select from—a most diversified gathering. Dainty lawn waists, cool batistes—sheer shimmery waists of China silk and the smartly popular ones of allover lace. By a diligent and careful survey of the waist market—by a thoughtful consideration of style and values—before placing our order—we can now offer you values which you will find impossible to duplicate at any other store.—*Wolfson Bros., Jersey City, N. J.*

Our waists were never so grand. Originally stunning effect and individuality in the broadest sense is the only answer.

This season's line is the most elaborate that we have ever shown. It includes everything from the most exquisite creations designed for the most important social functions down to the smart styles designed specially for tailored suits for immediate wear.—*Besters & Langers, Indianapolis, Ind.*

To term yesterday's waist sale a pronounced success would give the reader no idea of the eagerness of the buyers or the rapidity of the selling of the special waists at 25c, 39c, and 59c. It was just another demonstration of what good values will do. Scores of new things are on the tables to-day. The weather demands the use of more white waists than usual. Buy your summer supply now while you can secure them at prices that prevail in our waist department.—*Weinstock, Lubin Co., Sacramento, Cal.*

White shirt waists, reduced. Time they had new owners—that is why all our dainty serviceable \$5.00 white waists are \$2.98. There is wide variety of them for choice.—*Abraham & Straus, Brooklyn, N. Y.*

You may search Manhattan Island from end to end and you won't find anything so good. We do not hesitate to guarantee these garments, because we know they will give you splendid satisfaction. The styles are correct, they are well made and the materials are firm but sheer.—*The 14th Street Store, New York.*

A few fall shirtwaists.—An early autumn has brought them out a little sooner than usual—women who are planning their fall clothes can glean hints of the new styles from them. A few are of the heavy fancy cotton materials that are seen in men's vests—some colored, some white. These are a good sort to stop the gap between thin summer waists and winter ones.—*Wanamaker's, Philadelphia, Pa.*

The new fall waists have been enthusiastically admired.—These beautifully tailored waists came at the most appropriate time, and women of taste seized upon them quickly, for the cool days that this week brought. The fabrics are not heavy, not too warm—cheviot, pique, canvas weaves—the first step away from the real things. Then the artistic styles and the smart tailoring make them fascinating to women anxious for something new.—*Wanamaker's, New York.*

Hundreds of royal shirt waists at 99c instead of \$1.50 and \$2.00. You've only to stop a minute on the first floor, junction Broad and State street stores or on the second floor Broad street store, and ask to see the 99c. waists to-morrow to understand that you have presented yourself the best buying opportunity of the season in fine white shirt waists. Plaited, tucked, shirred, and some trimmed with embroideries and laces. All of the very newest cut and finish—*S. P. Dunham & Co., Trenton, N. J.*

Somewhat like getting strawberries in August, to have a wide assortment of white-waists to choose from to-day. These have just come in from the manufacturers, and show the newest ideas that have been brought out since the season began. And there's a bargain in every one of these prices, as you'll admit when you see the waists.—*Wanamaker's, New York.*

Made of very sheer white lawn in two new models. One has entire front of fine embroidery and fancy tucks; tucked back and sleeves; fancy separate stock; a half dozen styles of embroidery to choose from. The other model is in yoke effect; back and front of fancy open-work; tucked blouse; pleated back; fancy stock and cuffs.—*Adams Dry Goods Co., New York.*

The charm of the new fall waists lies in their grace of line, their rich beauty of coloring rather than in elaborate trimmings. Gay little plaid bands flash a dozen subdued colors at you. A touch of embroidery in pretty, delicate colors gives an exclusive note of richness.

Bands and pipings in contrasting colors brighten the plain waists. A mere hint of soft leather is a novel touch on others. And these trimmings are put on in graceful, curving lines about the shoulders; materials are laid in long pleats—every little waist is full of a pleasing beauty of line; is a quiet but rich feast of color.—*Wanamaker, Philadelphia, Pa.*

A dollar has always been a popular price for a shirt waist, and as a special attraction for Saturday we have arranged a big lot of dainty, pretty white waists to sell at this price. Very few of them could be bought regularly for less than \$1.50, although here and there you'll find a waist that is marked \$1.25. They come in white lawn, trimmed with pleats, fine tucks, embroidery, lace insertion, etc. It's by far the biggest lot of nice waists ever offered at such a price.—*Jacoby Bros., Los Angeles, Cal.*

The best sources of all the world have been extensively drawn upon for the completion of these wonderfully attractive new lines. Heavy orders placed with noted Parisian designers have brought out the most effective and the daintiest novelties in sheer materials that we have ever displayed. Many entirely new features are introduced in all the styles—from the plainest to the most elaborate, and the best of them have been exclusively confined to this store. A lowness in the prices adds material interest to this event.—*Marshall Field & Co., Chicago, Ill.*

No use delaying longer. Crowds are packing the counters every minute, the bargains are so big. All \$2 and \$2.50 ones at 88c—we bought them at a song and so can you—over 300 designs, in fully 50 effective and catchy styles—made of brilliantine, French flannels, voiles, oxfords, mercerized novelties, etc.—tucked, plaited and fancy trimmed, and all colors and black—all waists made to sell at \$2 and \$2.50, and you'll find these identical waists in up-the-street stores at those prices—but pick 'em out here.—*L. H. Guldman, Denver, Colo.*

Machin's sale of shirt waists, belts and neckwear! At half price is the all absorbing theme on Spring street. We are making a record in this sale; people know the sterling worth of our tailor-made shirt waists made by hand in our own work rooms, and Machin's trade mark gives distinction not found in other garments.—*Machin Shirt Co., Los Angeles, Cal.*

By the new sleeves (which have a tendency toward fulness at the shoulders) may you know our collection of waists to be direct copies and adaptations of the exclusive imported models. All manner of laces lend their richness to the waists, which are of chiffon, taffeta, messaline and louisine silks, in the shades which fashion's edict demands for the new season.—*Saks & Co., New York, N. Y.*

Daintiest shirt waists must go.—Right at the beginning of summer's hottest month you can profit by striking reductions on some of the most beautiful shirt waist creations in white that have been seen here this season.—*Sibley, Lindsay, & Curr Co., Rochester, N. Y.*

Made to sell at \$2. Priced at \$1. That in a nutshell is the Thursday news of waists. But we can't resist adding a word or two to tell you how very dainty the waists really are. They're made of good quality white lawn. Included are waists in yoke effects. Surplice style. Also plain wide plaited effects, Buttoned front or back. It's the second shipment of that great purchase at 50c on the dollar. Don't want to hurry you, but it's only fair to say that there'll be a tremendous demand for these waists at \$1. Plenty for all, of course, but first choice is always best.—*Siegel, Cooper & Co., Chicago, Ill.*

Shirt waists for \$1.00 that have been selling all the season at \$2.00, \$2.50 and \$3.00. Isn't that interesting? Here are the waists—two thousand of them; lawn, linen, batiste and swiss, in styles the newest and varied enough to please all tastes. It is a special collection of new waists from our regular stock; we are proud of them at the usual prices. The opportunity which a sale like this brings for an increased business is the only reason why waists as stylish and handsome as these are presented now for one dollar. Every waist is an exquisite example of design and needlework. The sheerest, daintiest materials, absolutely correct and put together with special care. Fresh from the cases they came in; not soiled, or in the least bit rumpled. You might call them lingerie waists, if you think of the word as meaning with an air of grace and distinction more pleasing than you have thought of it before. Newest patterned embroideries, laces, groups of small tucks and pleatings compose the most unusual and elaborate sort of beauty-work. Even those of handkerchief linen—sheer, cool—with no trimmings except pleats and stitching, have about

them a refined appearance that is "different." The styles are numerous, and perfect in every detail.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

Misses' shirt waists of fancy colored madras, lawns, zephyrs, percales, tissue and linen; also pretty white lawn (lace effect), dimity and pique, a variety of styles, some made with stiff collar and cuffs, others made with soft stocks and cuffs to match, sizes 26 to 34 bust, not exchangeable, 25 cents.—*Chapman & Co., Brooklyn, N. Y.*

Correct Styles at Cut Prices.—We have chosen the daintiest, coolest and most stylish waists, and they are here—a big army of them. In many cases more than half the usual prices have been lopped off.—*Abraham & Straus, Brooklyn, N. Y.*

The First new Shirtwaists for Fall.

Just a sprinkling—for women going away to the mountains or the seashore.

Some of madras, heavier, of course, than the summer stuff, some of wash flannel, and some of woolen crash, which we are told will be very much worn during the coming season.

The newest and best styles of course.—*Wanamaker's, Philadelphia, Pa.*

Aren't you tired reading of all the clearing sales going on all over the country—all those merchants that "don't know" trying to dispose of styles that didn't sell all season? Why, no matter how cheap they are, they're dear. Our summer stocks have disappeared long ago and in their place now are bright, clean, fresh cotton waists of all kinds. Cotton waists are going to be the smart thing for late summer and early fall. We know, and "If we show it, it's right.—*Perlmutter's, Jersey City, N. J.*

"Behold me,
I am the shirt waist,
The universal slip
That woman wears
And revels in.
The fickle Goddess Fashion
Flits
To parts unknown
When I appear,
For I have come to stay.
I, the Shirt Waist;
I, the one fixed fashion
Of the fair."

—*The Wanamaker Store, Philadelphia, Pa.*

They're a wonderful collection—thousands of waists, all told, and not an undesirable style among them—not a waist that you can't put on and wear with a sense of being fashionably dressed.—*Schlesinger & Meyer, Chicago, Ill.*

You'll appreciate the unusual nature of a reduction on fall goods at this season. It's something out of the ordinary. Could not quite realize it ourselves at first, but we really secured this fine lot of fall waists at a discount that enables us to offer them at a third off.

The new waists will sell right along with the marked down summer goods. It's a situation like that described by California travelers. Ripe fruit and blossoms on the same tree. Summer goods are the ripe fruit; the fall styles the blossoms.—*Siegel, Cooper & Co., Chicago, Ill.*

Did ever a western concern make so remarkable an offering to its clients? Did ever a woman within the reach of this advertisement read such really sensational bodice news? \$4.00 to \$7.50 derby waists \$2.25. Fifty styles if there's one; charming waists of finest white lawns with gorgeous fronts and sleeves of delicate Valenciennes insertions and knife tucks; superb waists of pure linen, decorated with the rich and handsome Mexican drawn work; delightful waists of elegant white India linens with complete fronts of expensive applique laces set in floral designs; simply exquisite waists of imported white longcloths with trimmings of elegant Cluny lace insertions. The surplus stock of the well and favorably known manufacturers of these well and favorably known bodices, who were clearing the decks for a fall business, and who could not resist a ridiculously small offer of the Symons buyer when that offer furnished the opportunity of disposing of such a quantity as three hundred dozen bodices.—*Symon's, Anaconda, Mont.*

Advance showing of new autumn waists.—When you see these new waists you'll go into ecstasies over them—they are so decidedly clever and so radically new. That's because we had something to say about the making—had our exclusive ideas carried out.—*Snellenberg's, Phila., Pa.*

Clearing the white shirt waists.—Prices begin at 50c. and creep by easy stages up to three and a half dollars—but the worth is fully a third more in every instance. Stock readjustment necessitates their removal from here; even though you'll wear them 'til snow flies.—*McCurdy & Norwell Co., Rochester, N. Y.*

Fifty dozen fresh, clean garments just from the factory—not samples. We are agents here for these "Monogram" waists, otherwise we would never have known of this bargain lot, and they are

bargains in the truest sense of the word, every last one of the fifty dozen. In the lot is every new style you have seen or heard of, every mode of trimming and decoration that has won favor.—*N. B. Blackstone Co., Los Angeles, Cal.*

Two thousand silk waists radically underprice. This offering presents practically every handsome style brought out this season. The original prices of the waists ranged from \$4.50 to \$13.50 each. All the different varieties of silk weaves in the various colorings are included, and there can scarcely be a wish in the matter of style that this enormous collection does not supply.—*John Wanamaker, New York, N. Y.*

Tables piled with dainty waists in the best offer of the season. Prices are wonderfully little—but there is more than low prices to stir women's interest in the day's news. These waists are in every instance as fine as can be had for regular prices—as careful in workmanship, as smart in styles. They were bought under their worth—in many instances close to actual cost.—*Frederick Loeser & Co., Brooklyn, N. Y.*

This is the most delightful collection of shirt waists we have shown this season. New, first time any of the waists have ever been on sale before; they are only a day and a night from the cases they were delivered to us in. What exquisite examples of design and needlework they are. No word will approach the airy, distinctive beauty of them. Made of finest batiste claire, as soft almost as Japanese silk. A solid yoke of handsome embroidery, dainty lace and a profusion of small tucks. The entire front of each waist seems almost entirely of such beauty-work, indescribably new and effective in design.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

No summer wardrobe is complete without one or more dainty Shirt Waists of sheer China silk. And for the woman who feels that need to-morrow brings opportunity to select from a specially attractive group and pay a dollar or even two dollars less than the Waists are worth.—*Frederick Loeser & Co., Brooklyn, N. Y.*

In this land of cool nights, wool waists have all seasons for their own. Probably not a dozen evenings in the whole year when a wool waist is uncomfortably warm. Though we show tremendous varieties all the year 'round there will be no time between now and next fall when exclusive novelties in the rich weaves will be so plentiful as they are to-day.—*J. W. Robinson Co., Los Angeles, Cal.*

Our buyer secured last week in New York sixty dozen handsome waists, bought from one of the best manufacturers, at less than cost of production. These waists are modeled according to Fashion's latest decrees, and embrace a host of fine materials and styles. We've put the prices lower than the Atlanta trade has ever known them upon such truly sterling goods, and the selling will be great from the moment the sale opens to-morrow morning at 8 o'clock. It's the greatest buying opportunity of the season and should decide you to buy your entire summer supply instead of the customary one or two.—*M. Rich & Bros. Co., Atlanta, Ga.*

Irresistibly Low-Priced Summer Waists.—The new prices, established to-day on these pretty, light summer waists of silk and linen, will prove hard for economical women to resist. The lots are large, and contain a great number of attractive styles and colorings in this season's designs.

It's a rare chance to get smart tailored waists or dressy ones, before starting off for the summer, at next to nothing.

Because you have bought our lawn waists almost faster than we could keep them in stock, our buyer made a special trip to New York this week to lay in a new and large supply for the warm days that are coming. She was fortunate enough to find one of the manufacturers who had so many more waists than he wanted that he offered them to her way under price. You'll wonder why he did it when you see the waists, for they are the very prettiest we have had this whole season. Tailor-made, trim and dainty, in the latest of cut and most of them trimmed with the hem-stitched tucks and bands so popular this season.—*D. McCarthy & Sons, Syracuse.*

A charming display—the most bewitching styles we have ever exhibited. Come and see them—included you will find a most bewildering assortment of white Jap silk waists—and waists of white lawn, linen, organdie, swiss and batiste—at most reasonable prices.—*Livingston Bros., San Francisco, Cal.*

That these stylish waists are reduced to broken lots is, aside from the price-cut, sufficient inducement to you to buy, for it proves their popularity. French and washable Scotch flannels in tailor effects, pleated and button trimmed, light and dark, plain and fancy colors; some mohairs in black and white shepherd checks; the season's favorite weaves and designs. To clean them out we say two dollars for choice to-day and to-

morrow.—*Coulter Dry Goods Co., Los Angeles, Cal.*

The heavier waists for fall wear are shown in fine variety. One group of particular interest to-day is composed of waists made of cotton vestings and fancy chevots in various neat effects.—*Wanamaker, New York, N. Y.*

This is the openwork season on shirt-waists—*Boston Globe.*

A shirtwaist to put on right away? Cool? As pretty as if it were home-made?—and as inexpensive? These?—*Wanamaker's, Philadelphia, Pa.*

Shirt waists have an assured position, there's no getting around the fact that shirt waists in one form or another appeal to every woman. Well, then, it's common sense to have a good supply. Suit your shirt waist to the occasion.—*Eastman Bros. & Bancroft, Portland.*

We are the shirt-waist people. There's reason for it. Our stock embraces all the popular styles, and the prices are irresistible as the dainty waists. If extent, variety and genuine style are the points that you want in shirt waists, then you'll surely look over our showing.—*Austin, Westfield, Mass.*

The greatest bargains in new shirt waists this famous shirt-waist store ever had. They fit. That's a good way toward coolness to begin with. They are made of strong but dainty materials in the fresh styles of the new season. They are refined and tasteful waists that not only look cool, but are cool. They are as fine waists as may be found anywhere in very much greater variety of styles than may be found anywhere, and never before did such good waists cost so little.—*Abraham & Straus, Brooklyn.*

Shirt waists. July and sharp, nippy breezy weather. Of course, it has interfered with the plans of the shirt waist manufacturers. Late products that were expected to meet the brisk demand usually following the first sustained warm period remained lagging for the lack of buyers. The nervous holders are now letting go. That means broken prices.—*Macy's, New York.*

Prettiest waists anywhere—we're told. How they are flying out! Hurry-up orders to makers are bringing in more to fill the gaps. Most of the hand-embroidery was done by French peasants; embroidered medallions, fine veining, beading, tiny buttons—everything to stamp them French except that little tag "Made in France"—and the price. Ask to see this group of aristocratic beauties.—*Wanamaker, Philadelphia, Pa.*

Waists of velvet and velveteen.—The new velvet and velveteen waists are here, in a great variety of rich styles. Some show Persian designs, others are in invisible stripes, and there is a large and attractive group of black and dark blue waists with metallic effects in pin-dots or small figures. They are all waists that will appeal to women for their dressiness and serviceability—and this is to be a great year for velvets.—*Wanamaker's, New York.*

Splendid news of shirt waists.—Variety, daintiness, economy—these are the things that make the Abraham & Straus stock of shirt waists most notable hereabouts. Choose one waist or a dozen, and be sure of getting the smartest, freshest style, the best materials and most careful making. If you bought the goods and did the work yourself it would cost you more than the prices here now.—*Abraham & Straus, Brooklyn, N. Y.*

It isn't often that you have a chance at the very cream of waistdom so much under price right at the beginning of a great season. The circumstances are peculiar; explanation hardly necessary as long as you can get the waists. All the latest fads and fancies, including Gibson and Christy effects. The materials are white lawns, organdies and pure Irish linens in white, mercerized zephyrs in colored stripes, plain colors in mercerized chambrays, exquisite new linen effects, novelties in black and white, beautiful embroidered goods and many other styles. You'll certainly buy two or three instead of one when you see how cheap they are.—*Coulter Dry Goods Co., Los Angeles, Cal.*

Makers dispose of surplus stock at this time of season. We've bought fresh, clean waists from makers of note—not odds and ends, but styles that are complete in many instances from 32 to 44: a few run even larger. So here are spic span new waists, fresh from their boxes, at wonderfully low prices for garments so clever in design, artistic in workmanship and made of such good quality materials. It's really the height of the season for shirtwaist wearing. So the opportunity is splendid for you and for us; especially so in view of the fact that this is the greatest showing of specially priced waists in the history of this business.—*John Taylor Co., Kansas City, Mo.*

News that will be welcomed by many women who are apt enough to appreciate a timely special.

For to-morrow we offer Women's

Beautiful Oriental Lace Waists, made precisely as illustrated, of all-over Oriental Lace over Japanese Silk, new French yoke; handkerchief effect; embellished with heavy lace medallions and two rows of repousse lace insertion, edged with fine lace, full sleeves, handsome lace cuffs and attached collar.—*Siegel-Cooper Co., New York.*

Every waist in this sale is a handsome one; you can not find or make a poor selection. Some are of dainty lace insertion, stock same as waists, others have fancy stitch embroidery, stock same as waists. Add a brilliancy and effectiveness to your summer appearance by a purchase at this sale.—*W. D. Scott, Waterbury, Conn.*

Beautiful white lawn waists. In women's waists, there is no questioning the fact that white has the call for favor. And among the summer weaves—the sheer, immaculate, dainty lawns take precedence over all others. It's really refreshing to one to look over our beautiful showing. From every standpoint, greatness of quantity, diversity of display, richness of styles, quality for price, it stands without a peer. We present a quartet of items which are representative of the stock.—*Simpson Crawford Co., New York.*

Waists—Every*day from now on increases the beauty of the showing in this department. The display is already greater than ever before so early, and we are reasonably sure of having everything you want now. One of the noticeable tendencies in waists is the extreme breadth of the shoulders; such devices as tabs being used at the shoulders extending over the sleeve, to increase the broad effect. The materials are various and the colorings indescribable—some of the new shades being exceedingly beautiful.—*The Halle Bros. Co., Cleveland, O.*

Ladies' fascinating waists. The elaborate, extremely decorative yet dignified modes as well as the simplest, plainest styles in spring and summer waists are now being displayed in varieties so large that none should be disappointed in making a selection.—*Blowenstein & Bros., Memphis, Tenn.*

Several thousand beautiful crepe de chine silk and lace waists of the very latest ideas will be one of the strong features of our holiday sale. It includes many lines of new spring styles, knowing that our customers would greatly appreciate having the advanced modes to select from, giving them the choicest fads for next season.—*Chas. A. Stevens & Bros., Chicago, Ill.*

Cotton Waist for Hot Weather Wear.—If you haven't as many cotton waists as you need for the entire summer, don't put the matter off longer. Come to the store to-morrow and take advantage of the complete assortment and unbroken size ranges.—*Joseph Horne Co., Pittsburg, Pa.*

An important sale of shirt waists of silk and wash fabrics dainty elaborated with tucks and embroidery to a degree consistent with good taste. The models, of which they are clever adaptations, were imported. The fabrics are of the highest grace. The prices do not in any sense suggest the infinite care exercised in the fashioning and finish of these garments.—*Saks & Company, New York.*

All Sorts of New Fall Waists.—Vestings, mohair, flannel, wool bedford, voile, albatross, cashmere, wool crash—almost anything you can want in the way of a good, serviceable material you will find made up into these new Fall waists, which have arrived now in full force and in all their prettiness. The designers of all these waists knew just the right trimming touches to give each material to make an artistic, harmonious whole. But their prettiness doesn't make them unfit for the workaday world.—*The Wanamaker Store, Philadelphia.*

Flannel Waist Bargains! If our waist department isn't crowded to-morrow 'twill not be for lack of irresistible prices. We've determined to effect a decisive clearance, and our determination is strikingly apparent in the following brief hints.—*Haskell & Tripp, New Bedford, Mass.*

Washable waists and plenty of them—one way of being comfortable in warm weather. We are pleasing more women with our waists now than ever—white mostly, but in a surprising variety. These are broken assortments and prices accordingly.—*Flint & Kent, Buffalo.*

The new waist styles. The chic new things. The most exquisite collection of stunning creations ever shown in America. Silk and lace waists, the advanced ideas, showing the correct fads for the coming season.—*Chas. A. Stevens & Bros., Chicago, Ill.*

A whole windowful—and lots more besides—of handsome, stylish, serviceable new shirt waists.—*The Spokane Cloak and Suit House, Spokane, Wash.*

If your supply of white shirt waists isn't already safely stored away in bureau drawers, ready to don with the first warm days, you'd better provide it soon. And here's a fine, fresh field for choice.—*The Wanamaker Store, New York.*

White shirt waists. Above all others the favorite waists for summer wear. Nothing can ever look so cool or be so cool as sheer white waists.—*Abraham & Straus, Brooklyn, N. Y.*

It's your chance to get some of the finest and cleanliest-made shirtwaists in the country for about half price. Your neighbor probably bought a dozen, how many will you need for your summer visit?—*Wanamaker, Philadelphia, Pa.*

Extraordinary sale of shirt waists. Values are unprecedented. Assortment is superb. One of the supreme buying chances of the year.—*Simpson Crawford Co., New York.*

There is a charming profusion of sheer, filmy and fluffy conceptions for evening and street wear, and an immense variety of the simpler and more practical waists.—*Marshall Field & Co., Chicago, Ill.*

All winter waists get their dismissal now. Snapping bargains for this Monday.—*The Anderson Company, Buffalo.*

A bargain sale of women's *shirtwaist* suits, *waists* and coats. Far surpassing all previous events in size, variety and extensiveness. An epoch-making sale of genuine bargains of vital interest to every woman in Peoria.—*Rosenthal Dry Goods Co., Peoria, Ill.*

Every one of the thousand or more beautifully made *shirtwaist* suits included in this extraordinary offering was made to sell at somewhere between the higher prices named above. The manufacturer is easily the best in the business and if he had not made us a remarkable price-concession on his large surplus, such news as to-day's would be quite impossible. The dresses are in the pick of the season's prettiest styles, are fresh and crisply laundered. The range of materials is as wide as qualities are high.—*John Wanamaker, New York.*

Selling starts promptly at 9 A. M. Dainty pretty *shirtwaist* suits, so cool, comfortable and nice for summer wear, and best of all at a very special price. They are very prettily made of sheer firm lawn, white ground with parallel stripes of black or blue; skirts have wide panel front, graduating from 6 inches at the top to 16 inches at the bottom, finished at each side with three wide tucks, four extra panels also edged with tucks, three wide folds between every other panel, waists are cut full and trimmed with sixteen tucks in different widths; tucked cuffs and tailored collars with four-in-hand ties of same material.—*H. Graff & Co., Fresno, Cal.*

WOMEN'S READY-TO-WEAR COSTUMES AND WRAPS

Exhibition Paris Model Gowns. The style event of the season. Heretofore the larger cities—Paris, London, Berlin, New York, Chicago, etc., have held the key to Dame Fashion's newest and most skillful creations, and women of known ability, exquisite taste and sound judgment, have been compelled to travel long distances to secure the privilege of being favored with a sight of her latest models and choicest conceptions. Ever watchful of our patrons' interests, we have spared neither effort nor money in securing the entire importation of twelve Paris model gowns, brought over and exhibited by the National Dressmakers' Association at their recent convention in Chicago, and which has been written up by the press all over the country and made you desirous of seeing. These, together with about thirty prize-winning American gowns from the Chicago exhibition, will be shown in space adjoining the dressmaking and ladies' tailoring department (fifth floor).—*Pettis Dry Goods Co., Indianapolis, Ind.*

French and German wraps must pay a duty of 44c. a pound, if wholly or part wool and a general duty of 60 per cent. besides. Now, then, it cost a plenty to make the foreign wrap through slower work, and with the duty and ocean freight and something for our trouble, you can easily see how the prices run high. It's asking too much for women to be satisfied as yet with being confined to American designing, but good sense suggests their using American-made garments. These copies are not stolen—that was the old way of getting an occasional good design. Now we buy with the right to copy—and it's just as honorable to so absorb French styles as to absorb the French language at school. In a word—stylish winter coats at \$8.90 to \$69—copied from models costing \$25 to \$169.—*Gimbel Bros., Philadelphia, Pa.*

Miss Somebody who likes pretty things can not fail to be delighted on Christmas when she opens the box and takes from its tissue paper wrappers one of these broadcloth wraps which combine so much of fashion, beauty and becomingness with so much of use. Every one has the stamp of ultra-modishness—such wraps as Paris approves. It is an

exceptional opportunity that enables you to buy such altogether desirable wraps at these prices—and the opera season is just going to begin!—*Gimbel Bros., Philadelphia, Pa.*

Originality finds expression in the conception of an idea, cleverness in its application. Our collection of exclusive garments for formal service demonstrates this most forcibly. It includes costumes and demi-toilettes for evening, theatre, reception and house wear, and coats of rich laces or cloths for the opera and kindred formal functions in imported models and adaptations of them. To invest them with that subtle something termed style the master designers have spent the full power of their genius.—*Saks & Co., New York.*

Underprices on lace robes.—An article that combines fashion, style and character in an economical form. In overhauling our stock we find that we have still a goodly assortment and have re-marked the entire stock which means an opportunity that thrifty women will be quick to approve.—*The Scott Dry Goods Co.*

Paris dress robes. A special sale of elegant new French creations. An announcement which will occasion surprise when the beauty of the robes and the flawless character of the workmanship is considered.—*Siegel-Cooper Co., New York.*

And now to serve you with the choicest and best of the season's productions. Ladies' costumes that have what every smartly dressed woman covets, perfect style and striking individuality.—*Metropolitan Dry Goods Co., Saginaw, Mich.*

Imported lace robes at half prices! Things of rare beauty—Real lace—Hand-made. Your eyes have already been delighted with the beauty of these foreign robes—they are the sumptuous things which fascinated all women during our first spring show days. No season ever conjured such witchery for gowns—indeed, though, succeeding seasons seem but to emphasize progress beautyward. Mayhap, next, we'll have more enchanting robes, but let the things of to-morrow care for themselves. These are for now.—*Walker Bros. Dry Goods Co., Salt Lake City, Utah.*

Every cape is beautifully tailored—all the smartness that can possibly be crowded into a cape—in 27, 30, 36 and 42 inch lengths.—*Bedell, New York.*

A collection of exquisite gowns in a most diversified variety of styles, materials and delicate evening shades, including exclusive creations of rich silks and laces in foreign models, designed for dinner and formal evening service.—*Saks & Co., New York, N. Y.*

Exhibition of exquisite robes. This is a day of marvels in designing and weaving; and these new robes, just in, join hands with the movement at its best. Never were delicate laces and nets stronger and more serviceable; nor fabrics like linen, Madras, Shantung and Voile finer, softer and more radiantly beautiful; while designs and needlework are the most superb examples of artistic genius that have yet been produced.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

Evening and carriage wraps. A showing that rivals that of the most exclusive New York stores. It will do you good to just see these superb wraps. And they're as varied as they are swell. Finest foreign broadcloths and fancy French ribbed materials. In all the new autumn shades.—Mostly silk lined throughout.—*Boston Store, Milwaukee.*

The very culmination of garment beauty and refinement! Exquisite evening gowns! Handsome imported evening wraps! Superb evening waists! Evening capes and pelerines! Bewitching street coats and costumes from Paris! Reception gowns that defy description! The very cream of the season's choicest styles! The cleverest conceptions of the world's cleverest designers—now offered at half our former low prices! Descriptions do not describe—we'll not attempt them, but simply quote a few specimen reductions, leaving you to come and see for yourselves the wonderful beauty and excellence of the garments!—*Nugent, St. Louis, Mo.*

Every one a masterpiece calculated and planned to grace the most fashionable social function known to the smart set—every robe a handsome and striking expression of the lace maker's art—never so many robes—never so many individual styles—never such low prices—three irresistible buying incentives that stand without a parallel in the annals of fine lace robe selling.—*Simpson Crawford Co., New York, N. Y.*

It seems folly on our part to sell these handsome furlined wraps at these reduced prices. To duplicate them, will cost us much more than these did. Fur

linings have advanced. It would pay us to hold them over till next winter, but that's contrary to our business policy, so they're to be sold Monday. These handsome wraps were never more popular than now, and they promise to be even more so next winter. This word to the wise should be sufficient.—*The T. Eaton Co., Ltd., Toronto, Can.*

The ultra-fashionable garment is unquestionably the one of silk, over which is a lace robe; it gives to the simplest gown a charm and refining grace not otherwise attainable. We own three hundred and fifty this morning—the prettiest that ever came over the seas; bought from several of the largest importers in order to make the grouping complete. They go on sale.—*Simpson Crawford Co., New York City.*

The robes that make this sale the one supreme buying time in New York are the very finest expressions of the foreign robe maker's art. It is a well known fact that we are called up to supply more ball, reception and evening costumes than any other store in America.—*Simpson Crawford Co., New York.*

The smartest of Spring wraps from Paris, Berlin, New York. From every important center of wrap designing and making, processions of the newest, most distinctive Spring styles converge on Wanamaker's.—*The Wanamaker Store, New York.*

Vast lots of new, stylish wraps have been made for us while you were busy with the Christmas shopping—made by the regular tailoring organizations that keep this great store's stocks a-going; made with two thoughts in view—to find work to keep together their working staff and to find outlet for great lots of materials otherwise left to lock up their capital. The savings amount to five to ten dollars on a garment—judged by the earlier full values—and in making and designing they conform to our good standard. The styles are not exact copies of the earlier, but are the season's development—and as made now the coats will be stylish—right for spring.—*Gimbel Bros., Philadelphia, Pa.*

A "novelty" season the tailors call it, and shake their heads in despair when we say: "No suits like those going to other Philadelphia stores, and no two exactly alike, if you want to make for Wanamaker's." But it is just this strictness that has brought us such a wonderful variety of charming and out-of-the-ordinary costumes.—*Wanamaker, Philadelphia, Pa.*

ILLUSTRATED ADVERTISEMENTS



No. 432

LADIES AND GENTLEMEN

There's no use to argue the matter, Hershey Brothers are the most practical bakers in our town. Nice, fresh bread, pies and cakes made of the best materials. If you have not tried ours, you have missed many a very toothsome article.

This shows wording and illustrations, but does not suggest manner of display.

NO BREAD LIKE —

It's home-made, and the difference between it and other bread is — is home-made and the other isn't. No need to eat a poor, unsatisfying bread three times a day when you can get home-made bread so good that you'll want it all the time. The loaves are large with twice as much nourishment as you get in a baker's loaf. Beautiful, flaky, palatable loaves for five and ten cents.



No. 391

DELICIOUSLY LIGHT

bread, cakes, rolls, and many forms of pastries leave our ovens fresh, sweet, wholesome and clean every day. Have they reached your home? No; well there is a treat in store for you, a treat we are prepared to set down at your door any day you let us know your wishes as to kind and quantity. 'Phone connection insures quick attention. Our No. is —. Our domestic bread is still the leader.

This shows wording and illustrations, but does not suggest manner of display.

DAINTY, FEATHER-WEIGHT

egg biscuit, in a new shape—oblong pieces, about an inch long. Their exquisite flavor, appetizing appearance and supreme daintiness have already made them "blue-ribbon" favorites. As a delicious, wholesome and nutritious food for the boss of the house—the baby—they are A No. 1.



No. 27

OUR PIES WILL PLEASE YOUR TASTE

Made fresh every day—and there's art in the baking—which produces a light, flaky crust that melts deliciously in the mouth—then there is no soaking in of the filling—no sogginess, no indigestion—and the fruits used are fresh and luscious. Every day — bakery has a few special delicacies for the dessert table—fresh and appetizing—chocolate layer, jelly roll, supper rolls, Spanish buns, cocoanut gems, almond cake, lady fingers. Our varieties are all as carefully made as is — bread. For goodness' sake try them.

This shows wording and illustrations, but does not suggest manner of display.

OUR HEAD BAKER

Can Please Your Appetite. If you "just dote" on dainty and delicious fancy cakes, we are sure you will be interested to learn that our head cook is making something new in this line for us; we think they excel any cakes we have yet seen—those who have tried them come back. Won't you give them a trial?

BAKERY ADS.



No. 35

FINE HOME-MADE CAKES

Cake-baking requires so much time—let us do it for you. We're baking all kinds of cakes every day. Some housekeepers would not think of baking a cake at home. Whenever you want a special cake for birthday or wedding, we will bake it according to your orders.

This shows wording and illustrations, but does not suggest manner of display.

TRY US A MONTH

We will save you money. Expert bakers are at your service here at all times. They make the things that we sell you at about what the raw material would cost. Let us have a trial order from you. See if our bakery doesn't produce as good a cake as yours; see if it isn't really a little better. See if the price isn't less than your cost.



No. 8

WE MAKE THE BEST BREAD

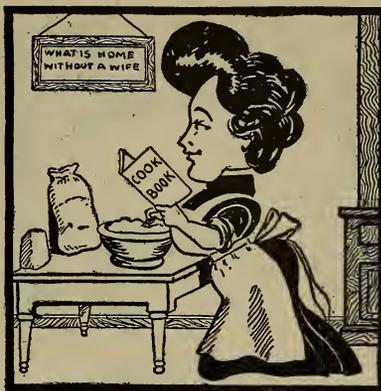
Would you rather have some home-made bread than baker's?— buy it at —. Our baking of home-made bread for our customers has delighted them almost more than anything we've ever done. And they show their appreciation by buying it just as fast as we can bake it. Beautiful, well-browned loaves, light, flaky, delicious—you never ate better home-made bread. Baker's bread has been eaten of necessity, — bread is eaten for its goodness.

This shows wording and illustrations, but does not suggest manner of display.

WE SHOULD THE RESPONSIBILITY

of what we say. When we serve you with home-made bread, rolls, cakes, pies, etc., you're assured of getting the best home bakery products obtainable. Our goods are made in the most cleanly surroundings and strictly pure. Fresh daily, and always toothsome and wholesome.

BAKERY ADS.



No. 30

HOT WORK

fussing around a cook stove in hot weather. Cut it out. Take advantage of our big bakery. Surely you can make no better bread, no lighter biscuits, no finer cakes or pastry than you find here fresh several times a day. Nor bake these things nearly as cheap. Then strike out for a comfortable summer, leave the baking to us and collect the red star stamps we give with all purchases at our bakery counters.

This shows wording and illustrations, but does not suggest manner of display.

MOTHER'S BREAD

appeals to the bread baker at home. They of all others, know a good bread when they see it. There isn't much home-made since our bread came to town. Our bread has all the good points of home-made, with a few which are distinctly its own. It's so much easier to say — to the grocer than it is to stand over a hot stove.



No. 1

OURS IS WITHOUT QUESTION

the best flavored bread on the market. It has that goodness about it which is characteristic with bread made by our mother. It's as sweet as a nut and as pure as spring water. We know you will stop baking after trying a loaf.

This shows wording and illustrations, but does not suggest manner of display.

OUR SUCCESS HINGES

on good bread. We have aimed, studied and striven for perfection in the baker's art. Judging from the steady increase in our customers, these persistent efforts have not been in vain. While the past is secure, present popularity gives us a mortgage on the future, and lovers of fine bread should not fail to try ours.



No. 88

PURE HOME-MADE BREAD

We say home-made because it is just like the good bread you would make in your own home. The same care you would use, we employ. Our shops are models of cleanliness and neatness, open for your inspection at any time. Using as we do only the best ingredients, made up by expert workmen and baked in perfect ovens, why should we not turn out an absolutely splendid loaf?

This shows wording and illustrations, but does not suggest manner of display.

HEALTHFUL BREAD

Our Bread is made with the very best Flour, pure Lard and plenty of good Milk. The bakers are experts in their line and the bakery is light, well ventilated and scrupulously clean. Our Butter Rolls are the daintiest and nicest production in the bakery line. Fresh every afternoon at 3. 'Phone your orders for immediate delivery.



No. 259

DON'T MAKE YOUR WIFE BAKE

The woman who makes her own bread must run the gauntlet of a hot oven and a weary baking board before she obtains it. How much easier to put down five cents and say, Butternut bread, please, and go home with the daintiest, most delicious loaf ever made in Springfield.

This shows wording and illustrations, but does not suggest manner of display.

WHY MUST YOUR WIFE BAKE?

Let us do it for her. We bake good bread for health of all, old and young! Our bread beats home-made because experts excel amateurs. As we buy flour by the wholesale at lower prices, bake in quantities at consequently less cost, our bread is cheaper than the domestic article. Time, labor and cost of coal are all saved by having us serve you. Come to us to get better bread cheaper.



No. 131

"LIKE MOTHER USED TO MAKE"

There is one thing certain—we do make the kind of bread, rolls, pies, cakes, doughnuts and crullers that people want. We don't make them to keep or to look at; we make them to attract people who have nice taste. And the quality that we have ever maintained in our bakery goods has attracted them, and is attracting them in greater numbers than ever before. We are the standard bearers, and "Quality" is the word that is inscribed on our business banner. We lead because our goods are the best—and they always will be. We put the best materials and the skill into their production.

This shows wording and illustrations, but does not suggest manner of display.

GIVE US A TRIAL

You will say our goods are "like mother used to make." Light bread and rolls, light cake and pastry. Care in the selection of materials, skill in the mixing and kneading, art in the baking—cleanliness, healthfulness, purity the first requisite in every detail. These are the reasons for the popular regard for —'s Bakery.



No. 78

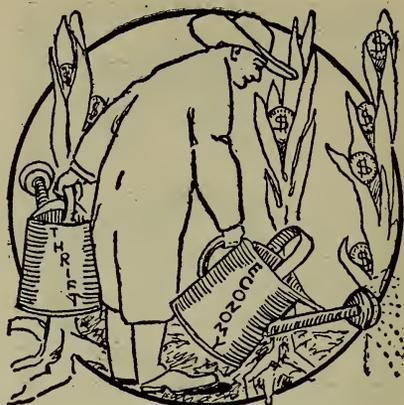
A SUCCESSFUL FUTURE is within reach of every man, woman or child who can acquire the habit of thrift and economy. The road to success begins with a *Bank Account*. The — Bank offers to depositors every accommodation consistent with sound banking principles. The Savings Department will receive your savings in any amount, and will pay an interest of — on your investment. This is an opportunity which you cannot afford to overlook. Don't delay.

Success does not *come* to you—you must *reach* for it. All it requires is a little more effort, and you have it. Thousands of successful men and women have begun their travels towards success with a bank account.

This shows wording and illustrations, but does not suggest manner of display.

A BANK ACCOUNT

No matter how much or how little you earn, you should make it your business—your religion—to put a part of it in the bank. The — Bank will pay you an interest of—on your deposit and help you on your travels to success. If you haven't a bank account, start one *now*.



No. 217

WATER YOUR PLANTS OF AMBITION

with thrift and economy, and you'll soon see a healthy crop of success. In other words, open a bank account with your savings, encourage it by additional deposits, and we will help encourage its growth by an interest of —. A sure and safe investment, and the shortest road to prosperity.

Begin as small as you like. Start it with as little as a dollar.

This shows wording and illustrations, but does not suggest manner of display.

CULTIVATE SUCCESS

As the farmer cares for his crop you must care for your earnings.

Your funds will be cared for here in a way which admits of no criticism. We have a line of patrons who have found this bank is every way satisfactory, and some of them have been with us over fifty years. We regard our clients' interests as identical with our own, realizing that the satisfied customer is the best advertisement a bank can have.



No. 199

BANK YOUR SAVINGS

Have YOU put away anything for the winter of your life? With the New Year, resolve to economize. The first step in economy is a Bank Account. Open an account in the

FIRST NATIONAL BANK

and pave your road to success. An interest of — paid on your savings account, will help swell your deposits.

This shows wording and illustrations, but does not suggest manner of display.

LAID OFF, LAID UP, LAID AWAY?

Mr. Wage Earner: Did you ever think what might happen to you and your family, if any of the above should find you with no money in your purse? Wouldn't it be wise for you to provide against that day and to begin to save now? Our savings department accommodates all who wish to lay aside small or large sums.

BANK ADS.



No. 66

THE BEAVER IS A MODEL OF INDUSTRY

With his tiny teeth he gnaws and gnaws until he fells great trees with which he builds dams across the river. Just think of it. This is all done by one tiny bite, then another, and another, until his great work is accomplished.

The moral here is that *he makes every bite count*. Take a lesson from the Beaver. Put away your pennies, and you'll soon have dollars.

Start a bank account—*make every bite count*—and you'll soon realize your ambition for success.

This shows wording and illustrations, but does not suggest manner of display.

START THE BOY RIGHT

The training of a boy in habits of saving, thrift and industry, will insure to his success in after life. Set him a good example by depositing part of your earnings in this strong and sound bank for savings—better still, open a small account in his name with us now. — per cent. interest compounded semi-annually will make him a nice nest egg when he's 21.



No. 360

SAVE FOR A HOME

To own a cozy home is the pride of every young couple.

Save up *now*, young man—deposit your surplus change in this bank, and see how soon the purchase price is reached. \$1 will do to start.

This shows wording and illustrations, but does not suggest manner of display.

SAVE FOR A HOME

Whenever earning begins, savings should begin. We have started a lot of people in the right direction. Some had never before saved anything—because they had given the matter no serious thought. Our savings department is an ideal place in which to start an account that may lay the foundation of your fortune. Deposits of one dollar or more will be received and we will pay you — per cent. interest compounded twice a year. Start to save now.



No. 276

“SMALL CHIPS FELL THE MIGHTY OAK”

The improvidence of a large number of people is not due so much to a desire to spend every cent they earn, as to their failure to understand the value of small economies. If a start, no matter how small, would only be made of laying aside a small portion of the income, each week or month, the lesson of economy would soon be learned. Start an account with us to-day, no matter what may be the amount. This strong company will gladly help you to accumulate more.

This shows wording and illustrations, but does not suggest manner of display.

YOU MUST MAKE A START

Every worker, regardless of his station in life, wins out by honest application. There is no room for drones in the modern hive. It is an age of “bustle.” You should make your money “hustle” for you, too. If you haven’t any surplus, get some. Money at work is a good silent partner. Begin to save money. Begin with a dollar a week if you can’t save more.



No. 104

SUCCESS IS SWEET

and there are plenty of opportunities to go 'round to all who wish it. Your share is always ready for you; it is yours for the asking. It requires very little effort. A little account in the bank starts it. Take a dollar and open an account in — Bank, and you will be tempted to add more and more to it, until, with the — interest which we add on, you will in a little while have a substantial deposit to your credit. Get your share.

This shows wording and illustrations, but does not suggest manner of display.

SUCCESS

in the mind of most of us means the acquisition of wealth. And to acquire wealth, you must be systematic in your savings. The experience of thousands of thrifty and prosperous persons, proves the value of this principle. The first step of this system should be a bank account.

THE — BANK

will start your account with as little or as much as you like, and will pay you an interest of — on your money, as long as same is on deposit with us.



No. 224

YOUR BEST FRIEND

A man's best friend is his money. It never worries you with tales of its troubles, but is your best help in days of adversity. How often have you cast this friend away? Start to-day. Keep this friend.

THE — BANK

will help you. It will increase the size and usefulness of your friend—by adding an interest—and remember a man is known by his friends.

This shows wording and illustrations, but does not suggest manner of display.

No man has a better friend than his money. It is his help in need and in deed. How often have you thrown this friend away? Resolve from this day on to save your money, and make a mark for yourself in this world. Begin with a bank account in the — BANK.

where your money will increase at the rate of — per cent. interest which the bank allows, as well as by your own additional deposits. You can start your account with a dollar or a hundred—once started, it will grow with an impetus that will surprise you. Open an account to-day.



No. 404

THE — NATIONAL BANK
like the great sturdy oak, offers
you

PROTECTION

for your money. With its strength, its conservatism, its able officers, there is no more secure place to deposit your savings.

Capital, —, Surplus, —,
Assets, —

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but does not suggest manner of display.

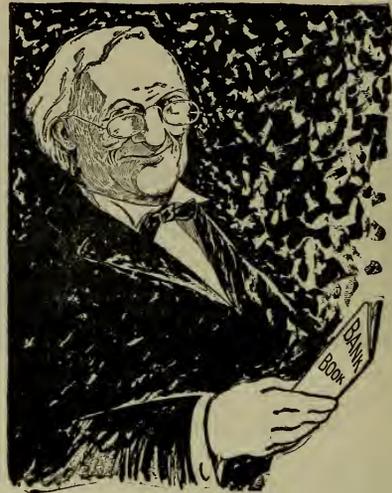
\$1 IS THE ACORN

which, properly sown and carefully nursed, grows into the mighty oak of financial independence.

PLANT \$1 IN THIS BANK.

Once taken root, the saving habit grows in proportion to the balance in the bank.

NOW is the time to sow.



No. 392

GROWING OLD?

Probably it has never occurred to you, but don't you think that you really should be saving some money? You are always liable to get sick or hurt, and anyway, if you live, you positively will grow old. What will you do then if you have no money? A savings account with this strong bank makes the "growing old" scare vanish. One dollar starts the account. We pay — per cent. on time deposits.

This shows wording and illustrations,
but does not suggest manner of display.

DON'T LET AGE BRING WANT

Just think of the comfort, the satisfaction you would have if only you a little sum set away for a rainy day—often you must borrow only to pay back. You can save, don't wait until you must regret you didn't. See us to-day in regard to an account. One dollar will start you and we pay you — per cent. interest, too. Deposits received up to the 5th of the month draw interest from the first.



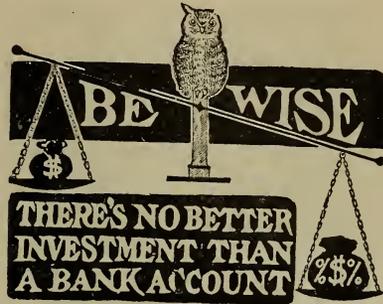
No. 218

IS SUCCESS HEADING YOUR WAY?

George W. Childs said: "A young man should not yield to any temptation to relax his effort in attending to his business in order to amuse himself." Mr. Childs always took pride in doing his work well and saving his money—his determined efforts brought success, fortune and respect. You, too, can be successful by saving your money and opening an account with the — Trust Company, where your funds are absolutely safe and will yield you a good return.

This shows wording and illustrations, but does not suggest manner of display.

Let us help you. It is because for thirty years we have *aided* countless numbers of business men and individuals in their progress to success, always preserving a safe balance between accommodations and safety, that we are to-day the largest financial institution in the Northwest. With resources of over — hundred thousand dollars, with an unusually strong directorate, and with officers of ripe experience, we offer depositors every security. We ask that you make free use of our facilities.



No. 387

BE WISE

Every philosopher of this and ancient time has pointed out the wisdom of saving. One, in speaking of a small coin, referred to it as a trifle—yet, he said, while a small coin is indeed a trifle, it must be remembered that trifles make perfection and that perfection is no trifle. Every argument, oral or written, is in favor of the "saving habit." It is, figuratively speaking, the keynote for the building of character and independence. Start to save. Open an account here.

This shows wording and illustrations, but does not suggest manner of display.

If you can see no wisdom in saving, answer these questions. Perhaps your wages amount to \$25 a week. Perhaps your expenses are \$18 a week. The other \$7 goes for what? Does it go toward a rainy day fund, or are you spending it as you go? If you are spending it as you go, what will you do when you are unable to work? Put your extra \$7 per in our savings bank and you and your family will enjoy that fee when you reach old age. We pay 3 per cent. compounded semi-annually.

BANK ADS.



No. 63

THE FIRST STEP

Toward prosperity and independence is a deposit in a good savings bank. The biggest fortunes in the world had their foundation in small savings. The — Savings Bank opens accounts with as little as one dollar. Make a deposit to-day and start on the road to independence. The first step isn't hard and the others are easier, once you get the habit.

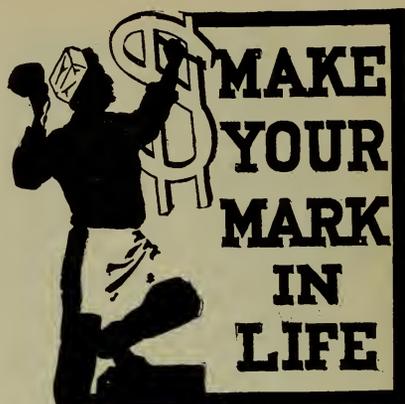
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START IT NOW

To be successful in life, no matter what your ambition may be, have a bank account—the foundation to many a man's success. Open an account in

THE — BANK

and see how quickly it will grow. One dollar will attract another, and before you are aware of it, you have a substantial account to your credit. Don't delay. Begin now.



No. 90

MAKE YOUR MARK IN LIFE

Without a Bank Account to begin with, you cannot Make Your Mark In Life. The New Year will soon be here. Why not save now and begin the year with an account in the

— BANK

Before the next year rolls around, with a little economy on your part and interest compounded semi-annually, which we pay on your money, you will have a substantial account to your credit.

This shows wording and illustrations, but does not suggest manner of display.

PLAN SAVING

A plan is the only way of attainment. A plan to save money. In following the plan—the habit is formed—and habit makes the way easy.

Start your plan to-day. \$1 will do to begin.

— BANK



No. 80

THE ROAD TO SUCCESS

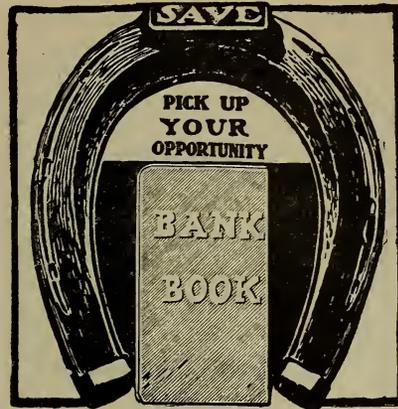
The progressive farmer, the up-to-date business-man, knows the value of a bank account, both as an investment and convenience. The investment lies in the interest which is paid on your deposit, while the checking account is a boon for the business-man.

THE — BANK invites your account.

This shows wording and illustrations, but does not suggest manner of display.

This is the time for you to start on the road to success. It is not too late. You can easily take a dollar out of your earnings and start a bank account with it. With this dollar as a starter you will be encouraged to add to it, and soon you will have a comfortably sized deposit to your credit. We know this because we've seen this occur time and time again.

THE — BANK will take your account and pay you an interest of — on your deposit. The iron is hot—strike now.



No. 295

PICK UP YOUR OPPORTUNITY

Pick your opportunity by opening an account in

— **BANK**

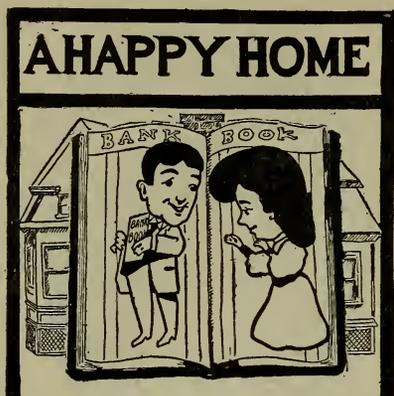
If you haven't much, you can open for little. All you need is a start, and a bank account is the starting point to success.

An interest of — is paid on all savings accounts.

This shows wording and illustrations, but does not suggest manner of display.

The opportunity on which your success in life depends, is a bank book. It is within your reach. **PICK IT UP.**

THE — BANK will start your account with any deposit, large or small, and will increase it by allowing you an interest of — on your deposit. This is an opportunity you cannot afford to lose. **PICK IT UP.**



No. 312

NOTHING WILL MAKE THE HOME SO HAPPY

as the knowledge that you have laid aside something for the future. A Bank Account in the

— NATIONAL BANK

will not only assure your future, but its growth by accumulation of — interest will become a safe and secure investment.

This shows wording and illustrations, but does not suggest manner of display.

IT WILL SURPRISE YOUR WIFE

as well as yourself to find how rapidly your account will grow when you have once started it, and add to it constantly. Saving money is a sure way to bring home happiness too. No worries when the time of special trial comes—always a little ahead for emergencies. Open a savings account with us at once.



No. 122

A HOLIDAY SUGGESTION

What better, grander holiday present for your wife than a Bank Account in her own name? Come into the

— BANK

with what money you wish to give her, open an account in her name and on Christmas Day, present her with the Bank Book.

A Bank Book in the Children's Stockings would make the most sensible Christmas Gifts.

This shows wording and illustrations, but does not suggest manner of display.

EVERY WOMAN SHOULD OWN A BANK ACCOUNT

It saves worry, time and money.

It keeps a record of everything purchased without the trouble of bookkeeping. A check is a receipt without the trouble of asking for one. It gives a person standing and makes of the banker a useful, obliging, business friend.



No. 216

YOUR MONEY

should be where you know it is safe, yet always within your reach.

— BANK

is absolutely safe and merits your confidence. With its capital and surplus making its

ACTUAL RESOURCES — your savings are absolutely secure if deposited here. Further particulars, information and financial advice cheerfully given.

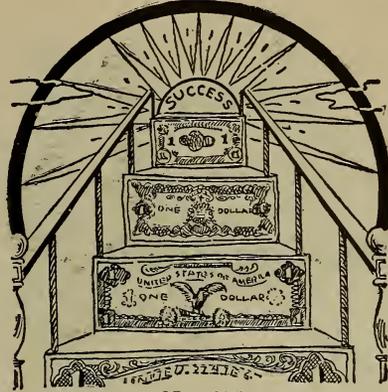
This shows wording and illustrations, but does not suggest manner of display.

LOOK OUT FOR THE BOY

You want your boy to grow up to be a manly man. Every parent looks forward to the boy's success. Then why not start him towards the goal at once? Make him feel his importance in the world by starting a bank account for him.

THE — BANK

will accept his deposits even if only a dollar, and will allow an interest of — on the principal. If you are interested in your boy's success, act on this suggestion.



No. 257

THE FIRST STEPS

to a successful career, no matter what your ambition may be, are a Bank Account—the foundation of many a man's success. Open an account in the

— BANK

and see how quickly it will grow. With an **INTEREST OF — COMPOUNDED TWICE A YEAR**, which we pay on Savings Accounts your deposits become a gilt edged investment.

For the business man there is no greater convenience than a checking account.

This shows wording and illustrations, but does not suggest manner of display.

The risers to the stairway that leads to success are made up of single dollars. With every step, you advance nearer your goal. Take a single dollar—that's easy enough—and open a bank account in the

— BANK

Next week, add another dollar and you have reached your second step. We make your progress easier by adding — interest to your account so that you may attain your ambition more speedily. Don't put it off. Bring in the dollar—NOW.



No. 36

A PUZZLING QUESTION

How can a man on a small salary get married and furnish a home without a bank account? The answer is easy. He can't. He can get married if he can find a thoughtless woman who will not take the trouble to investigate his finances or his saving or spending habits. But he can't furnish a home without starting the new life carrying a heavy debt. That wouldn't be fair to the one who has trusted him. We want to meet the man who wants to make a start at saving money.

This shows wording and illustrations, but does not suggest manner of display.

There is no great secret of success. Just two words—thrift and economy. In other words, be systematic in your savings. It is the only way you can obtain what you are striving after. The experience of thousands of thrifty and prosperous persons proves this. A bank account in the

— BANK

is the first step in the system. Here you not only have your money secure, but it works for you while you add to it.



No. 425

Uncle Sam will charge you no more for bringing your money 500 miles to us for deposit, than 5 miles. So you can "BANK WITH US BY MAIL" no matter where you live.

We are in a position to give you every accommodation known to Banking. Any man or woman who will write or call on us and confer with our officials will be convinced of the superiority of our service. You will find it more beneficial to open an account with us than elsewhere, for no bank is better equipped to satisfactorily serve its depositors than

THE — BANK

This shows wording and illustrations, but does not suggest manner of display.

THE SUCCESSFUL BUSINESS MAN

knows the value of a bank which is not only safe and secure, but also accommodating. The

— BANK

by its careful business methods, and its readiness to accommodate clients, has practically become the bank of the business man.



No. 42

DON'T BE FOUND ASLEEP!

A homeless wanderer in his old age is likely to be the fate of the man who is improvident in his youth. Assure yourself of a comfortable old age by cultivating the saving habit. A savings account opened with this company and consistently followed up makes old age a delight and bridges over many a trouble.

This shows wording and illustrations, but does not suggest manner of display.

ECONOMY IS WEALTH

There is nothing like a savings account to keep poverty at arms' length. Lots of people think it's no use to try to save unless they have a large amount of money to start with. It is the little accounts saved up systematically from week to week that go to make the strongest barrier against need.

BANK ADS.



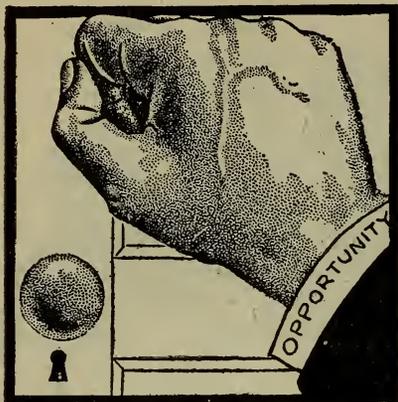
No. 341

SERVICE AND SAFETY GO HAND IN HAND

Perfect safety and the best service go hand in hand with us. A conservative policy has never been sacrificed for passing advantages, and the careful business man recognizes that such a system is the rock upon which a great banking institution is reared. We treat our depositors much as a good commercial house would treat its customers, knowing that their good will and approval of our service is as vital to us as if we sold goods. Large depositors and small are on the same plane. We will be glad at any time to receive all or part of your account, and our perfect organization and up-to-date methods are always at your command.

This shows wording and illustrations, but does not suggest manner of display.

When you hand over your money to us for safe keeping, it's just as secure as though Uncle Sam himself is holding it for you. And indeed, Uncle Sam does guard it. The moment your money comes under our protection, it begins to grow, and it continues to grow as long as it remains with us. We pay an interest of — on your deposit. Isn't this the best and safest investment you can make?



No. 126

A savings account is often the key that opens when Opportunity knocks at the door.

BE PREPARED!

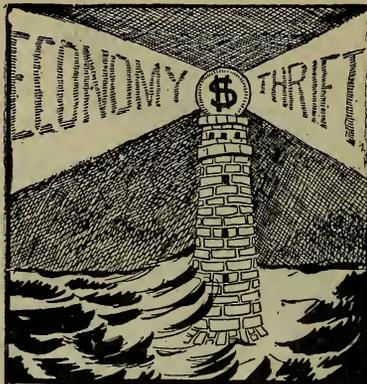
The lack of a few hundred dollars in ready cash has caused many a golden chance to pass the young man by. Put your savings here at interest.

This shows wording and illustrations, but does not suggest manner of display.

NOW IS THE TIME

In the early years of life is the time to learn to save; it's easier to learn then than after habits of extravagance are formed. The boy who spends his pennies foolishly will spend his dollars foolishly, if he ever has any. Give the boy a bank book and teach him to save something. He'll be glad of it when he is older and wants to go into business for himself. Pennies make dollars and dollars make a man independent.

BANK ADS.



No. 185

ECONOMY AND THRIFT

These are the rays which lead from the beacon light of Success. If you are ambitious to become a successful man or woman, you must learn to economize. Your first lesson should be to open a bank account in the

— BANK,

where your deposit will accumulate by further additions from your economy, and — interest which is allowed on your money.

This shows wording and illustrations, but does not suggest manner of display.

“WHY TARRIEST THOU?”

Promptness and efficiency are very important factors to the man who would get ahead. We appreciate the importance of promptness and efficiency in the transaction of banking business, and we urge upon you the necessity for economy and thrift. To meet the requirements of business men, firms and individuals we have installed every modern facility and convenience. Your savings here will earn good interest. Your account is respectfully solicited.



No. 110

THE OPENING WEDGE

A Bank Account is the opening wedge to a successful future. Put in the wedge now by opening an account in the

— BANK

and assure yourself a successful future. Your account will draw — per cent. interest compounded annually as long as it lasts. Start your account with as much as you can spare, and watch it grow.

This shows wording and illustrations, but does not suggest manner of display.

IS DRIVEN BY THRIFT

Are you able to accept a good investment opportunity? To discount a note or buy a bargain for cash? To tide over illness, accident or misfortune, loss of position or a lay-off? If you would begin at once to save a portion of your earnings each week, the time would quickly come when this question could be answered yes, and proudly, too! We will open an account with you for as little as one dollar in our savings department, and pay — per cent. interest on all funds you deposit. There is no surer, safer, or more convenient way to save.



No. 228

TAKE A SURVEY OF YOUR FUTURE

Do you see success? The first and most essential step to a successful future is a bank account. Then, with economy and thrift, besides the — interest on your deposit, which is allowed by the

— BANK

your account grows and grows, until you are in a position to use it to blaze the trail to success. Come—open an account now.

This shows wording and illustrations, but does not suggest manner of display.

A WISE MAN

doesn't live as though his income couldn't stop—he makes provision for sickness, lack of work, accident and old age, by having a savings account with this company, where every dollar he deposits earns — per cent. interest.



No. 290

BENJAMIN FRANKLIN

said: "A small leak will sink a great ship."

Have you ever thought what the small bits of money you have foolishly expended would amount to if you added them up? Add to this the — per cent. interest which we pay on deposits, and you will see the great truth of this Franklin epigram.

Stop those leaks—cut out those expenditures and open a bank account—now—start it with a dollar if you like, and you will soon see the wisdom of this.

This shows wording and illustrations, but does not suggest manner of display.

"THE WAY TO WEALTH"

says Franklin, "is as plain as the road to market." Our failures are not caused by not knowing what to do, or how to do it, but because of the lack of will to do what we ought—lack of determination. Every man knows that he ought to save—almost every man can save but lacks the will to start saving. So he lives on, spending money as fast as he earns it, but he has nothing to show for it. Save your money and deposit it here—you'll be surprised at the way it will grow under our care.

BANK



No. 268

IT WAS HENRY CLAY

who said, "Government is a trust and the officers of the government are the trustees; and both the trust and trustees are created for the benefit of the people."

THE — BANK

is under the direct jurisdiction of the State banking laws, and like the State Constitution, was created "for the benefit of the people," its officers are men of integrity. The surplus of the bank, \$—, is testimony of their able management. Accounts solicited.

This shows wording and illustrations, but does not suggest manner of display.

WISE MEN ALL AGREE

That the test of a man's will power is his ability to save money.

Money goes easily when you carry it about with you. But there is economy in putting it away in a safe and sound savings bank. The large capital and conservative management of this bank is a guarantee that your deposit is always safe.

ADS.



No. 124

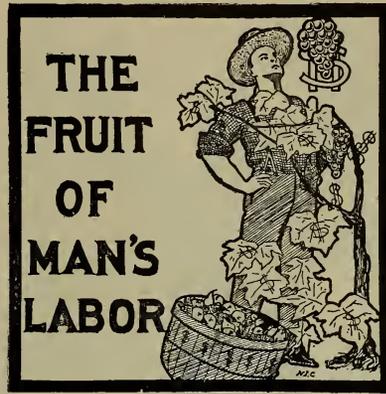
A LESSON FOR THE PARENT

The most valuable lesson which you can teach your child is Economy. Teach it that Economy is the foundation of Success. Teach it to save. Start a bank account in its own name, and watch it grow, so that by the time the child becomes an adult the account by additional deposits, and by its own natural growth of — per cent. accumulating, will have become sufficient to give the child a fair start in life.

This shows wording and illustrations, but does not suggest manner of display.

YOUR CHILDREN

should be taught to save. A bank book is an object lesson in economy that you can secure for them for \$1.00. Start them on the right road while they are young and they will follow it of their own accord when older.



No. 194

DOLLARS GROW

all the time. No money comes easier than interest money when once you have made a start. It does not require a large amount to begin with. And there are no vacation periods with interest; it keeps right on working for you days, nights, Sundays and holidays. Better begin now; deposit whatever you can spare, add to it whenever possible, and in time your success is assured. We will welcome your account, large or small.

This shows wording and illustrations, but does not suggest manner of display.

PLANT SINGLE DOLLARS AND WATCH THEM GROW

The money you bank with us—whether it's a dollar or the most we are willing to receive—is well cared for and accurately accounted for. We look out for your interests because our success depends upon your satisfaction. Annual — per cent. interest is given here, that compounded every three months, which means an ever growing bank account.

BANK ADS.



No. 423

MAKE YOUR MARK

Money in the bank is more than money—it is character. The man with a bank account is seldom out of work. His thrift is recognized. It makes him a good workman. If a man is to be selected for promotion, the man with a bank account is apt to be chosen. He is looked upon as a reliable man.

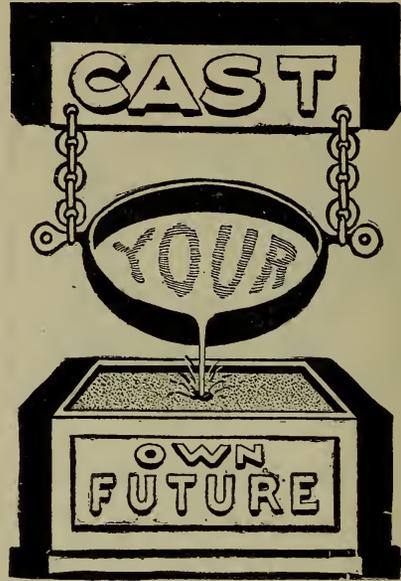
This shows wording and illustrations, but does not suggest manner of display.

CARVE OUT YOUR OWN SUCCESS

Establish the saving habit and your dollars will grow and help you.

Money at interest is a good silent partner—one that will work night and day, unflagging in its zeal for your welfare—one that the longer let alone the better work it will do.

BANK



No. 415

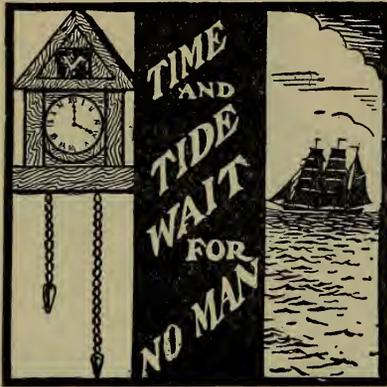
Every man's future lies in his own hands. If he would be successful he must cast his own mold of success. A bank account in THE — NATIONAL BANK is the mold in which he will make a successful cast. It will not only secure him against "the rainy day" but will increase continually by the interest of — per cent. allowed by this bank.

This shows wording and illustrations, but does not suggest manner of display.

LITTLE BY LITTLE

your regular and frequent deposits in this institution furnish a basis for credit that will enable you to take advantage of business opportunities that may call for more ready money than you have at your command. In making loans, all bankers must give preference to their depositors, and they are always ready and willing to help those whose steady deposits and thrifty habits show their ability and determination to help themselves.

ADS.



No. 339

“Time and tide wait for no man.” NOW is here; to-morrow—it is gone. When you know you ought, NOW—is the time to begin.

THE — BANK

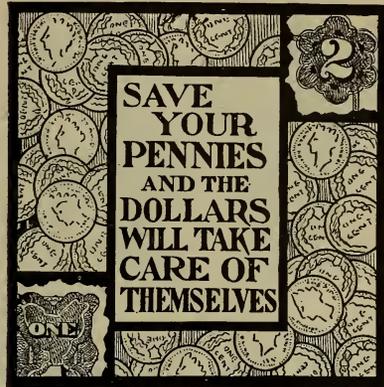
will carefully guard your money —pay you — per cent. interest, which constantly increases your principal. Time is short—come in with the Tide.

This shows wording and illustrations, but does not suggest manner of display.

DO NOT DELAY

No money comes easier than interest money once you have made a start. It does not require a large amount to begin with, and there are no vacation periods with interest; it keeps right on working for you nights, Sundays, holidays. Better begin now; make a time deposit of whatever you can spare, add to it whenever possible, and in time your success is assured. We will welcome your account large or small.

BANK ADS.



No. 318

The illustration shown here is a lecture well known to all. The most practical way to save is to open a bank account in

THE — NATIONAL BANK

where you get an interest of — per cent. on your investment.

Business men who realize the advantage of a check book will open an account with us.

This shows wording and illustrations, but does not suggest manner of display.

Save while the sun shines, then when the “rainy day” comes you’ll find your bank book your best umbrella in protecting you from adversity’s storms. Open a bank account now with the

— BANK

You’ll be delighted to see how rapidly your money accumulates in this way. We pay — per cent. interest on time deposits.



No. 347



No. 371

Temptations easily overcome the man who carries his wealth in his pocket. Usually at the end of a year a man is no better off than at the start. The thrifty and careful man deposits his surplus with

THE — BANK

where it earns — per cent. compounded interest and yet is subject to withdrawal at any time.

This shows wording and illustrations, but does not suggest manner of display.

THE LITTLE THINGS THAT COUNT

are pennies. The nickels and the dimes that most people don't count in their expenditures that go for amusement, extravagance or through habit, are the ones that waste your dollars. Place your dollars with the

— BANK

for safekeeping and the accumulation of interest. Our financial standing is of the highest, and we offer exceptional advantages.

BANK ADS.

SOME PEOPLE'S SAVINGS are burned up, and some forget the hiding place, and thus they never, do their owner any good. Such people are to be commended for having formed the habit of saving, but too much commendation cannot be given the mind that didn't have foresight enough to use the bank.

This shows wording and illustrations, but does not suggest manner of display.

THE TREASURE OF THE HOME IS A BANK BOOK

given to the depositors of the — Savings *Bank*. It is the dependence that the family has to look to when the rainy day comes or when the day comes that you want to buy a home for your little family. Save in time and you can be independent in your old age. Deposits received from \$1.00 up; — per cent. interest, payable quarterly up to \$1,000; — per cent. on \$1,000 and over.



No. 212

STRIKE OUT FOR YOUR-SELF

Get out of that rut. Show what self-independence you have by opening a bank account. Don't say you haven't enough to begin. You have—a dollar will do it—and with this dollar as a starter, you will be encouraged to add and add to it, until, with the — per cent. interest which helps it along, you will have a good account to your credit.

This shows wording and illustrations, but does not suggest manner of display.

SOUND ADVICE TO YOUNG MEN

Two good rules, which, if followed, will bring fortune: First—Buying nothing until you can pay for it. Second—Saving a part of your weekly earnings—even if it be no more than a quarter dollar—and put your savings monthly in this bank. We pay interest on savings accounts, and would be pleased to have you open one with us.

BANK ADS.

GUARD AGAINST



RAINY DAYS

No. 11

HAVE YOU PREPARED FOR THE PROVERBIAL RAINY DAY?

It is not too late to begin. A little thrift and economy will not only prepare you for the "rainy day," but will pave your way to the sunshine of success. Take a dollar, if you can't spare more, and open an account in the

— BANK

You'll be surprised to see it grow, and besides, we allow you an interest of — per cent. on your deposit. Can you afford to delay any longer?

This shows wording and illustrations, but does not suggest manner of display.

BY SAVING

Our little banks make saving easy. The ingenious little savings banks we loan to depositors are wonderful little saving helpers. They record the amount you put in, and convert your spare nickels and dimes into dollars almost before you notice it. You should open an account in our savings department and get one. A dollar will do to begin with.



No. 200

"Early to bed and early to rise
Makes the man healthy, wealthy
and wise."

Paraphrase this homely old truth of Benjamin Franklin's, and you get the two words—"Industry and Economy." The man or woman who by industry and economy put aside a part of the earnings each week, must ultimately be successful. Start a savings account in the

— BANK

Start it with what you have, and as you add to your deposits, we will help it grow by paying you an interest of — per cent. Start yours now.

This shows wording and illustrations,
but does not suggest manner of display.

IDLE MONEY—AND IDLE MEN

are both useless. They should be at work. Money will work if you give it a chance.

Your best friend cannot always be with you. Also friendships fail, but a bank account is a friend always—doubly so in times of adversity. Start the account now. Add a little every pay day. It doesn't take long for it to grow. One dollar starts it.

BANK



No. 237

Mere saving is not thrift. Thrift is the placing of your money where it will make more, and still be safe from loss.

The only place to place money is the

— NATIONAL BANK

It is absolutely safe, and pays — per cent. interest on checking accounts.

This shows wording and illustrations,
but does not suggest manner of display.

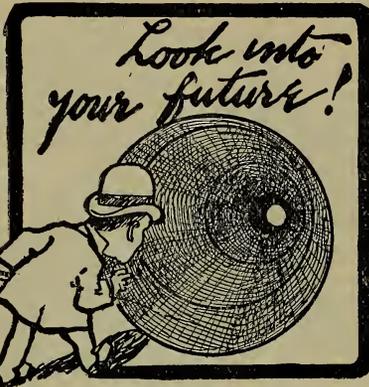
THE INDUSTRIOUS HONEY BEE

stores away the accumulation of its labors against the day of adversity.

It rests with you whether your old age shall be passed in poverty and misery or in independence and comfort. A savings account now decides the matter.

Money in the bank gives you a feeling of security—enables you to take advantage of opportunities for making more money and lifts you out of the rut—makes you a manly man.

ADS.



No. 266

DO YOU EVER

take a few minutes off to peep into your future? Are you doing the right thing by yourself? Are you laying aside a little from your earnings each week? Pertinent questions, these, but they are what every intelligent man and woman should seriously consider. Start the foundation of your future with a bank book—it doesn't matter how little it is—in the

— BANK

Here your money is safe, and it grows every day it is on deposit. You get an interest of — per cent., and the money is yours whenever you ask for it.

This shows wording and illustrations, but does not suggest manner of display.

IF YOU SAVE NOW

Then sometime in the future you will have something to draw on. Perhaps when you need it badly. Why not start a savings account here now—with a dollar, or as much as you can spare? It will earn a fair rate of interest and prove an incentive to save more. Accepts deposits in sums of one dollar and upward.



No. 324

THERE'S NO WITCHERY IN SUCCESS

ANYBODY CAN BE SUCCESSFUL. This is a broad statement, but it is a fact. Anybody can be thrifty, industrious, economical; anybody can open a bank account. It doesn't take much—A DOLLAR WILL DO IT. This dollar will lead you on to save, and before you realize it, you have a snug amount to your credit.

THE — NATIONAL BANK will accept your deposit for as little or as much as you can afford, and pay you — per cent. interest on your balance.

This shows wording and illustrations, but does not suggest manner of display.

FINDING MONEY IS NOT TO BE DEPENDED UPON

If you spend all you earn, what are you going to do when sickness, accident or lack of employment causes extra expenses or stops the income? You can't pick up money to meet such emergencies. The days of witchcraft are past. Put part of your earnings in a savings account where it will be waiting for you and drawing — per cent. interest, in the — Savings Bank.



No. 414

SAVE AND YOU WILL HAVE

The money you throw away would surprise you if you kept an account of it. Try saving it for a year in the — Savings Bank. At the end of that time you will be amazed at how much your savings amount to. Isn't it a whole lot better to have a comfortable sum in the bank than merely the memory of money spent for nothing? Try it.

This shows wording and illustrations, but does not suggest manner of display.

THE SUCCESSFUL AND THE UNSUCCESSFUL

agree on this: One point is never disputed. Ask the rich man and the poor man what is the beginning of wealth and each will answer—"Save part of your earnings." In the beginning money to take advantage of profitable investments is accumulated slowly. After the first hundred dollars, the way is clearer and more certain. Progress to a higher station in life is impossible unless you do save.

BANK



No. 407

THE FRUIT OF MAN'S LABOR

It is only by economy, saving and thrift, that man can bring forth the fruits for enjoyment. A bank is the soil, your spare cash the plant, and a bank book the fruit.

Plant to-day—in

THE FIRST NATIONAL BANK

This shows wording and illustrations, but does not suggest manner of display.

RICHES

Others have grown rich, why not you? Others have worked for just as little and even smaller wages than you receive, and have been able to deposit a snug sum in the bank, where it earned interest for them night and day the year around—why not you?

BANK ADS.



No. 422

Perfect protection should be the first consideration of your money, and that means that you should deposit your money in a good responsible bank.

THE — NATIONAL BANK with its fire and burglar proof vaults will not only protect your money, but will help your amount grow by adding an interest of — per cent. to your deposit.

This shows wording and illustrations, but does not suggest manner of display.

PROTECTION

You've heard of people who hoard their money in a cupboard—in an old stocking—and other places of like ilk. And then the house burns down—or is robbed, and the savings of years are lost. Banks have been created for the protection and safeguarding of your money.



No. 427

THE BOY WHO STARTS A BANK ACCOUNT

and saves and deposits the nickels and dimes that other boys would spend, is a boy who will begin active business life qualified to succeed. He will reach manhood with habits and qualities of character essential to thrift cultivated and developed, and will have his savings and accumulated interest as ready capital. A single dollar will open an interest-bearing account.

This shows wording and illustrations, but does not suggest manner of display.

START YOUR BANK ACCOUNT NOW!

The hardest part of anything is the start. It's easy when you get going. Just make up your mind to begin saving money today and you'll find it so easy to keep it up that you'll wonder why you never did it before. Put the money with us and get an addition to your income from it.



No. 198

NAIL DOWN YOUR DOLLARS

in a Bank Account that will hold your savings in trust and pay you an interest of — per cent. on your deposits.

THE — BANK

is an ideal bank for the man with a future. It will help you on the road to success and spur your ambition. It will advise you on investments and give you the benefit of expert financial knowledge. Give this matter thought.

This shows wording and illustrations, but does not suggest manner of display.

NAIL DOWN YOUR DOLLARS

Keep them fast—in firm resolve—in

THE — BANK

Then you may rest assured that you are prepared for the proverbial “rainy day.” You get an interest of — on your deposit, and your money may be withdrawn at your pleasure. Put the nail in NOW.



No. 180

A TRUSTY GUARDIAN

Put your hard earned savings where they will be safe and secure, yet always within your reach. The policy of

THE — BANK

is safe, secure, and conservative. It makes no hazardous loans or investments. Your money is always at your command, and can be withdrawn at your pleasure without loss of earnings. In opening an account in this bank, you insure yourself against failure.

This shows wording and illustrations, but does not suggest manner of display.

A WISE INVESTMENT

Once you start a Bank Account, it is surprising how it grows. It becomes a habit, and before you are aware of it, you have a substantial sum to your credit. If you have never tried to acquire this habit, try it now—begin with a dollar, if you like.

We pay interest at the rate of — per cent. compounded twice annually and you can get your full principal and interest at any time. We earnestly solicit your correspondence.



No. 130

DON'T SCATTER YOUR DOLLARS!

Money flies from most people—those who need it most, in fact—and the best way to arrest its flight is to put it in a bank—a strong, conservative, well-managed one like this. We not only save your money for you, but make it make money for you by paying you three per cent. interest, compounded every six months. The deposits in the savings department are, with the exception of the cash reserve, invested in municipal and other bonds and mortgages on real estate.

This shows wording and illustrations, but does not suggest manner of display.

DON'T TRUST YOUR DOLLARS IN YOUR OWN HANDS!

Spending is a habit easily acquired. The dollar that is spent is a lost friend—gone forever. The dollar that is saved is a working partner—never sleeps—always adding to your store. A dollar deposited in this bank opens an account and earns dividends. Better deposit that spare dollar now.



No. 120

A BANK FOR MEN AND WOMEN

who appreciate the fact that thrift and economy are essential to success. Besides the — per cent. interest which we may pay on every dollar of your deposit, depositors have the privileges of a checking account, which is a convenience that can not be over-estimated.

Don't delay. Open an account now. The sooner you act, the better your future.

This shows wording and illustrations, but does not suggest manner of display.

MEN AND WOMEN

who realize the importance of a conservative and careful management entrust their savings to our care. Not only is their money jealously guarded, but with the — per cent. interest compounded twice annually, it is constantly working for them, and thus becomes an investment of the highest order. If you haven't a bank account, why not one start at once?

BANK ADS.



No. 418

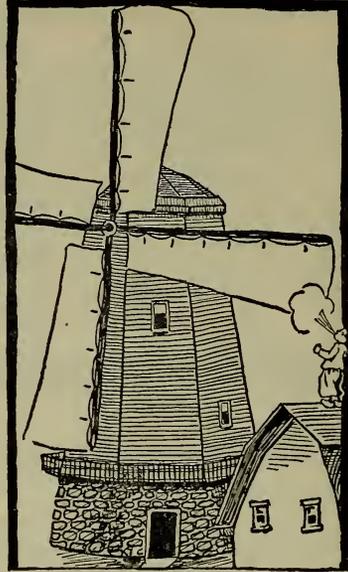
THIS BANK

does business under the direct supervision of the government. Such catastrophes as have filled the newspapers recently, where Surety and Trust Companies have been intrusted with monies of the public, could never occur if the institutions were restricted and guarded by the government. Herein lies a great and important lesson.

This shows wording and illustrations, but does not suggest manner of display.

If the management of every bank would never lose sight of the fact that the growth of its institution can only be promoted through the satisfaction of its depositors, and work unceasingly to that end, the standard of banking institutions would be raised to the mark that the

FIRST NATIONAL BANK
has always maintained.



No. 424

BLOWING MONEY WILL NOT ADD TO YOUR

Bank account no more than blowing the sails of a wind mill will grind grain.

It's the dollar you store away in the savings bank that counts. Dollars left in our care grow fast.

This shows wording and illustrations, but does not suggest manner of display.

SPENT MONEY

Like wasted time, is gone forever.

You can't afford the risk of being without a reserve fund for the day of need which may come unexpectedly to every man. A savings account is a storage battery in which you can accumulate the results of youthful energy for the time when you couldn't work if you desired. We'll start you with whatever sum you may bring to the bank and give you our advice and assistance.



No. 368

A TRUSTY GUARDIAN

THE — NATIONAL BANK will be a trusty guardian of your money. Its conservation in its methods assures reliability. Surplus —. Courteous treatment accorded to all. Advice on investments cheerfully given.

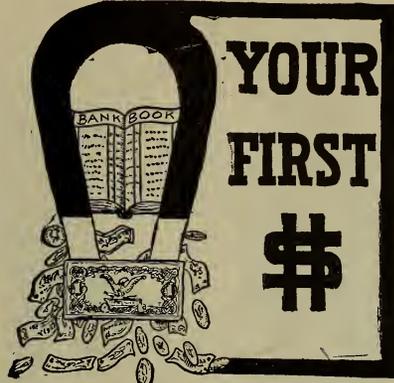
This shows wording and illustrations, but does not suggest manner of display.

HAVE YOU A BANK ACCOUNT?

Why not make Uncle Sam guardian of your money? If you are tempted to spend, put your savings in the

— NATIONAL BANK

and Uncle Sam will watch it for you, at the same time, increasing its value by a — per cent. interest which this bank allows on all deposits. The wisest, safest investment is a bank account.



No. 227

THE FIRST DOLLAR

with which you start a bank account, becomes a veritable magnet. It attracts others, and you soon have an accumulation of substantial size.

THE — BANK

is the medium by which you can attain this result. It will take your account for any amount, no matter how small, and pay you an interest of — per cent. on your investment. Or if you prefer, it will give you the privilege of a checking account,—a privilege of inestimable value to the prospective or established business man. For further particulars, call on the cashier.

This shows wording and illustrations, but does not suggest manner of display.

“Great events we often find
 On little things depend
 And many small beginnings
 Oft make a mighty end.”

From an acorn, the oak—from a dollar, success. If you have an ambition in life you must own a bank account. Start an account in the

— BANK

and plant your acorn of success. Don't put it off for to-morrow.. *Do it now.*



No. 204

When you open an account in the — NATIONAL BANK you practically entrust your savings to Uncle Sam. With its \$— capital and \$— surplus, making its

ACTUAL RESOURCES \$— your savings are absolutely secure if deposited here.

Patrons desiring to invest their money in ventures of any kind are cordially invited to consult us.

This shows wording and illustrations, but does not suggest manner of display.

PLACE YOUR MONEY IN SAFE HANDS

where it will draw interest. This is a permanent institution. You always know just where your money is, and just how to get it. You know that it is being taken excellent care of and that you are getting interest on it all the time. There is no better place to keep money than to have it on deposit in a good savings bank.

Deposit your money here—use our check book and you will find that the account keeps itself.

BANK ADS.



No. 253

WE EMPLOY ONLY SUCH METHODS

in business as make banking institutions of positive value. The management of this institution believes that above everything else, stability and faithfulness are demanded on the part of a well managed bank, and upon this basis we invite your patronage. — per cent. paid on time deposits.

This shows wording and illustrations, but does not suggest manner of display.

BACKED BY A BANK BOOK

you are independent of the whole world. You need ask favors of nobody if you have a comfortable sum in the bank. Resolve to make yourself independent. Start an account to-day with the First National Bank. Don't wait until you have a big amount. Save what you have and let it be earning interest while you are earning the rest.



No. 372

“TIME’S A FLYING”

Time is money—every time and all the time. The person who does not waste time and who manages money to the best advantage, is on the road to prosperity. Money on deposit in a savings bank works night and day. The interest earned is credited semi-annually in the pass book with the regularity of a clock. “Time’s a flying.” If you would manage your money well, open an account with the — Savings Bank, where your money will be drawing — per cent. per annum interest.

This shows wording and illustrations, but does not suggest manner of display.

DON’T LET YOUR DOLLARS TAKE TO WING

Conservatism in banking means conserving the interests of every customer of the bank—large or small, depositor or borrower. In pursuance of this policy this bank has won the confidence of a discriminating public, which has long realized the fact that the success of a bank and the safety of the funds intrusted to it, depend upon an honest and judicious administration of its affairs.

BANK ADS.



No. 354

THE QUESTION OF MONEY

is the question of every man’s future. No matter how little you have, it’s enough to open a bank account, the first step to a successful future.

THE — BANK

will help you on the road to success, by receiving your deposit and paying you — % on your account. Delay is dangerous; act at once.

This shows wording and illustrations, but does not suggest manner of display.

IF IT’S A QUESTION OF RELIABILITY

THE — BANK is the most reliable bank in this community. Its past record for conservatism, the character of its officers, its assets of —, all testify to its strength and dependence. Courteous treatment accorded and advice on financial questions cheerfully given.



No. 181

GIVE HIM A START

The hardest thing about saving money is getting started. Our way of doing business makes it so easy to begin saving that no one really has an excuse for delaying. A deposit of two dollars will open an account in our savings department, and five dollars and upward will draw interest at the rate of — per cent. per annum. The beginning made, regular deposits will soon grow to be a habit, and one of the best ever formed.

This shows wording and illustrations, but does not suggest manner of display.

THAT BOY OF YOURS

Is his future provided for? Did you ever think that a savings account, started now, might pay his way through college a few years later, or start him in business with a fair working capital, while the saving of a small amount each week wouldn't really affect you at all?

Think it over and come in and talk with us.



No. 395

PROVIDE FOR FUTURE NEEDS

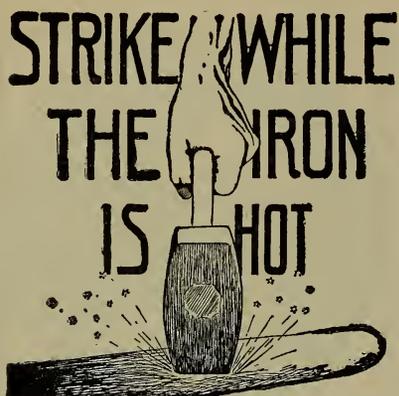
A man with a family to support cannot afford to allow future needs to be wholly unprovided for. Live in the present as though you were a little poorer than you really are, and in the future when misfortune comes, you will be richer than you seem. A small sum deposited with this company to which additions are made from time to time will grow into a significant fund, bearing interest at the rate of — per cent. per annum. Capital —.

This shows wording and illustrations, but does not suggest manner of display.

HAVE A RESERVE FOR EMERGENCIES

Don't depend upon your salary alone—that is only a temporary means of support and is liable to stop any time. Start an account in our savings department to-day—it will not only be a protection to you, but also will give you a standing in the business community.

BANK ADS.



No. 46

STRIKE WHILE THE IRON IS HOT

Some men inherit fortunes, some get rich by plunging into a go-lucky business scheme, but the majority get up in the world by the old reliable method, viz: Industry, saving, push. These three methods properly applied to your business and financial interest will land you safely on the top round of the ladder of success. Open an account in our savings department, it will earn you — per cent. and put you in touch with forceful business methods. We afford you \$— protection.

This shows wording and illustrations, but does not suggest manner of display.

START NOW

Do not neglect to save a portion of each dollar you earn. If you do this, you have a bright future before you and the satisfaction of knowing there is plenty of money ahead for emergencies. Now, to-day, is a good time to start an account with the — Savings Bank, where your deposits will earn a liberal rate of interest for you. — per cent. interest paid, compounded semi-annually on accounts of \$1.00 and up.



No. 282

YOUR WISH

The one sure way to have money is to save it. The one sure way to save it is by depositing it in a responsible bank. You will then be exempt from the annoyance of having it burn holes in your pockets, and aside from the fact that your money will be safer from theft, the habit of saving tends to the establishment of thrift, economy, discipline and general understanding of business principles essential to your success.

This shows wording and illustrations, but does not suggest manner of display.

CERTAINLY YOU WANT MONEY—AND THERE IS ONE SURE WAY TO GET IT—SAVE

Get the habit of saving and your future welfare and prosperity is assured. Maybe your habit now is to spend too freely. You realize that it is a bad thing and would like to overcome it. Big fortunes had small beginnings. Right here is where we desire to interest you. One single dollar constitutes the fund necessary to start an account with us.

BANK ADS.



No. 58

PADDLE YOUR OWN CANOE

The child's future is the most sacred duty of the parent.

START THE BOY OFF

with a bank account, and you assure him a successful future. He will learn the value of money, as little by little his accumulations grow, and by the time he becomes of legal age, he will be years ahead of the average young man. Start his account with us with as little as you like, and let him watch it grow. And during this period, you will see the lad develop into a thrifty business-man—a good son to his parents—a good citizen to his country.

This shows wording and illustrations, but does not suggest manner of display.

“Paddle your own canoe”—that's one of the good proverbs and it contains the world of wisdom. To paddle your canoe, you should have a bank account. It doesn't take much to start one.

THE ——— BANK

will open an account with you for a dollar. It will allow you an interest of — per cent. on your deposit, and protect your money until such time as you may wish to use it.

BANK ADS.



No. 289

“FIX YOUR FENCE”

Did you ever stop to think of the willful wastefulness in a crooked rail fence—how in its zig-zag course it uses up a vast amount of extra space without performing its functions as well as a straight fence?

The moral here is **ECONOMIZE**. If you've been wasting your money, remedy the evil by building a new fence—straight one—by opening a bank account in the

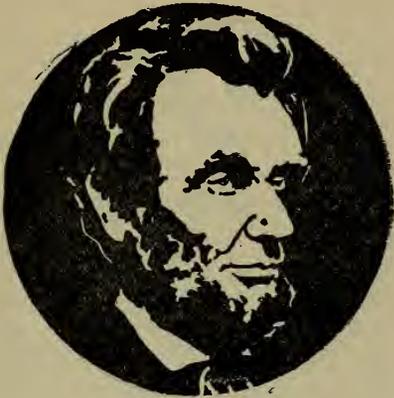
——— BANK

Here your money will accumulate thro' your own thrift as well as by the — per cent. interest allowed on your deposit.

This shows wording and illustrations, but does not suggest manner of display.

LOST DOLLARS LIKE LOST CORNERS ARE OF NO PROFIT

Make a note of this. Don't lose sight of the advantages of our steel home safes, for they can help you add many a dollar to your bank account, and the process will not be at all painful. Keep one in a convenient place and drop in a coin whenever possible. The dollars grow rapidly.



No. 450

ABRAHAM LINCOLN SAYS:

"You can fool all of the people some of the time, and some of the people all of the time, but you can't fool all the people all of the time."

Neither can you fool yourself all of the time. If you are trying to deceive yourself into the belief that the future will take care of itself, you are making the mistake of your life.

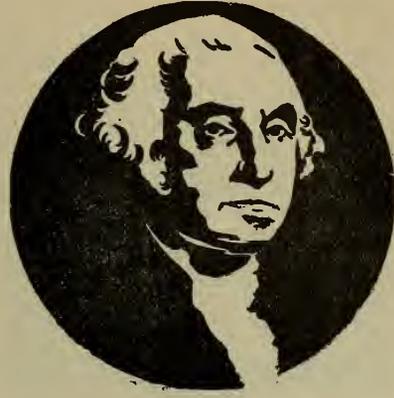
THE — NATIONAL BANK

will help your future by receiving you as a depositor, and will pay — per cent. interest on your deposit. One dollar will open an account.

This shows wording and illustrations, but does not suggest manner of display.

Lincoln made the best of his opportunities. Are you using your opportunities to save money? Here is an opportunity right here.

Your money on term deposit here will earn for you the highest rate of interest consistent with prudent banking, namely, — per cent. Every account is handled with the utmost care and attention. Ladies and children are assured of courteous consideration.



No. 351

On the 22nd of this month we observe the anniversary of the birth of

GEORGE WASHINGTON

He *did* things—do thou likewise.

Begin to "do things" with a bank account, and your future will be assured.

THE — NATIONAL BANK

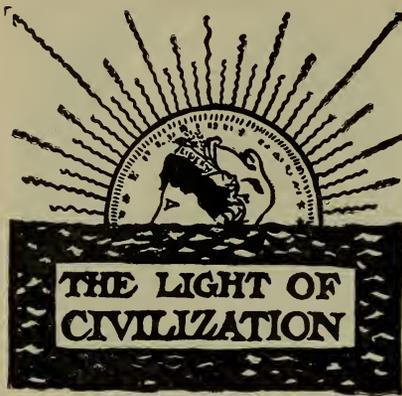
makes your deposit a gilt-edged investment by paying an interest of — per cent. on every dollar you have on deposit. You can open an account with a single dollar. Information cheerfully given.

This shows wording and illustrations, but does not suggest manner of display.

The integrity of George Washington gave him a standing among mankind. To-day the man with money in the bank is a valued citizen.

Are you careful enough with your earnings? What are you saving—really stowing away against a future need?

We invite you to come in and talk it over with our cashier.



No. 337

NO MORNING SUN LASTS A WHOLE DAY

Life at it's best is but a short period of time; and as most provide during its productive season for the years of decline, systematic saving cannot be commenced too soon. The

MERCHANTS AND MECHANICS BANK

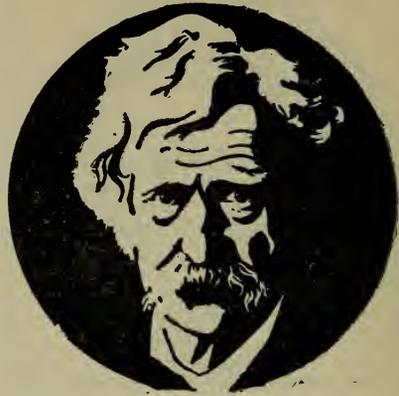
offers to savers the best of banking facilities, invariable courtesy, convenient location and — per cent. interest on savings accounts — compounded semi-annually.

This shows wording and illustrations, but does not suggest manner of display.

THE DAY OF THE DOLLAR HAS DAWNED

Wealth means comforts and friends. Poverty means want and despair. Store up your savings against the inevitable rainy day. Let us help you see the light. Come in and talk it over with the cashier.

BANK



No. 449

“Behold, the fool sayeth, ‘put not all thine eggs in the one basket’—which is but a manner of saying, ‘Scatter your money and attention’; but the wise man sayeth, ‘Put all your eggs in the one basket,’ and—*watch that basket.*”

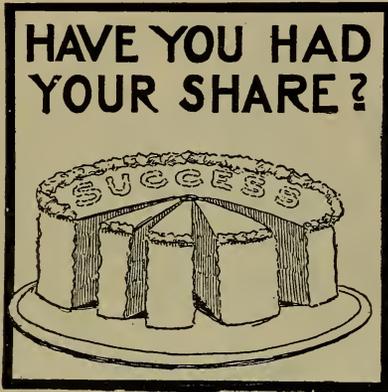
The humor of Mark Twain is full of common sense. Paraphrased, the above is, keep out of wild-cat schemes—put your money in a good substantial bank, where it will bring a reasonable interest.

This shows wording and illustrations, but does not suggest manner of display.

MARK TWAIN—now a man of wealth and fame—once felt the pangs of poverty.

What about your day of adversity—has it dawned? Are you prepared if it should come tomorrow?

Save something. Deposit your savings in this strong bank—the interest will help the principal grow.
ADS.



No. 221

HAVE YOU HAD YOUR SHARE?

When we say that anybody can be successful if he will be thrifty and industrious, we mean YOU—YOU who are now reading this article. Some people think they are born failures—it is not true. It is only lack of determination that makes failures.

Determine that you will own a bank account, that you will add a certain amount every week to your deposit, and you will soon see the truth of this argument.

THE — BANK

pays an interest of — per cent. on your deposits.

This shows wording and illustrations, but does not suggest manner of display.

The opportunity on which your success in life depends is a bank-book. It is within your reach—**PICK IT UP.**

THE — BANK

will start your account with any deposit, large or small, and will increase it by allowing you an interest of — per cent., compounded semi-annually on your deposit. This is an opportunity you cannot afford to lose. **PICK IT UP.**

BANK



No. 29

THE LAUREL WREATH OF SUCCESS

is not bestowed by the goddess Chance as often as many men suppose. Success comes to him who works and saves.

Financial independence is most surely gained by the prudent saver who deposits his money in this bank and watches it grow.

This shows wording and illustrations, but does not suggest manner of display.

Interest at — per cent., to some, may mean a great accumulation of wealth—to others, a modest income sufficient for the present as well as for protection against the future. In either case, a bank account is an absolute necessity. With a bank account, you have something to look forward to and something to fall back upon. Why wait? Open an account now—**NOW**—with a dollar if you can't afford more.

— BANK

pays an interest of — per cent. on your deposit.

ADS.



No. 304

SOMETHING SNAPPY

Something that cuts the thirst with a tingle, pleases the palate with surpassing flavor and comforts the weakest stomach.

Such is

— BEER

Made from the best hops, malt and barley that money can buy and brewed in a plant possessing every scientific device for the production of a pure, healthful beverage.

This shows wording and illustrations, but does not suggest manner of display.

Treat your palate these hot days by drinking

— BEER

Its purity and healthfulness are endorsed by leading chemists and physicians. Try a case of the brewery bottling at your home or at the shore and notice the improvement this beer speedily effects in your appetite, energy, strength and vigor. Watch how it brightens the spirits and gives freedom from indigestion, anaemia and debility.

BEER



No. 121

HAVE YOU TASTED OUR BEER?

If you wish to be healthy and happy drink

GOOD BEER

such as the — brand, known for its purity, palatability and general excellence. Some beers taste good, but are not good, some beers are good, but don't taste good. — beer tastes good and is good—yet our price is not in excess of inferior makes.

This shows wording and illustrations, but does not suggest manner of display.

GOOD BEER A FRIEND!

Not a foe. Because the materials that enter into the manufacture of — Beer are absolutely pure. No "dopes" or drugs whatever. Laborers and many others subject to weak backs and kidney troubles will drink no

BEER

but —. They say it builds up the system, instead of injuring the kidneys. These facts plainly demonstrate the purity of our product.

ADS.



No. 157

STRENGTH IN IT

There's health and strength in a bottle of pure beer. And — real German brew has purity and quality. Barley in it for food. Hops for tonic. And just enough alcohol to aid digestion. Essential to the weak; healthful for anybody. A standard, high grade beer. Unsurpassed

FOR TABLE USE

or medicinal purposes. The beer that cheers, nourishes, invigorates.

This shows wording and illustrations, but does not suggest manner of display.

These hot days you want a good cooling drink in the home. It needs to be refreshing and healthful.

BEER

is what you want—it is the best thing you can drink on a hot day. It quenches the thirst quicker than soda water or lemonade, and is healthful. — beer is the beer you want for the home. It is as pure as a

BEER

can be brewed—it is absolutely healthful—the entire family can use it. A dozen bottles delivered to your home for \$2.00, or 20 cents the single bottle.

BEER ADS.



No. 3

What attention do you pay to the

BEER

you drink? Are you satisfied if it only "tastes" like beer? It is of interest to you to know that — Beer means more than the taste. It is so

PURELY BREWED

of nutritious malt and hops that its use imparts new energy and strength—besides a flavor that is delightfully real. Bottled at the brewery and delivered to families in convenient packages.

This shows wording and illustrations, but does not suggest manner of display.

AT MEAL TIME

At luncheon, dinner or supper, the very best thing to wash down any kind of food is a bottle of thirst-quenching, blood-making,

HEALTH-GIVING BEER,

which has no equal and never had a superior. The taste of it is refreshing, and it is the kind of pure beer that never gives one a headache. Suppose you try a box. You will like it so well that you will want the same every week for your family's sake. The price of it will please you, too.



No. 14

HEAR THE DOCTOR!

“So much alcohol is necessary for digestion. It helps food to assimilate, stimulates digestion and insures a healthy tone to the stomach.”

BEER

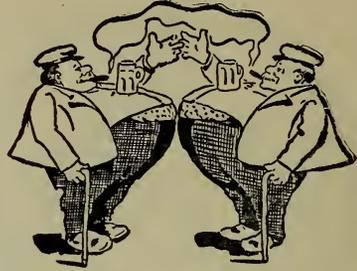
contains 3 per cent.—no more, no less. The hops, barley and malt used in the making are the best money can buy.

The plant where it is brewed is equipped with every new, scientific device to produce a healthful, wholesome beverage.

This shows wording and illustrations, but does not suggest manner of display.

The drink for summer is — BOTTLED BEER

When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed “green beer.” It’s a marvel of purity, and is bottled with the greatest care.



No. 333

SPEAKING OF BEVERAGES

Here’s to the friend of the thirsty! The best and most refreshing drink you can obtain is a good, honest, always-the-same beer. It’s only mildly exhilarating, promotes cordiality and has no after-clap of insomnia, headaches, or nausea—provided, of course, you get a pure, unadulterated beer. — beer meets all the specifications enumerated above.

This shows wording and illustrations, but does not suggest manner of display.

HERE’S A SIGN OF GOOD CHEER

In the pure amber beer that gives vigor and pleasure and joy. A perfect brew. Unexcelled for table use and highly recommended for the weak and convalescent. Palatable, wholesome and nutritious, — beer is the standard of quality.



No. 393

A CIGAR OF QUALITY

You take no chances if you smoke a ——. You are absolutely sure that you get a cigar that exactly suits your taste and is considerably better in quality than the price will buy anywhere else. The — is THE FIVE CENT CIGAR OF QUALITY —is sold and manufactured by —.

This shows wording and illustrations, but does not suggest manner of display.

“THE ——”

THE ARISTOCRAT AMONG CIGARS

That these are the best Porto Rican cigars we have ever seen is good word of their quality. They come from one of the leading factories on the island; the highest grade of Porto Rican leaf are used in them, and they are made as carefully and particularly as the best cigars sent out from the neighboring island—Cuba. They are distinctly different from any Porto Rican cigars we have shown heretofore.

CIGAR ADS.



No. 429

A CULTURED SMOKE

Is the — cigar. A cigar that adds pleasure to the time one appropriates for its smoking—in its unusual quality and flavor—it has an individuality that at once creates an impression of preference.

This shows wording and illustrations, but does not suggest manner of display.

A SHORT SMOKE

There are intervals day and night when you feel the need of a short smoke. Between lunch and business. Between office and home. Between trains. Between calls. Between acts. Between courses. Cigars are too long a smoke—and cost too much to throw away. It is just for these little intervals that — Cadets are made. They give you all the delicious flavor and aroma of a choice domestic cigar. They are positively the best little cigar we have ever known, at anything like the price. — the box.



No. 24

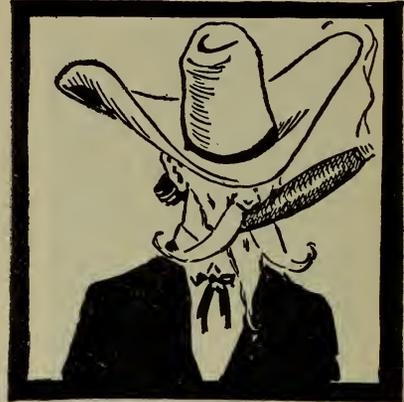
YOU'RE A WISE BIRD

If you can tell a good cigar by the wrapper. There's many a bad cigar on the inside of a Sumatra wrapper. There's many a good cigar that never saw a Sumatra wrapper. Sumatra wrappers cost a good deal—don't add one iota to the smoking qualities of the cigar—simply make the cigar look pretty.

This shows wording and illustrations, but does not suggest manner of display.

HE IS SATISFIED — YOU WILL BE

All are satisfied with their smoke. They couldn't have better grounds for contentment. The flavor and odor that come from the finest leaf tobacco are never wanting in our cigars. Old smokers accept our specials as the models by which all smoking quality is measured. Nickels and dimes obtain great consideration here.



No. 325

THERE IS DIFFERENCE IN TASTES

In supplying the demands of smokers of all tastes and desires, our task has been a heavy one. For years we have made change after change; adding a brand here, cutting out a brand there, and now, we can consistently say we have the most perfect stock of high-grade cigars in the South.

This shows wording and illustrations, but does not suggest manner of display.

IT'S PURE HAVANA, SUH!

The — brand is one of the very choicest products of Havana and has only recently been brought to this market in sufficient quantities to give it wide acquaintance. For many years it has enjoyed the highest degree of favor among the comparatively few connoisseurs who had learned its exquisite qualities. It has long been especially popular with navy officers, the — Perfecto being the ward-room smoke *par excellence*. We are now enabled to offer a complete line of sizes in this brand, in cigars especially selected for their choice color and workmanship.



No. 236

YOU WILL SURELY AGREE WITH US

that a box of cigars as a remembrance is always in good taste. Thackeray, you remember, causes a cigar to be the cementer of friendship. If, therefore, you are thinking of sending something to your friends at Christmas—what can be more acceptable than a box of good cigars? You see if that box contains one hundred cigars your friends will have occasion to think kindly of you one hundred times. (Turkey lasts one day.) May we not send you a few boxes for your inspection on the terms below named?

This shows wording and illustrations, but does not suggest manner of display.

WE ARE READY FOR IN- SPECTION

We feel confident we can suit your particular taste. Don't labor under the fantastic delusion that because you are smoking a fairly good cigar there is no chance for improvement. We've got cigars to suit all mankind.

CIGAR ADS.



No. 150.

IF YOU'RE GOING OUT IN THE AIR

boating, driving or playing some game, you do not need the finest cigar—in fact, it's a shame to smoke them. A smooth drawing, sweet blend will taste better. It is after dinner that a pure Havana speaks of quality and the refinement of enjoyment itself. Now we have cigars for all at most pleasing little prices in the city.

This shows wording and illustrations, but does not suggest manner of display.

IT'S UP TO YOU

to try our — *cigars*—we've done all we could to furnish you fine ones. The tobacco in our cigars is long filler and of the best quality, and the people who roll them thoroughly understand their business. So, as we said before, it's up to you to smoke 'em. If we can succeed in having you make a trial of one cigar, you are very likely to finish the box.



No. 390

SAMUEL SMILES

— Cigars.—A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a day dream, a reverie.

This shows wording and illustrations, but does not suggest manner of display.

DID YOU TRY IT?

We advised in yesterday's ad particular smokers to try our five-cent smoke, ——. Did you heed the advice? If you did you profited by it. If you did not there is still time to "mend your ways." This cigar is a good one from any and all standpoints. No fancy labels or boxes to eat up expense and you get the extra quality for the lack of the "fixings." Try this cigar, 6 for 25 cents.



No. 436

THE CIGAR QUESTION

Don't buy a name—buy a cigar.

A cigar can change its name and prove an alibi for every day in the week. Come and choose carefully from an assortment—the greatest in town.

This shows wording and illustrations, but does not suggest manner of display.

Gentlemen—If a man offers you a ——— cigar and tells you it is a 10-cent cigar,

HE IS TELLING THE TRUTH

The mere fact that he paid 5 cents for it does not necessarily put it on a basis equivalent to the usual factory-made tobacco-sandwich.

THE ———

is equivalent to any 10-cent cigar on the market, a statement which you will readily confirm after the first three puffs. Invest a nickle and try one.



No. 396

"THE —"

It is a pretty smoker, good shape, tempting looking and well made of the cleanest, brightest, best tobacco grown. It possesses a mild, rich, fragrant aroma of such exceptional quality that it cannot be excelled. A halo of satisfaction gleams from the face of every man who smokes this cigar.

This shows wording and illustrations, but does not suggest manner of display.

LISTEN, MR. SMOKER!

We're going to take you into our confidence and tell you just how we can afford to sell these Clear Havana cigars for 4c, 5c and 6c each. — Bros., makers, Baltimore, Md., shipped these cigars to a local firm. The case was lost in transit and the railroad settled with the shippers. Later the case turned up in the railroad freight house and the railroad sold us the cigars to get back some of the money they had to pay the consignor for the loss of the case.



No. 416

A CIGAR THAT WILL BEAR INSPECTION

That's the —.

No matter what cigar you HAVE been smoking, you'll be the better and happier by smoking — in the future. It is a superb cigar, made from the best leaf, thoroughly ripened, and makes a delightful smoke. We can't expect to convince you by mere words—just try one, and you'll convince yourself. Join the ranks of HAPPY SMOKERS by smoking the — cigar.

This shows wording and illustrations, but does not suggest manner of display.

THE — CIGAR

A cigar that beats anything in its line for quality and price. It has that fine aroma that satisfies the most fastidious smoker. If you've smoked 'em before, you're still smoking 'em. They're good.



No. 269

HELLO!

Yes, they're coming, and you'll enjoy them too. The brand? Why,

of course, the best nickle cigar on the market. Smoke one and you'll order a box.

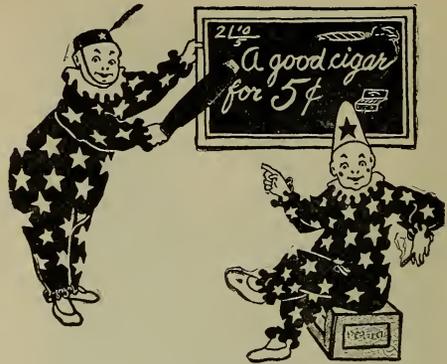
A NICKLE A TRIAL

And worth just twice the money.

This shows wording and illustrations, but does not suggest manner of display.

SAVE 1-2 YOUR CIGAR
MONEY

And get just as good quality. We know it is possible to get a good cigar for a nickel—one that will burn clean and even and one that is made right. Call for our — brand. They're packed in cans—always fresh and sufficiently moist. Try one. You'll buy another.



No. 102

HERE'S A POINTER FOR YOU

If you haven't already done so, invest a nickle in a —. Once tried, and it's a dollar to a doughnut that you'll never smoke another brand. A choice filler with a Havana aroma that is sure to please.

This shows wording and illustrations, but does not suggest manner of display.

ORDER A BOX BY TELEPHONE

Most everybody who has ever smoked imported Havana *cigars* has smoked — Panetelas—no other cigar imported from Havana is known to as many people. It is a very mild—fine flavored, occasional smoke, desirable for use when larger and heavier cigars are unsuitable. The leaf of which this cigar is made is grown on the plantations operated by this company and is now strictly uniform in quality, so that there is no variation in the different shipments as received from Havana.

CIGAR ADS.



No. 426

BEAR THIS IN MIND

You may be a good judge of cigars and still be taken in on a purchase. You can't be blamed for being nipped once, but it's your own fault if you don't profit by the lesson of experience. Why are you so perfectly safe in coming to us for your cigars? We handle good cigars. By this we mean not only that we handle good brands but we keep our cigars in good condition, neither too damp nor too dry. The condition of a cigar has much to do with its smoking properties.

This shows wording and illustrations, but does not suggest manner of display.

OUR PET

hobby is to be able to hand over our counters just what every man likes best in smoke. The result is that you can get what you want at our stores, either one at a time or in large quantities, and as they should be—moist, fresh and fragrant.



No. 433

IT'S REALLY FUNNY

When you stop to think of it —that a man should pay ten cents for a cigar, when he can have just as good a smoke, and often better in a — for five cents. Every time you buy a — you put

FIVE CENTS
in your pocket.

This shows wording and illustrations, but does not suggest manner of display.

YOU'VE JUST A BARE CHANCE

You ought to knock when you get a poor cigar—and you don't know who made it—how are you going to avoid the other brands of the same manufacture? Don't you see that there is no way to prevent dishonest or incompetent manufacturers from repeatedly imposing on you by offering you unidentified brands of different names? We sell banded cigars of known quality and reputation.

CIGAR ADS.



No. 233

SEEIN' TH' SIGHTS

Vacation trips are certainly delightful, but to the smoker none are complete without his cigar case is filled with good cigars. Take with you a box or two of the well-known — Perfecto Cigars. They will add greatly to your enjoyment. They possess a rich Havana taste and a fragrant aroma which distinguishes them from all other cigars and satisfy the most critical smoker.

This shows wording and illustrations, but does not suggest manner of display.

IT'S NO PUZZLE

To pick out the man who smokes our special 5 cent cigar. Signs of nervous prostration are not depicted on his countenance, but rather self-satisfaction and content, for he knows a good thing when he sees it. Our — 5 center is all right every way; but if you like something even better, nothing can fill the bill more completely than our — at 10 cents.

CIGAR ADS.



No. 243

EVERYBODY NOSE

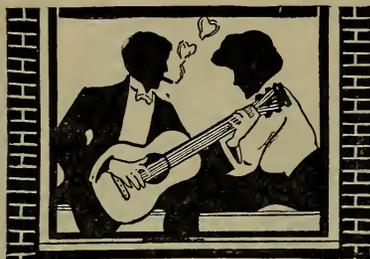
The more you know about cigars the better it is for us—the better it is for you. If you are not a judge of cigars you must trust the manufacturer. Here is where reputation comes into play. The — perfecto cigar is made by a large successful house, whose reputation for producing high grade goods has long been established. No other cigar is enjoyed so universally as this popular brand and its high standard is always maintained.

This shows wording and illustrations, but does not suggest manner of display.

A MATTER OF TASTE

Some men may prefer a clay pipe to the best cigar, but a man who really enjoys a good smoke will tell you that the — is the best cigar for the money he has ever smoked.

THEY'RE FIVE CENTS,
THAT'S ALL



No. 373

SMOKE A CIGAR IN TUNE WITH YOUR TASTES

Try this Tobacco Shop for your next

CIGAR

and you will continue trying it, for not only will you get the best smoke, but positively save money. The good smoker and the connoisseur all find the greatest satisfaction in their purchases made in this Little Tobacco Shop.

This shows wording and illustrations, but does not suggest manner of display.

WHAT SHALL I BUY AND WHERE SHALL I BUY THEM?

We know of several good reasons why you should select them here. We might mention that our stock is large, that we have many brands, sizes and colors to select from; that our salesmen know how to interpret your wishes; that they are specialists in the CIGAR BUSINESS; that we deliver to any place and at any time you say; that we aim to satisfy you in every way, and that our prices are consistent with the quality offered. Then let's get acquainted—the benefit will be mutual.



No. 358

NO HOLIDAY

is complete without good cigars. You'd be as uneasy as a fish out of water if you couldn't put your hand on a generous supply of smokers. Might as well have the best, while you're about it. The "Best Cigars" are not expensive when bought here. We have prices on cigars that are peculiar to this store. Brands which will make any day a day of rest and enjoyment for you, if you smoke them.

This shows wording and illustrations, but does not suggest manner of display.

The first question you ask about cigars is, what is the quality? The next is, what is the price? J. Pierpont Morgan and John D. Rockefeller may pay bigger money for

THEIR CIGARS

than the average smoker, but they can't enjoy a better or sweeter smoke than is offered to the man of moderate means in the — 5c cigar. He will be content and contentment is better than riches.

CIGAR ADS.



No. 176

'EAR YE. 'EAR YE. 'EAR
YE

Every smoker has at one time or another been imposed upon with a cigar that pulled his neck out of joint with every puff. Not so however with

THE —

Every time you smoke a — you know you are enjoying your smoke. All it costs you is

A NICKLE

and you can't duplicate it for double the money.

This shows wording and illustrations, but does not suggest manner of display.

SMOKE UP, FELLOWS

Don't get disgusted with cigars in general because you are not getting what you want. If you are not getting value in you cigar purchases you are not patronizing this store. Here you are sure of getting your money's worth. You can also get just what you want here—the variety is large.

CIGAR ADS.



No. 238

“CONCENTRATED SOLACE”

A smoker's joy is complete when he uses one of these full quality cigars. They have the pure tone of a cigar well made from first class tobacco. They are cigars which give to the smoker a feeling of pleasure and contentment. For five cents you get a smoke that is a solace concentrated.

This shows wording and illustrations, but does not suggest manner of display.

“UNCLE OSCAR”

He's perfectly contented when he gets one of our — cigars —and got it at a price that he can get a box if he wishes without feeling the expense. Everyone admires the fine workmanship, rich flavor and general enjoyable qualities of our — cigars. It is the best five-cent cigar made.



No. 149

WHEN OFF DUTY

And you want a good smoke but haven't time for a long one, buy a —, five cents. In this little roll of fragrance, you will find everything for satisfaction and nothing to displease. If not acquainted with our —, try it.

This shows wording and illustrations, but does not suggest manner of display.

DO YOU ENJOY YOUR CIGAR?

A cigar must have at least one essential point—quality—if it is to appeal to the smoker. The man who smokes regularly soon discovers whether he is getting quality at a cigar counter and acts accordingly. Our cigars must have quality before they are permitted to go in our cases and this is proven daily by the increasing number of regular customers who buy their cigars exclusively here.



No. 17

A WORD TO SMOKERS

We want to particularly appeal to those of you who know and appreciate from experience a real, good smoke. We want you to try this new cigar of ours, —. We know it to be a good cigar. Many who have tried it say as much and more for it. Now we want you to try it. A five-cent cigar, or 6 for a quarter.

This shows wording and illustrations, but does not suggest manner of display.

ALL HAIL THE VICTOR

If you're looking for a cigar that will knock the spots out of anything else at five cents, you will find it in the — Cigar. This cigar is better from any point of view than any other at the same price. A good, clean honest smoke, at a good, clean honest price. That's the — for FIVE CENTS.

CIGAR ADS.



No. 444

THE "RAPPER"

of a cigar does not tell you the quality of the filler. But we tell you that selected long Havana filler is all that is used in — cigars. After you have smoked one you won't have to be told. The flavor and fragrance will be such that you cannot possibly mistake the quality of the cigar except that you may think it a much higher priced one than it is.

This shows wording and illustrations, but does not suggest manner of display.

You want a well-balanced cigar—that is, one that's neither too strong nor too mild. The — is just right. If you ask for a

STRONG CIGAR

you get one "just strong enough"—if you ask for a mild cigar you get one "just mild enough"—something which can't be said of most cigars. That's the —, for five cents.



No. 251

A TRICK WORTH TRYING

Do you smoke? If so, have you tried our — cigar? A regular 10c seller, but now selling for 5c. If you have tried them you are a regular customer and and if you have not, come in and get one and you will be a customer. The ladies who are in the habit of buying hubby a box of cigars can make no mistake in buying the —. A box of 50 for \$1.90. We sell them this way 'cause we are selling the kind of cigars you're wanting at prices you're tickled to pay.

This shows wording and illustrations, but does not suggest manner of display.

WORTH 'OWLING ABOUT

When you want the real genuine Owl—made of selected leaf, mellowed by the tropical suns and blended by the most expert makers—it is usual to deposit the customary fee of five cents on the cigar man's counter for each and every Owl you buy.



No. 143

CIGARS OF QUALITY

Any person familiar with this store's reputation would expect to find none but good cigars in our cases. Those who are not acquainted with the standard maintained here are invited to come in and test us. Any cigar you may choose—and we have the size, color and brand you prefer—will be fully up to your most sanguine expectations. Try us.

This shows wording and illustrations, but does not suggest manner of display.

If you want to smoke a good cigar that's

FIT FOR A KING

one that will stand the test of the most fastidious smoker, you should smoke a —

This cigar is worth double what we ask for it. We said this before and we say it again.

FIVE CENTS

will prove our assertion.



No. 203

THE SMOKE OF ROYALTY

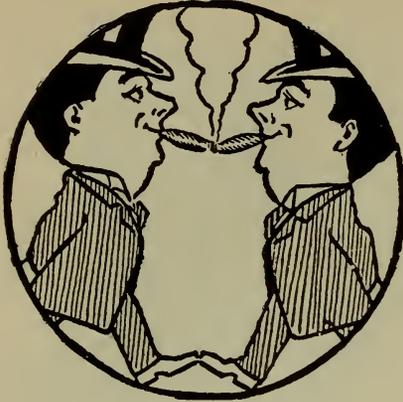
The tobacco used in — cigars is prepared by a method which requires two years to complete. It reaches the factory ripened, mellowed, enriched and refined by wholly new processes of fermenting and blending that intermingle all its aromatic qualities and bring them out to perfection.

This shows wording and illustrations, but does not suggest manner of display.

QUITE A BREEZE

Our plan of advertising the — cigar during the past year has created "quite a breeze" among the smokers and even in business circles. The all-prevailing smoke is the fragrant incense of the — cigar, which thousands are learning. It possesses the true Havana flavor—a delicious smoke that satisfies every requirement of the smokers' exacting tastes. It is absolutely healthful, and no matter how freely indulged in, it will not cause that dull or shaky feeling which follows the use of some cigars.

CIGAR ADS.



No. 166

HERE'S A LIGHT,

Medium or dark cigar, according to your taste, but all of the same quality—the best. No matter what price you choose to pay for your smoke, you are assured of excellent value in our establishment. What would you like—all Havana, Havana filler or all domestic? They are all here to pick from.

This shows wording and illustrations, but does not suggest manner of display.

TALKING ABOUT CIGARS

We would say—and stand by our statement—that for a mellow, ripe flavored, palate tickling, all 'round satisfying smoke you can't pick up a better cigar for the price—10 cents the one, \$2 the box of 25—than the

Large assertion with larger proof by thousands of men who have tested the



No. 38

DO YOU WANT SOLID COMFORT?

You can get it in a —, a cigar with that Havana aroma that makes you feel as though you have your every desire of the world. This solid comfort costs you the trifle of Five Cents, and is made only by

This shows wording and illustrations, but does not suggest manner of display.

GIRLS—HERE'S AN IDEA

If he smokes, get him a box of — cigars. Nothing will please him more. He will admire your good taste, and love you more than ever.

MEN—If you care to enjoy the holidays, lay in a box of —. Your Christmas dinner will not be complete without them.



No. 108

KNOCK OUT THAT POOR CIGAR

We are giving better cigars for the money. The price part is important, but it isn't everything, and in fact it is the easiest part of our duty to the public. Our application to the cigar business of the modern principles of direct-buying, direct-selling — cutting out intermediate profits and utilizing all the advantages of an enormous outlet—makes the giving of better quality-for-price a simple matter.

This shows wording and illustrations, but does not suggest manner of display.

IT'S WORTH IT

Whichever way you look at it —coming or going—you can't beat the — for goodness, flavor, aroma and price. It is a cigar that is free from foreign odors—the name — as its manufacturer being its *guarantee for purity*. It is a cigar that is more than full of value, as you pay one half of what it's worth. The price—5 cents. The maker —.

CIGAR ADS.



No. 273

“ANNA HELD”—THE CIGAR OF QUALITY

Everything that makes a smoke better, enters into the manufacture of “Anna Held” cigars. The tobacco is selected in the seed; planted, cultivated and harvested under the direction of experts—cured, sorted, mellowed, graded, fermented and blended especially for Anna Held cigar—5c. The product of the American Cigar Company's exclusive system which insures absolute uniformity of quality and flavor in the millions of them which are made. You save nearly half the former cost of a good cigar by buying the “Anna Held,” and get an exquisite smoke.

This shows wording and illustrations, but does not suggest manner of display.

It tickles the palate—that's what the — does. A rattling good cigar for the money. As good as any ten-center—better than any five-center—and all it costs is A NICKEL A TICKLE.



No. 18

HIS MAJESTY'S FAVORITE

Go around the world *cigar* hunting, and when you taste a — you'll wonder why you traveled so far from home. For the — is a cigar of quality, despite its low price of 5 cents for one, \$2.00 for a box of fifty. Settle down to solid enjoyment with a — between your lips.

This shows wording and illustrations, but does not suggest manner of display.

FOR ROYAL GRATIFICATION

and genuine satisfaction, you can't get a better cigar than the —. We will guarantee this cigar to be the best cigar for the money that ever tickled your palate, and all we ask for it is

A NICKEL



No. 103

MARK TWAIN

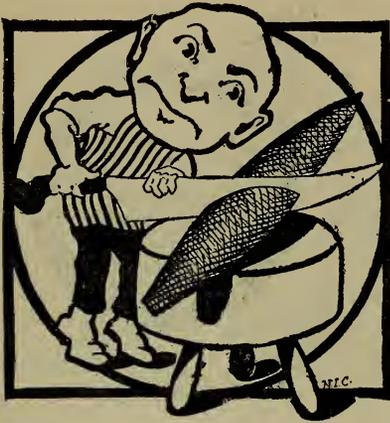
in a recent speech, says he smokes himself asleep. The — cigar, with its *delicious aroma* and flavor will afford you pleasure when awake and pleasant dreams when asleep. Smoke and be happy. Five cents — no more — worth more.

This shows wording and illustrations, but does not suggest manner of display.

THE TIRED MAN'S COM-FORTER

is a little roll of weed scarce six inches long with the magic name tobacco. Since Raleigh's day the civilized world has shared the Indian's delight. Our modest share in the business of bringing peace is the manufacture and supply of — cigars. From heart to wrapper it's a wholesome, aromatic soother for the man of work, worry and care. Five cents for one.

CIGAR ADS.



No. 44

PURE ALL THROUGH

If you were to cut open one of my — Cigars you'd find in the inside a good, clean, pure filler. That's what gives the cigar that fine *Havana aroma* that the smokers like so well. The fact is that the smoker will get as much satisfaction out of a — Cigar for *five cents* as out of any ten-cent cigar that's sold.

This shows wording and illustrations, but does not suggest manner of display.

THE LEADER

in cigars—the cigar that stands in the first rank—the cigar that satisfies the most discriminating smoker—is the —; worth ten cents; sells for

FIVE CENTS

There's only one way to prove it—try one.



No. 277

If you're looking for

A SWELL SMOKE

you can't do better than get a —, a Smoke Suited to the Swellest Sort of a Swell and the ordinary individual as well.

Easily worth a dime; all it costs —a *nickel*.

This shows wording and illustrations, but does not suggest manner of display.

GET A GOOD ONE

When you get a — CIGAR you know that you have a cigar as clean and good on the *inside* as it is on the *outside*. Some cigars are sold on their *outside* appearance. Not so with the —. THE LEAF from which this cigar is made is the very best obtainable, is uniform in quality, delicately flavored, and makes a really delightful smoke. Don't take our word for it. Try one yourself.

CIGAR ADS.



No. 15

NOTHING DOING

“ Say, pal, dat guy is smoking a good cigar. Let’s foller him an’ get de butt when he trows it away.”

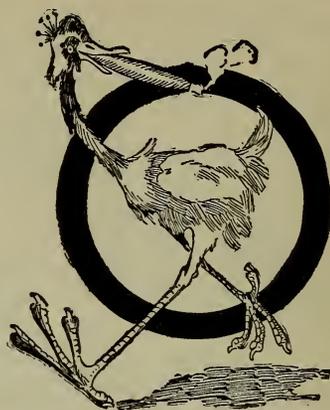
“ Dey won’t be no butt. He’ll smoke it all up ’cause it’s a — *Cigar*.”

Yes, it’s a fact. *When a man smokes a — Cigar, he finds it so good that he puffs at it to the last atom. “ Dey ain’t no butt to the —.” The whole cigar for Five Cents.*

This shows wording and illustrations, but does not suggest manner of display.

IT’S WORTH A DIME

Over and above all others, that’s the — *Cigar*. At the price it sells for, no other manufacturer has been able to touch it — let alone equal it. The truth is, it’s worth 10 cents; the fact is, it costs a *nickel*.



No. 153

THE “EARLY BIRD”

knows the — *Cigar* leads all other five-cent cigars. Its fine Havana aroma, its excellence in quality, and not the least, its price, FIVE CENTS, brings it to the front. There’s none better for the money.

This shows wording and illustrations, but does not suggest manner of display.

PLEASURE PUFFS

You haven’t a preference in cigars but what we can probably supply. Our stock is always kept right up-to-the-minute and the goods are always in perfect smoking condition. That’s quite an art in itself, but it has won us custom. Make it a point to try our cigars next time you buy.

CIGAR ADS.



No. 19

WE TAKE THIS STAND

on the *Cigar* question—if you can appreciate hustling enterprise and up-to-now business methods, sprinkled with courteous treatment, and a store chock full of fine cigars kept perfect, under the most approved sanitary conditions, the ——— cigar store, ——— street, should command your patronage and the patronage of all those who are particular what they smoke.

This shows wording and illustrations, but does not suggest manner of display.

For a good smoke

FOLLOW THE TRAIL

to the Sign of a Good Cigar. When you see a ——— label on the box, you may be sure you're on the right scent. There isn't a ten- or a five-cent cigar on the market—bar none—which is the equal of the ———, and all it costs you is FIVE CENTS.



No. 65

WALK IN, MR. SMOKER

You'll heartily enjoy a visit to this establishment if you are interested in fine cigars. Cigars sold by us are calculated to appeal to your judgment as to quality and sense of economy. Finer cigars you will find nowhere. Either in quality or price they cannot be surpassed. The more you know about our cigars the more you will endorse this statement. Upon the price question we are sure to agree.

This shows wording and illustrations, but does not suggest manner of display.

NO CART TAIL

BUSINESS FOR US

We have a big store full of quality cigars and tobaccos. No matter what your tastes may be —whether you favor imported or domestic cigars—here's where you get suited all around every time.

CIGAR ADS.



No. 298

THE STORE OF QUALITY

The stock of cigars we carry regularly to supply the box trade demand would swamp three or four ordinary cigar stores, so there can be no comparing this with the ordinary cigar "emporium." This is more in the nature of a clearing house, able to distribute vast quantities. Here you'll find the brand you like, the quality you want—and at the price you want to pay.

This shows wording and illustrations, but does not suggest manner of display.

Did you enjoy the game? You certainly did if you smoked a —, the best *cigar for the money* that has ever been offered. Made of tobacco equivalent to that of any ten-cent cigar. You can't make a mistake if you smoke a —. **FOR FIVE CENTS.**

CIGAR ADS.



No. 31

YOU TAKE NO CHANCE

A good smoke is assured if you try the — cigars. Quality is apparent with every puff you take. Enjoyment is certain down to the very last draw. Better have a supply for yourself and friends. You can afford to be generous, for the — cigars cost only 5 cents each.

This shows wording and illustrations, but does not suggest manner of display.

CIGARS OF BEST QUALITY

A good cigar is enjoyed by every man. We have the cigars —either Imported or Domestic brands—and want you to enjoy them. If you haven't been smoking this kind, you had better come here and try some of our choice offerings.



No. 81

YOUR FIRST SMOKE

may not have been very pleasant, but now, at your mature age, you can't help but enjoy your smoke, if you smoke a ——. The cigar with that fine Havana aroma that is worth so much more than we ask, is the ——, at

FIVE CENTS

This shows wording and illustrations, but does not suggest manner of display.

TELL US YOUR TROUBLES

If it's concerning cigars or tobacco, perhaps we can assist you. We'll take pleasure in trying to suit your taste, no matter how particular it may be. We've been in the cigar business more than thirty years, and can show you some goods and prices worth while. We keep cigars of class, for men of taste.

FIVE CENTS



No. 168

DON'T DO IT

Don't monkey with a bad cigar. Why smoke a cheap tobacco sandwich when for five cents you can get a ——, the cigar with that *Havana aroma* that pleases the palate and makes a most enjoyable smoke? That's the price,

FIVE CENTS

This shows wording and illustrations, but does not suggest manner of display.

BUY A GOOD ONE

You've been paying good money for a bad smoke, when you could just as well have had a —— CIGAR with that fine *aroma that tickles* the tongue and pleases the palate for only five cents. Throw that ill-smelling cigar away, and in the future smoke ——, and you'll never go back to the other. As I said before,

FIVE CENTS

CIGAR ADS.



No. 388

DO YOU ENJOY A GOOD SMOKE?

If you do, I have the best Havana cigars ever made or imported. I have spent much time in selecting personally a Havana tobacco that can never again be duplicated by other manufacturers. I will and do hereby give a personal guarantee in regard to the exquisite quality of these goods. They are not encumbered with paper bands. Paper rings on cigars are a nuisance, and the practice is being discontinued by the best Havana cigar factories.

This shows wording and illustrations, but does not suggest manner of display.

TRUE JOY

—a nice girl and a good cigar. You find the girl, we'll furnish the cigar. If you smoke the — cigar you'll be happy whether you have the girl or not. There is no better ten-cent cigar made for those who enjoy a really good smoke.

CIGAR ADS.



No. 350

WOMEN LOVE THE SMOKE

of an — cigar. It is so fragrant and delicate that much as they dislike the smell of ordinary tobacco, they enjoy the odor from an — cigar. Try one to-day after dinner. You can enjoy it in full confidence that you'll not be asked to stop, or even to get out of the best room in the house.

This shows wording and illustrations, but does not suggest manner of display.

HIS FAVORITE BRAND

The favored brand among all good judges of *cigars* is —. Being Cuban hand-made, with a choice Havana filler, wrapped with the finest grade of Havana, they offer an especially sweet smoke. Their quality is always uniform, owing to the skill with which they are rolled, and experience used in selecting the stock.



No. 211

YOUTH'S LIGHT WEIGHT CLOTHING

When you can buy reliable clothing that will stand the test of hard wear, what's the use of experimenting? You may buy inferior makes of clothing but does it pay in the end? Are you satisfied with the results; would not one good suit for that boy be a good investment, rather than two of a cheaper grade. You can pick up some good values in our young men's department just now.

This shows wording and illustrations, but does not suggest manner of display.

BETTER GET IT

On the level now, didn't you wish you had a TOP COAT when the mercury took its sudden little drop the other day? Take the hint and don't wait any longer. We have 'em correct for young men or old, for business or pleasure. The weights are just right for Fall and there are enough varieties and patterns to suit anybody. The prices range from — and up.

Hats, Underwear, Suits—all in the latest Fall Styles.



No. 326

WEATHER REPORT

Prices—like the thermometer —DOWN!

It's natural, that as Winter progresses, and the mercury goes down, our suit and overcoat prices should shrink. That's what happened, and it affects our finest overcoats and suits to the extent of several dollars in your pockets.

This shows wording and illustrations, but does not suggest manner of display.

HOW ABOUT A WINTER-WEIGHT SUIT?

All during the month of December we experienced a heavy business on suits and overcoats—while other stores were selling mainly furnishings and holiday goods. Especially noticeable was the demand for young men's clothes—by young fellows of discriminating tastes and critical judgment. The reason is obvious; distinctiveness of design, exclusiveness of fabric, and the faculty of always retaining their shape under the most exacting conditions, have won our garments a most envied position in the favor of these same young men.



No. 123

HIGH QUALITY, LOW PRICES

We're still harping on the same old tune about those Overcoats. An Overcoat bought now at the prices we are offering them, is a gilt-edged investment. You still have two months to wear one, and next year it will be as good as new. If you're wise, you'll take this hint before the stock is closed out.

Our medium weight all wool suits are just right in this weather. The prices on these have also been reduced. Come and see for yourself.

This shows wording and illustrations, but does not suggest manner of display.

STAND OUT

Display your individuality. Do not adopt a style. Rather adapt a style to your personality. This is only possible with a great variety of modes to select from. Our display comprehends all that is new in style and fabric for the season. Our prices are within the reach of any purse.



No. 195

SMART CLOTHING FOR YOUNG MEN

Ever stop to admire a smart, business-like man on the street? Like the looks of his suit or overcoat, the way it hangs, the smart appearance it gives him—something different from the other fellows, eh? That's the kind of clothing we can furnish you. Good, honest, stylish, union tailored clothing at small profit, cash store prices.

This shows wording and illustrations, but does not suggest manner of display.

SOMETHING WORTH BLOWING ABOUT

No effort on the part of a high class custom tailor could produce garments that possess lines of more graceful contour or character than our Paletote and Paddock overcoats. We've designed a series of models in these overcoats with our new "Concave" shoulder and "Close-fitting" collar that express the best in tailor craft.



No. 213

BEAR THIS IN MIND

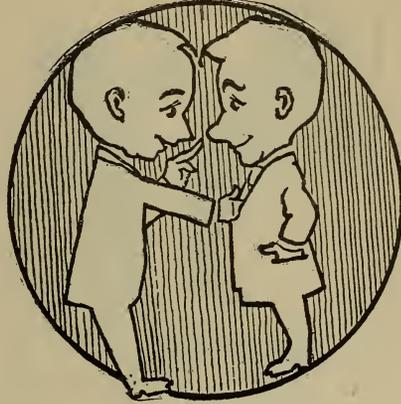
Our spring stocks of fine clothes are now at their best. We give you what we think the best the world affords. The demand on us for good clothes has never been so pressed. Preparations made for this season far surpass anything we have ever shown in greatness of stocks, in variety of styles and in assortment of fashions.

This shows wording and illustrations, but does not suggest manner of display.

TEDDY BEARS

Are going out of style, and so are overcoats. If ever a man wants smart, prim, handsome clothes, it's when the first warm days appear. Nowhere can the most particular man find a finer, fresher, or more satisfying stock to choose from than is here at this moment. Yet, with all the character and style which our good clothing possesses, prices are as low as a careful man could wish.

CLOTHING AND FURNISHINGS ADS.



No. 93

Confidentially, my friend, you need a new suit, and luckily for you we have a

SALE OF SUITS

on this week. We will soon need the room for our Fall stock and have reduced the prices on every suit in our store. These suits are mostly of medium weight and just the thing for late Summer and early Fall. We have any number of patterns, and as for the cut and fit—well you know our reputation. Get on a car and come over in a hurry.

If your straw hat is soiled, get a new one for little money.

This shows wording and illustrations, but does not suggest manner of display.

HERE'S A TIP

for young men, as well as older men whose tastes lag behind their years.

We have a line of suits of decided cut and pronounced patterns. Not exaggerated styles, but conservative, yet neat and stylish.

Our stock is so generous, that we're sure to suit you, no matter how critical you may be, and as for the price—well just come and see.



No. 356

BRUSH UP!

Your clothes look shabby—you need a new suit. The beauty of our worsteds and cheviots is, that you can't brush their beauty away. That's why they're so popular with men who have a regard for their appearance—and economy. A suit of these fabrics, to fit—\$——

This shows wording and illustrations, but does not suggest manner of display.

**CLOTHES DON'T MAKE
THE MAN**

“But they make all of him except his hands and face,” says old John Graham in “Letters from a Self-Made Merchant to His Son.” Just because good appearance is so important, we continually lay stress on good clothes, for “good clothes” and —— made clothes are one and the same. If we can fit your fancy we'll easily fit your frame.

CLOTHING AND FURNISHINGS ADS.



No. 340

CLEARANCE SALE

Puts all sack suits and all overcoats on the bargain list. You know the stock, you know its scope; you know how well it provides for all your needs. Every winter has its blizzards. This winter's are arriving somewhat overdue—but do you feel like wearing your shabby overcoat seventy days longer?

This shows wording and illustrations, but does not suggest manner of display.

When we say that we will make you an Overcoat or Suit for “Half Off,” we mean that we will do this for half off, the best price you can get elsewhere.

FOR \$14.00

we will produce a suit or overcoat, built to fit you, and nobody but you. The goods and trimmings we put in, are the equivalent of any twenty-five dollar garment, while the work is best obtainable.

**THE CONCLAVE SHOULDER
AND TIGHT FITTING
COLLAR**

which is the real merit in making a good fit, has been mastered by us. They are the features of every coat that leaves our hands.

Why not be stylish when it costs no more?



No. 288

IN FAST AND OUT FAST

We are doing our best to fill the store with new spring goods, but it seems as though they were carried off as fast as we can place them on the counters. There is going to be a lot of worrying done by Mr. Tailor this year, for half his customers are after our — clothing. We stand firmly behind our guarantee to equal any tailor's fit, to excel his style, and all for the same price of ordinary, ready-made clothing.

This shows wording and illustrations, but does not suggest manner of display.

WE CUT THE TAILORS' PRICES IN HALF

The general public is gradually being educated to the fact that perfect fitting clothing, tailor-made throughout and ready to wear, can be purchased at about one-half the tailor's prices. The man who is really particular about his clothes naturally comes here because the merchandise found here is always of a most dependable character, is distinctive and pleasing and much broader in scope than elsewhere.



No. 109

PROPERLY TAILORED CLOTHING

Made of proper materials will stand the test of service and prove itself worthy. The clothing we handle has the additional advantage of having been designed by the foremost experts of this age and country, and brought to the pinnacle of perfection by the best tailoring talent in the land.

This shows wording and illustrations, but does not suggest manner of display.

GOOD NEWS TRAVELS FAST

Here's good news indeed. We have gathered together all of our MANUFACTURERS SAMPLES IN

LIGHT WEIGHT SUITS

and will put them on sale on the week beginning to-day at prices that will be a great advantage to everyone concerned, except ourselves. We have rounded up every lot, every sample, everything of the sort we owned. They are all of the very latest styles in exclusive patterns, double and single breasted in serges and flannels and are to be sold out from \$—— to \$——.



No. 86

DON'T MOPE

No need of worrying about your dress because you ran short of funds. Brace up a moment and listen to us:—

We will furnish you with all the clothes you need—the latest styles at the lowest prices, and

YOU NEED NOT PAY US

until you have the money. We carry a full stock of Ladies', Gentlemen's and Children's Clothing. A fine new stock of Spring styles has just come in and are ready for your inspection and purchase.

This shows wording and illustrations, but does not suggest manner of display.

DO NOT SIT AND PONDER

about what you are going to do about the new suit and raincoat this spring. Brace right up, and come down to the store, and we will show in a few minutes the swellest suits and raincoats that ever came into the State of Connecticut. O, these new things are great. The snappiest, the liveliest, and withal the most tasteful styles you can possibly imagine. Nothing loud, you know. Everything in excellent taste.



No. 82

WE WANT THE BOYS!

The boys in knee pants and those in long pants—to know this store as the best place in — to get the sort of clothes they want. We'll state frankly that the boys' patronage is worthy the best efforts of any merchant, and that we are leaving nothing undone to deserve it. We have collected an unsurpassed stock of boys' apparel from manufacturers who make a study of boys' clothes exclusively, and with it we give the most critical attention to the attiring of each young man who comes to us.

This shows wording and illustrations, but does not suggest manner of display.

DRESS YOUR BOY WELL

The thoroughbred, stylish appearance of our *boys'* productions appeal on sight to the ideas of every up-to-date mother; their careful, sturdy making, the splendid, wear-resisting *cloths* and their decided lowness in price, appeal to her practical side. Every mother of a boy should see our stock. We carry every latest style and at every price.



No. 41

THE CUT OF OUR CLOTHES

is entirely different from the usual run of ready-made clothing. Every suit is hand-made; tailored by the highest paid workmen in America. The cutting is superb. The coat fits snug over the collar, square concaved shoulders without a sign of a wrinkle. Hair-cloth lining in the front prevents breaking or creasing. The trousers are cut wide—that's the correct thing this season.

This shows wording and illustrations, but does not suggest manner of display.

DO YOU DRESS WELL?

Discriminating and particular men will appreciate the fact that "best styles" clothes are made of all wool materials only—nothing but the best foreign and domestic fabrics are used. "Best style" clothes are up to the minute in every particular of style, quality and workmanship. "Best style" clothes embody all the features of high class custom tailoring—but at half the price exclusive tailors charge. Our assortments provide proper clothes for all occasions.

CLOTHING AND FURNISHINGS ADS.



No. 127

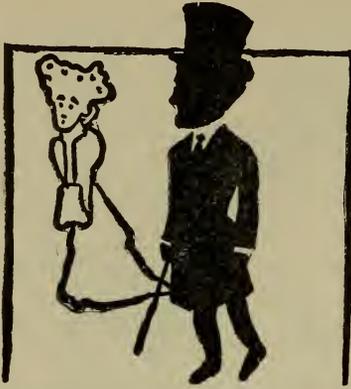
WE HAVE NO SCHEMES

for getting business, all we have to offer is the tailoring and most satisfactory price. We want to get in touch with you, we believe it will be to our mutual advantage, and we promise our best efforts to serve you well. A good way to get acquainted is to call at our store and see what we have to offer you. When selecting a suit there is often some one besides yourself to be considered. Ben Franklin said: "Eat to suit yourself, but dress to suit others."

This shows wording and illustrations, but does not suggest manner of display.

I HAVE SOMETHING TO WHISPER IN YOUR EAR

Brown is "coming in" again as a clothes color. A fashion, you know, is born, lives, dies and is re-born. So with brown. While "the multitude" has dropped it, "the favored few" are quietly taking it up. Brownish suits here in fresh patterns that are distinctly uncommon. But I have also the modish grays in a goodly range, if grayward leans your fancy. Fit and style, all the while.



No. 95

MEN OF REFINEMENT

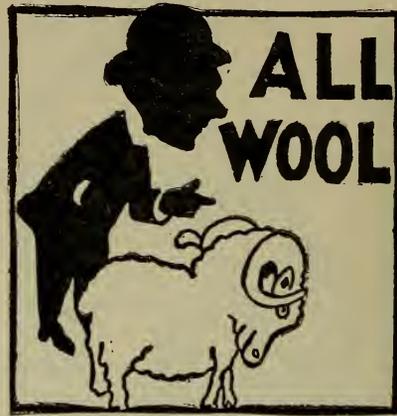
require their clothing made distinctly opposite to the loud and flashy effects noticeable in many instances. Your clothes will possess refinement, elegance and dignity when we make them. Our tailors are skillful in producing figure-fit clothing, and our price—right. We carry in stock a fine line of lawn tennis and yachting flannels and homespuns.

This shows wording and illustrations, but does not suggest manner of display.

THE HEIGHT OF SEASON

for the double-breasted frock coat and waist-coat is here, and no man who makes any pretension to dress remains unprovided with this important apparel. The — stocks are unusually well provided in these garments at all seasons, but naturally our lines are at their best at the present moment. There is not a size or proportion for the tall, stout, short-stout or regular figure that is not provided for. In fact, so complete and comprehensive is the size-assortment that we very frequently fit, without any alterations at all, men who had supposed that they would have to go to a tailor to get clothing to fit them.

CLOTHING AND FURNISHINGS ADS.



No. 170

ALL WOOL

When we say a garment is All Wool, we will back up the assertion with our reputation for honest dealing.

Apropos, we have a line of **SPRING SUITS** and **TOP-COATS** for men and boys that are **ALL WOOL** and full weight. We're selling 'em now at \$—— for men, and \$—— for boys.

Come and see us, and bring the boy along.

This shows wording and illustrations, but does not suggest manner of display.

KIRSCHBAUM ALL WOOL CLOTHES

are worn by a hundred thousand good dressers in New York and Philadelphia. They are popular in every great fashion center in America. They are offered to the men of this country at prices as low or lower than they are asked to pay in most stores for commonplace and inferior goods. You will see the force of our argument as soon as you try these clothes on. The good workmanship, the choice patterns and the splendid wear-resisting fabrics must appeal to you. You will know what we mean by "clothes that fit and keep their shape."



No. 261

WE'VE RAMMED DOWN THE PRICES AGAIN

We've got to get rid of every Overcoat in stock, as it is our policy never to carry goods over from one season to another. We have therefore decided to offer a **CLEAN-UP SALE OF OVERCOATS**

at which every Overcoat we have in stock, will be sold for from 25 to 50% knocked off its price. No better investment has ever been offered. The shrewd man will buy his Overcoat now for next year. They include the Winter Sacks, in medium and full lengths, belted and plain, and paddocks, in full assortment of sizes.

This shows wording and illustrations, but does not suggest manner of display.

LOOK AT YOURSELF!

Are those trousers that have weathered the winter thus far for you fit company for your still presentable coat and vest? There's just one thing worse than a seedy, half-worn suit—the disreputable trousers of the same suit. Get a new pair, of course. The chances are that we can give you something that will go nicely with your coat and vest.

CLOTHING AND FURNISHINGS ADS.



No. 92

NO NEED TO ARGUE WITH YOURSELF

even though you have a good suit or overcoat. Will not another be welcome if it's but to relieve a monotonous sameness? Many of these suits are of medium weight; you could not find much better for spring service. They are identified by the — label. That makes them all the more desirable —especially at ten dollars.

This shows wording and illustrations, but does not suggest manner of display.

WATCH THE WEDGE

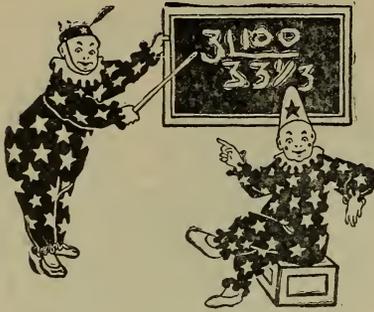
Spring is due and in order to make room for the fine new stock of Spring Goods which are piling in, we have

SPLIT THE PRICES ON EVERYTHING

in the store. **OVERCOATS, SUITS, HATS, FURNISHINGS** for Men and Boys

EVERYTHING

is going. No matter what you need, no matter what the boy needs, if its in Clothing and Furnishings, here's your opportunity.



No. 355

ONE PRICE TO ALL

A store has its character just as men have. The sensationalist and fakir is looked upon with suspicion. Business upon business basis is what the public demands to-day. This store is evidence of the success of up-to-date twentieth century merchandising—a progressive store, constantly forging ahead, and in spite of big claims, loud advertising and assertions of others, proving, demonstrating daily, that values, such as offered here, are not found elsewhere. Here are facts. Here are figures. Draw your own conclusions.

This shows wording and illustrations, but does not suggest manner of display.

OUR SUITS HELP TO SUCCESS

These sale prices help your pocketbook, too. Don't need a suit now? Won't be long, though, will it? Trousers soon begin to bag. Coat looks a little rusty. Then you'll say, wish I'd bought a suit during the sale; and remember, a well dressed man is a credit to the town; to your business, too. Come to the sale to-day.

CLOTHING AND FURNISHINGS ADS.



No. 344

WITH THE COST PRICE

Now's the time when a few dollars at this store will get for you the greatest measure of clothing values. On all lines there are honest reductions and pronounced underselling. On odd lots and broken lines the sacrifice is greatest.

This shows wording and illustrations, but does not suggest manner of display.

GREAT SPRING OPENING

This morning, no matter what the barometer and thermometer will register, we inaugurate our spring opening of men's and boys' clothing and furnishings. Our semi-annual openings have always marked an event of extraordinary interest to gentlemen who wish to dress well at small cost, and to mothers and guardians, who not only wish their boys well, but serviceably dressed at the minimum of cost. We should not say much about price at the beginning of a season, but though our stock is more beautiful and varied than we have ever been able to offer, our best efforts have been directed to the end that prices, qualities considered, should be lower than you have ever paid.



No. 232

— CLOTHING CO. DAILY
STORE NEWS

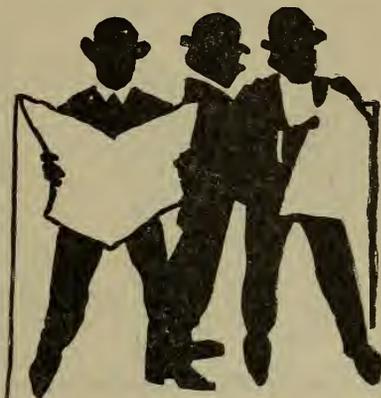
Some days seem to run to certain lines. Yesterday, for instance, more pants went out of this store than in any day we know of for a long time. Of course, this is pants season, but chances are if we wouldn't give such pants values we wouldn't be selling so many pants. We anticipate a big run on two piece suits to-day. Better come in and learn why.

This shows wording and illustrations, but does not suggest manner of display.

HEARD THE NEWS?

Our line of men's spring clothes is ready for the progressive sort of man who appreciates stylish, good fitting clothes—"the uncommon kind"—clothes that are built with as much care as any custom tailored suit—carefully worked, stitch by stitch, inside and outside, from first to last—the kind of tailoring that makes clothes hold their shape and look well as long as they last. In short, they're the very best clothes made.

CLOTHING AND FURNISHINGS ADS.



No. 229

LOOK HERE! DID YOU
READ THIS?

We're giving away half our stock of clothing. It literally means that we present to every buyer exactly half the price he would pay for the overcoat or suit. Pick it out yourself—make the deduction yourself—half the price you find marked will make you owner of the overcoat or suit.

This shows wording and illustrations, but does not suggest manner of display.

SPRING NEWS FROM —

— greatest clothing house grand spring opening of —. Fashion's fairest fancies find fullest expression. Spring is with us once more, and as we extend the season's greetings, we wish to offer a renewed welcome to our store with the assurance that we are better able to serve you in selecting your spring suit and top coat than ever. Keeping closely in touch with the latest and most popular makes, we offer this season every new and choice style, manufactured on strictly custom tailor principles.



No. 83

THE TALK OF THE TOWN

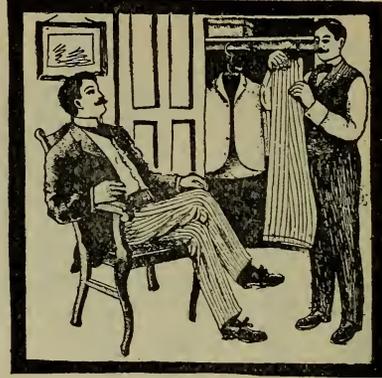
The phenomenal success with which the — 20 per cent. reduction sale met has induced us to extend this grand opportunity for a few days longer. To the man who has once worn a — suit no argument is necessary, but to the man who has been wearing the ordinary ready-to-wear clothes, we would like to say: "Just come in and try a — coat on and you will be convinced that the — has a cut and style that no other ready-to-wear coat has."

This shows wording and illustrations, but does not suggest manner of display.

IS ABOUT OUR SPECIAL TAILORED CLOTHING

It not only fully equals that of the most exclusive custom tailor, but is made by just such skill. It represents the highest possible degree in the art of clothes making. So scientifically accurate are the patterns from which this clothing is cut that alterations are seldom required. Fashion sets certain standards, taking for her models the best types of physical manhood.

CLOTHING AND FURNISHINGS ADS.



No. 260

CLOTHES THAT WEAR

When wearing our clothes a few weeks, then is when the superiority of our hand-made clothes begins to become most evident. Clothes that appear to pretty good advantage when first donned, often begin to have "that careworn look" after a few weeks' wear. It's all in the way they're made and what they're made from that makes our clothes so much longer lived than ordinary ready-made clothes. They hold their shape and are always stylish.

This shows wording and illustrations, but does not suggest manner of display.

WHAT IS CLOTHES ECONOMY?

Most of us think of clothes-economy as cheapness in the original cost; but few of us stop to consider that cheap clothes mean cheap work and cheap materials, sometimes cleverly hidden behind a presentable appearance. True clothes economy means to pay a fair price for garments that are made right all the way through; they must retain their shape and character as long as one should wear a well-made garment.



No. 386

Are you big—are you little—
are you slender—are you stout—
it makes no difference to us—we
can suit you.

Spring Suits in new spring
patterns, lent with wide collars
and lapels—square shoulders with
“that concave effect,” to fit, \$—
and up.

Top coats at reduced rates this
week.

Hats in the newest blocks.

Shirts.

Collars.

Neckwear—in fact

Everything in Furnishings for
Men and Boys.

This shows wording and illustrations,
but does not suggest manner of display.

Ha! Glad to meet you, Mister
Spring.

How about your Spring Over-
coat for Easter? If you are still
unprepared, look over our new
styles. We have the prettiest line
of Top Coats in town—a finer
line than we have ever shown be-
fore—which is saying a good deal.
And we're selling them at after-
season prices, so you might better
get yours now.

You haven't bought your Eas-
ter Bonnet yet. We have the lat-
est blocks and styles, and can fit
you with a becoming hat, soft or
stiff. Also Easter Neckwear.

CLOTHING AND FURNISHINGS ADS.



No. 158

Our FEATHER WEIGHT
RAINCOATS are all wool fab-
rics, fast color, and made abso-
lutely waterproof by a new
process.

They look well, wear well and
sell well at \$—.

This shows wording and illustrations,
but does not suggest manner of display.

LIGHT WEIGHT CLOTHES

Beginning at the underwear
and outward to the top coat.
The neatest, lightest and nobbiest
Summer Clothing you have ever
seen.

Some very fine Summer Neck-
wear.

Fancy Shirts for outing or
business wear.

Cool, light Straws for Summer
head comfort.



No. 300

We don't know who your tailor was in the past, nor who your clothier was; but we want to tell you right now that if you start in with us you will be among the best dressed men in town. We are designing new garments every day in the year, and the overcoats that we are showing to-day are considered the most swagger overcoats ever seen in this city.

This shows wording and illustrations, but does not suggest manner of display.

Pay less and dress better. There is more style, fit and finish in fit-reform garments than any ordinary tailor can give you—and there are other advantages. You don't take chances on the tailor's skill or on his ideas of style. You know before you buy. You don't pay for keeping a tailor idle half the year. Our tailors are busy year in and year out. You don't have to pay a tailor's bad debts. We sell for cash. You get a guarantee no tailor will give. Your money back for any reason or without reason.

CLOTHING AND FURNISHINGS ADS.



No. 249

Just let us butt in on you a moment. We want to call your attention to our

SUITS AND OVERCOATS

These suits and overcoats are of the best material, are stylish, and are made with snug setting collars and perfect fitting shoulders. Where you would have to pay from \$12 to \$25 in other stores, our price is

\$7.50 to \$18.00.

How can we afford to sell so low? We buy for cash, and we sell for cash—the secret.

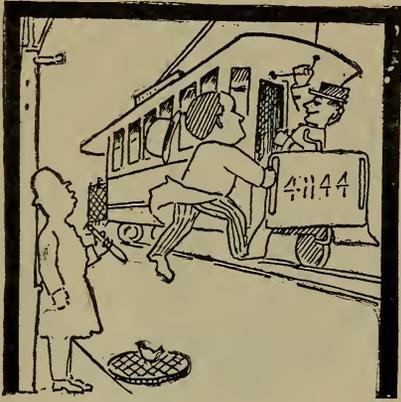
This shows wording and illustrations, but does not suggest manner of display.

WEATHER MAN SAYS

“COOL”

which means — TOP COATS. They're wearing 'em knee length this season, and of conservative cut. Ours are all stylish—you can wear them anywhere—for knockabouts or dress. And as for the price, like the thermometer, it has taken a drop.

Take the hint.



No. 321

Get on a car—anywhere at all, and you will reach us. This week it's Suits for Spring, which will carry you through the Summer. Our Serge Suits are of the purest textures, and guaranteed not to fade. Handsome Gray Worsteds, single or double breasted. Sack Suits in the latest patterns. We can fit you for \$— or \$—.

Warm weather Underwear in light gauzy weights, white, natural and delicate colors.

A full assortment in Furnishings for man and boy are to be found at —.

This shows wording and illustrations, but does not suggest manner of display.

CHEER UP

You're not too late yet. Our MANUFACTURER'S SALE

is still going on, and we are selling Clothing, Furnishings and Underwear at a greater sacrifice than ever. Here's an opportunity to fit yourself out for the Holidays from head to foot at little cost.

Our new Holiday Line is in and you can find innumerable suggestions for the Christmas Presents. At any rate give us a call.

CLOTHING AND FURNISHINGS ADS.



No. 101

HERE'S SOMETHING THAT WILL STRIKE EVERY MAN

We have reduced the prices on every Overcoat in our store, by cutting off — % from the regular prices. The Sale includes Tourists' Coats, Paddocks and the regular Box Overcoat, and they're in sizes to fit any man in town.

For the younger men we have them in sizes 33, 34 and 35 chest. At the prices we offer them, you will be wise to buy now for next season.

This shows wording and illustrations, but does not suggest manner of display.

ENOUGH TO ROUSE MOST ANY MAN

Our whole stock of SUMMER NEGLIGEE SHIRTS which comes from the best makers we know—best in cutting and finish.

Our cool, clean straw hats that all sensible men are wearing these hot days, at prices cheaper than it would pay you to clean the old one. In fact, we have on sale everything in the line of Furnishings with prices that would stagger the ordinary Furnisher.



No. 162

Remember David Harum's friend, the Deacon, who got caught in the rain? The rainy season is about due—don't let yourself get caught. Our new Spring line, which is now complete, has a fine stock of

RAINCOATS

waiting for you to snap 'em up. They are not only raincoats, but answer the purpose of Spring Top Coats, being practically the same thing except that the goods are cravenetted. Protect that Spring Suit we're going to sell you, with one of these raincoats. We have 'em from \$— to \$—.

This shows wording and illustrations, but does not suggest manner of display.

HAVE YOU A HOBBY ON HATS?

If you have a preference on soft hats, we have 'em, soft, smart and stylish. If you incline towards stiff hats, we have 'em for you, both stiff and smart. In fact, when it comes to HATS, we can suit any case and fit any face.

What about that Spring Suit you need so badly? We have a line of Spring Suits in fine domestic worsted, in sharp, clear gray, single or double-breasted.

CLOTHING AND FURNISHINGS ADS.



No. 154

WE'VE TURNED ON THE HOSE again, and we'll keep it turned on until every pair of our present stock of

HOSIERY

is sold, although we venture to say that they won't be long in selling. Besides the special sale in Hosiery, there are bargains to be had this week in every part of the store. Everything has suffered a mark-down in prices.

Better come early for the best bargains.

This shows wording and illustrations, but does not suggest manner of display.

WE'RE BOUND TO HIT YOU

We have reduced the prices on every Overcoat in our store by cutting off — % from the regular price. The Sale includes Tourists' Coats, Paddocks and the regular Box Overcoat, and they're in styles to fit any man in town.

For the younger men we have them in sizes 33, 34 and 35 chest. At the prices we offer them, you will be wise to buy now for next season.



No. 25

MEN'S CLOTHING AND FURNISHINGS

Warm, Dry Underwear is just as essential to health as it is to comfort. Of course, you ought to wear woolen underwear now, but what may be comfort to one, is a torture to the other. For "the other," we have an underwear that is just as warm and dry as wool, and DON'T ITCH—Linen Mesh, Dermophile and Fleece-lined.

If you're sensitive to the itch of wool, you should see this line.

This shows wording and illustrations, but does not suggest manner of display.

IF THERE'S ANYTHING YOU CAN'T FIND

take a look at our new Winter Line of Men's Furnishings. We have the smartest line of shirts, collars and ties in town, and they are all in the very latest style.

It's time to put on Winter Underwear—our variety of non-itchable underwear will interest a large number of men.

CLOTHING AND FURNISHINGS ADS.



No. 79

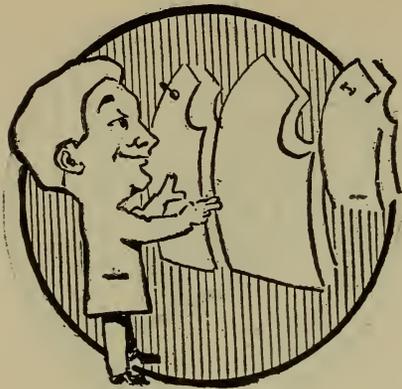
What are you looking for? CLOTHING? FURNISHINGS?

Whatever man or boy wants to wear in the line of Clothing and Furnishings, he can find here. Underwear that wears and fits—gloves, handy for any hand—neckwear in a variety of patterns not to be found elsewhere—prices lower than ever. These at —

This shows wording and illustrations, but does not suggest manner of display.

COMFORTABLE UNDERWEAR

Many a man is hot and irritable because his underwear is uncomfortable, and yet he doesn't realize it. We make a specialty of fit, abnormally stout or thin. The long or short arms or legs, yet a comfortable fitting line—and without extra cost either. Here is a variety for all—either big or little purses.



No. 48

The Fancy Waistcoat season is at hand. Just to celebrate the fact, we are offering this week some of the prettiest patterns in double- and single-breasted styles that we've ever had the pleasure of showing.

They're \$— to \$—.

A fine silk tie to go with the waistcoat. We have a swell line to pick from, \$—.

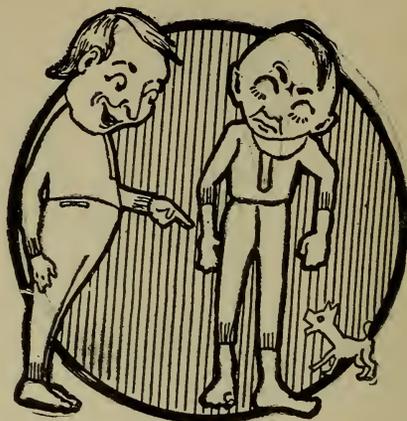
Collars to go with the tie, shirts to go with the collar; suits to go with the shirts, hats to go with the suit—in fact, everything to go with everything else in Men's Furnishings at —.

This shows wording and illustrations, but does not suggest manner of display.

FRESHEN YOUR APPEAR- ANCE

As an aid to the gradual change from winter to spring apparel, many men find the fancy waistcoat one of the stepping stones. And so we have provided a variety that's designed to please all men who like the fancy waistcoat. And whatever day you get ready for spring top coat, spring overcoat, rain coat or suit, you'll find ample assortments, ready and waiting for you here. Separate trousers, too.

CLOTHING AND FURNISHINGS ADS.



No. 219

OUR UNDERWEAR NEVER SHRINKS

Men's underwear at half price. The chilliness of the night air will make this little piece of store news doubly interesting. We have a small lot of men's heavy-weight underwear to sell for half price. Durable quality—and a grade that can be worn by men who cannot wear finest wool. The garments are finished inside with silk fleece, making them the softest and most comfortable imaginable.

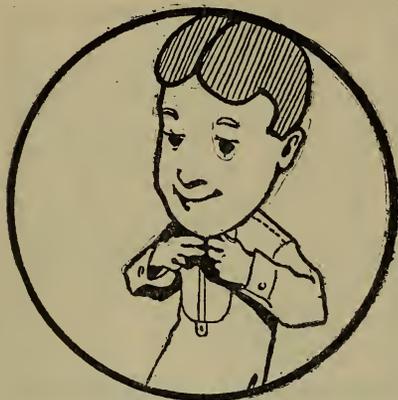
This shows wording and illustrations, but does not suggest manner of display.

PURE ALL-WOOL UNDER- WEAR

When we say a garment is ALL WOOL, we back up our assertion with our reputation for honest dealing.

Apropos, we have a line of Winter Underwear for Men and Boys that are ALL WOOL and full weight. We're selling them now at a reduction, \$— for men and \$— for boys. At these prices it will pay you to buy now for next year.

For Clothing and Furnishings, come and see us, and bring the boy along.

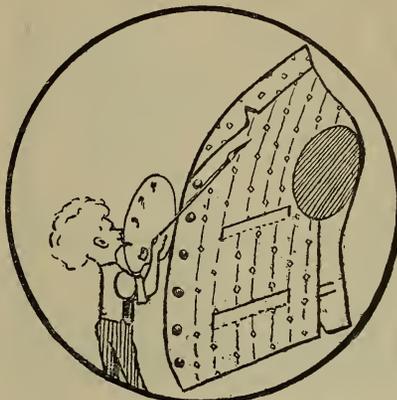


No. 331

THE SNAP-IT-ON TIE

You need to fret and fume no longer because of the difficulty in tying your bow tie. An ingenious cravat-maker has come to the rescue. He calls his tie the "Snap-it-on"—a single snap adjusts it.

This shows wording and illustrations, but does not suggest manner of display.



No. 76

We don't want to paint our FANCY WAISTCOATS in too glowing colors. But if you saw the patterns, the fabric, and the festive air they lend to the plainest suit—they're proper, you know, with almost any sort of suit—you'd be enthusiastic too.

In sizes to fit any man, \$—.

This shows wording and illustrations, but does not suggest manner of display.

DRESS SHIRTS

Fancy percale dress shirts. All stiff bosoms and two pairs of cuffs with every shirt—different styles. About the neatest patterns, considering the whole lot, that we ever saw. Not a real loud pattern in the lot. Open front and back. The shirts are strictly a high-grade brand, made up with the greatest of care from excellent qualities of percale, up to date in style and in patterns, the kind that fit comfortable around the collar, with neckbands on which the collar will set tight and without squeaking like a set of new harness. Nothing skimpy about the sleeves or the body of the shirt.

THERE'S A KNACK OF CUTTING A FANCY WAISTCOAT

that most makers have yet to learn. It isn't an easy matter to overcome the wrinkling, go-away nature of the soft fancy fabrics. Our designer does it most cleverly; it is a matter of method in both cut and tailoring. That's why our waistcoats fit so snug, and serve their purpose so admirably.



No. 258

Our furnishings are a blessing to the young as well as the old. This week—a mark-down sale in Ties—handsome, well made scarfs, shapely and good patterns at very low prices—also other bargains in Dry and Fancy Goods which our limited space does not permit dwelling upon.

Our Laundry does the most satisfactory work in town.

This shows wording and illustrations, but does not suggest manner of display.

Our line up in Furnishings is attracting attention. Some things are going at cost—Hosiery, Collars, Cuffs; some below cost—Shirts, Scarfs, Underwear, as we must have more room for our new stock which is just coming in. There's no room here for prices,—anyhow, seeing is believing. Come and see.

Who does your Laundry?

CLOTHING AND FURNISHINGS ADS.



No. 151

We have a fine crop of FALL SHIRTS to show you, and at the price we offer them, they're ripe for picking. Stiff bosom shirts in white and in neat patterns—soft bosom shirts in patterns as pretty as any we ever offered. You can have your pick at \$—and up.

Cool enough for FALL OVERCOATS, isn't it? We have 'em just right in style and price.

This shows wording and illustrations, but does not suggest manner of display.

A Fine Crop of SHIRTS, and just ripe for picking. Enough styles and patterns to satisfy any whim, and as for fit—they're cut so that the bosoms fit "as snug as a bug in a rug." In short, it's the best line of shirts we've had the pleasure of offering in a long time. Your pick at \$—.



No. 397

DON'T SACRIFICE STYLE

in order to take advantage of a bargain offer of neckties. The foulard silk neckties to be had here to-day at 25c. apiece have not been three weeks out of the maker's hands. In pattern and general effects they have looks that commonly cost double. For summer wear — especially with negligee shirts—there is nothing more desirable. A dozen different shapes with the season's best colorings, both light and dark, and including plenty of navy blue and browns.

This shows wording and illustrations, but does not suggest manner of display.

TIE CARE

A man who has a care for his appearance must remember that the incidentals of dress require just as much consideration as the essentials. In fact, more so, for the selection of a tie, a pin or a vest, display a man's degree of good taste and acquaintance with the unwritten laws which mean "good form."



No. 417

SALE OF FINE SCARFS

Scarfs which have our label to identify them, fashioned of the finest imported and domestic twills, foulards, satins, grenadines and mercerized wash fabrics in every conceivable design and color, not excepting the new shade of lavender. Practically our stock is divided into two classes, and offered at one-half less half the former prices.

This shows wording and illustrations, but does not suggest manner of display.

HAVE YOU MASTERED the Science of choosing Neckwear? One's tastefulness in this seemingly small matter often determines whether one will look positively stunning or just fairly well, for the appearance of a whole costume can be changed by simply putting on the right thing in neckwear. The new fall styles are here with the first September days.



No. 402

WE'RE UP ON GLOVES

Styles, weights, colors, qualities—all are well known to us. No shop in — keeps a more complete men's glove line. We hold our trade because we have built our glove reputation. Run in and look over "the latest."

This shows wording and illustrations, but does not suggest manner of display.

THE MODE IN GLOVES

The new spring — gloves for men. The first shipment of these famous English gloves for spring has arrived, and in style, fit and appearance they seem even better than ever before. We are exclusive — representatives for the — gloves. They are made of unusually fine and pliable leather, hand sewn and finished with one button that never pulls off. They come in English and biscuit tan shades. They are, without question, the best gloves sold for the money. Your size is here.



No. 247

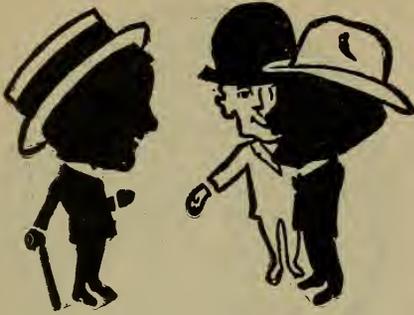
GREAT GLOVE OPENING

That's what this is; you're interested, surely. Sunburned hands are growing white again. Evidences of a summer in the free open air are gradually fading out, and additional clothing is the necessary transition. It's just here warm handwear comes in. To combine hand-comfort and style a man should wear a superior glove, something easily selected from our vast supply.

This shows wording and illustrations, but does not suggest manner of display.

GIVE US YOUR HAND

and let us fit you with a pair of gloves. Our men's *gloves* are shown in fashionable styles from both American and foreign makers of sterling reputation. The variety of styles for street, driving and motor wear is very extensive. Prices are in all instances very reasonable. Dent's English made dress and walking gloves are shown in tan, brown, gray and white. Updegraff's American made dress gloves are now shown in our Main street window. More inside.



No. 345

SPEAKING ABOUT FELT HATS

There is a smoothness about our Felt Hats that you do not find elsewhere. We have for the past few seasons devoted more energy in selecting and displaying exclusive street hats than our competitors. This season is no exception. Time to don a new head piece.

This shows wording and illustrations, but does not suggest manner of display.

VACATION HATS

Whether you choose felt or straw is merely a matter of preference—and where you're going to spend the summer. If you are to be in the country, take straw—it's lighter and cooler. But if you mean to be by the sea or high up in mountains, we would advise you to get felt.

We'll suit you well—whichever you choose.



No. 190

FAST COLORS IN SOX

Men will rush for this splendid *hosiery*, close to half price. Heretofore it was impossible to secure this splendid hosiery in America. It could only be bought in England. A Canadian manufacturer installed the necessary machines to knit them, and to introduce them, offered us the first knitting at close to half price. It was like giving them away. You share our good luck.

This shows wording and illustrations, but does not suggest manner of display.

MEN'S HOSIERY TO THE FORE

Not a long story—but like the sock, just long enough. Plain black or more or less fancy, all fast dyes, and as handsome as befits any mere man to wear. We're running 'em special for this sale only, \$— a pair.



No. 57

Our SHIRTS come direct from the best makers we know—best in cutting as well as in finish.

The bosoms set smoothly, thanks to the cut, and as for the fit, we'd no more sell an ill-fitting shirt than a misfit suit.

Dress — Negligeé — Stiff bosom—sizes to fit any man.

This shows wording and illustrations, but does not suggest manner of display.

A HOSIERY HARVEST

That's to say—for you the harvesting, for us the winnowing. We've been sorting over our stock of men's hosiery—ejecting small lots. Then some shipments arrived late—these join the gathering. A mighty interesting gathering, too—all attractive summer styles of hosiery, at an average of half price. Some very nobby silk and part silk sox at special cuts. Come make your pick.

CLOTHING AND FURNISHINGS ADS.



No. 28

A VERITABLE CONFECTION IN HOSIERY

More and varied patterns than we have ever shown before. Plain colors and in black, more or less fancy, and every pair as handsome as befits any man to wear.

What's most important, though, is that not a pair is less than fifty cent quality, and you get them this week for \$—.

This shows wording and illustrations, but does not suggest manner of display.

SHIRT SALE

Step lively or you will miss it. It's a Shirt Sale—a rare opportunity to buy a shirt. They're not shirts that we had on hand—we didn't reduce the price because we couldn't sell 'em; they are fresh stocks, bought right, and we want to close them out quick. Côme early.



No. 413

HERE'S SOMETHING TO CROW ABOUT

Something for those socially inclined. We refer to our new line of

FULL DRESS SHIRTS
which have just come in.

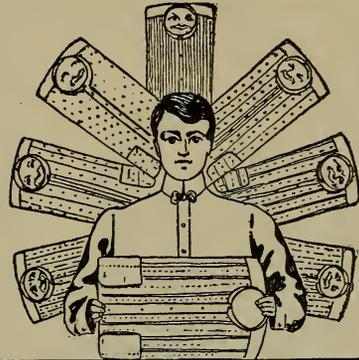
Then you'll want the proper tie, shoes, etc., to wear. We have them, too, and they're *positively correct*.

This shows wording and illustrations, but does not suggest manner of display.

WE CROW ABOUT

Fancy Bosom Shirts, gentlemen, because they are just what you've been waiting for for a long time. This is our hint for this week. You know what the Star Quality means in shirts, so there's no need of saying any more than that they're going for \$—.

And we'll guarantee the fit.



BOSOM FRIENDS

No. 169

BOSOM FRIENDS—YET NOT DEAR ONES

In fact—
They're exceedingly low in
Price

And
High in Quality.

There'll be a big selling to greet these shirts at the prices we're offering them, and every man in Oak Harbor should be on hand to get his slice of this snap. All sizes. Neat designs.

This shows wording and illustrations, but does not suggest manner of display.

Here's a hint for this week that's ahead of 'em all. It's about

NEGLIGEE SHIRTS FOR MEN

We're going to have a regular clean-up sale and will hand out in a sale for the week every Negligee Shirt we own. You know the manner of shirts with which we concern ourselves—the high character and exacting standards which govern the fabrics, as well as the tailoring. Well, just stop to think what it means when we tell you they're going for —.



No. 89

A GLOVE THAT WILL WIN IN A WALK

Made from a high-grade imported goat-skin, practically identical with a well known imported glove that sells at two dollars. All we ask is \$——.

Besides the walking-glove, we have 'em for driving and dancing, and handy enough for any hand.

This shows wording and illustrations, but does not suggest manner of display.

50c. SCARF VALUES FOR 25c.

You will go into many a haberdasher's shop and pay a half-dollar for scarfs not so good or so well made as these. The silks are excellent, the patterns are neat and desirable. The scarfs are in the favored four-in-hand style, nicely made and all spick-span—new.



No. 254

NECKWEAR SALE

We find we have too much neckwear. Here is where you can get the benefit of our overstock. One-third off is the order of the day at ——. Only high class goods, you know—neckwear that cannot be duplicated in the city—the largest, most varied styles and materials, the product of only the best makers.

This shows wording and illustrations, but does not suggest manner of display.

WALKING GLOVES

Has autumn chilliness prompted the thought of hand coverings? We carry a superior line of these important accessories to correct apparel—for both street and evening wear. May we fit you?



No. 64.

CUSTOM-MADE CRAVATS

All the cravats sold by us are made in our own work-rooms; the styles are original and the silks used in their manufacture are woven expressly in exceptional qualities under the supervision of our agents. In addition to the large stock of cravats ready made, we have a large variety of silks in the piece from which cravats may be made to order without extra charge.

This shows wording and illustrations, but does not suggest manner of display.

NEW AUTUMN TIES

Our new autumn ties are worth seeing. They are the first of the correct neckwear for this autumn. The story has a "French four-in-hand" as the hero—a tie that is wider than has been used, sure to be the most popular—it ties in a beautiful knot, and has a distinguished appearance.

CLOTHING AND FURNISHINGS ADS.



No. 315

BLESSED BE THE TIE

You'll bless our ties when you see them. We have only a few of a pattern, but a multitude of patterns, and not one of them less than a dollar quality. Four-in-hands or Imperials, Made-ups or Bow-ties, Plain colors or Fancy—every one bought for this season—this week—\$—

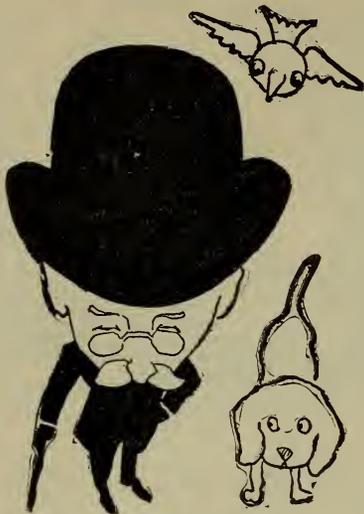
This shows wording and illustrations, but does not suggest manner of display.

TIES THAT WILL STRENGTHEN EX- ISTING TIES

A neat scarf will effect more of a change in a man's looks than any other small article of men's wear. There's food for thought in this hint. We've gathered all our scarfs together, and re-enforced them with a new line just in. Then we reduced the prices to a figure which will make this sale the most important

NECKWEAR SALE

in the history of this town. This is an opportunity no man can afford to miss.



No. 428

MEN'S HATS

Take a birdseye, or any other view of our DERBIES, and even if you are over-critical, you'll find more in them for your money than you usually get. The shapes are in a variety to fit any face, and we've enough different blocks to suit every man. They will not fade or get mushy—if they do, bring 'em back. Is this guarantee enough? \$——.

This shows wording and illustrations, but does not suggest manner of display.

LIGHT DERBIES

Light as a bird's wing—with a conforming band that adapts itself to every bump of your head.

Made of the best Argentine felts and by high-priced, skilled, craftsmen. The —— \$3 hat cannot be approached at any price.



No. 171

HANG UP YOUR STRAW HAT

and don a suitable fall block. We call your attention to the three lines of hats we carry—any one of which is nationally noted for style, service, and comfort—the newest in Dunlaps, Guyers and Stetsons. From the many new creations you are bound to find a becoming block. It's a pleasure to show these hats.

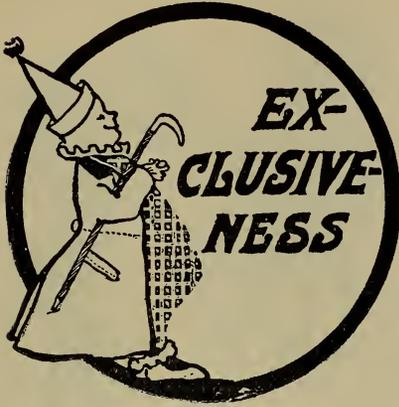
This shows wording and illustrations, but does not suggest manner of display.

THE HAT TRICK

We thoroughly understand. We have a size for every head and a shape for every face. The classy Marathon into which a fellow can put his own individual kink or turn, and the more conservative styles for the elders.

One price, \$3.00.

CLOTHING AND FURNISHINGS ADS.



No. 309

EXCLUSIVENESS

Well, there is a difference, isn't there? The difference is manifest the first time you see one of our hats. They are sold on the strength of that difference. They consist not only of more tasteful styles and superior workmanship, but in every point of excellence. The selection of the right hat adds the final touch of good taste to the well groomed man, whether you be young or old you'll find not only a style that will please you but a hat that in every way will satisfy. They are made in soft, stiff and crush, in styles that are steadfast.

This shows wording and illustrations, but does not suggest manner of display.

IN EVERY STYLE

Our spring hats for men have all the individuality that marks the smartest of the new styles—and with quality that can seldom be found for the prices. The — derbies at \$3 are perhaps the lightest derby hats ever made—and they conform to the head almost as readily as a soft hat.

CLOTHING AND FURNISHINGS ADS.



No. 279

We make a specialty of selling
\$3.00 HATS FOR \$1.50

and there isn't a store in this or any other city that can duplicate this hat for the money.

Talking about good goods at low prices, our

WINTER SUITS AND OVER-
COATS

at \$7.50 to \$18.00

are really bargains. They fit well, look well and wear well. You wonder how we can sell them so low. It's simply because

WE BUY FOR CASH AND
SELL FOR CASH

and are satisfied with small profits, that permits us to undersell all other clothing houses. Come and see for yourself.

This shows wording and illustrations, but does not suggest manner of display.

THE MONARCH

A HAT full of goodness—that's the kind we have for you. We have 'em in shapes moulded just for your face, and in quality that can't be duplicated at a much higher price. They're \$— this week.



No. 349

STYLISH HEADWEAR

Would a new hat smarten you up for the rest of the season? Choose it here. Choosing is easy with all the good styles from everywhere spread out before you. Choosing is safe when you know that we probably pay more for the hats we sell, and get better hats in consequence, than anybody else hereabouts.

This shows wording and illustrations, but does not suggest manner of display.

PULL IN THAT STRAW

As others see you—

Don't get caught without a new fall Derby—or a new soft hat. With the opening of the season we are offering our new line of

DERBIES AND SOFT HATS

in the nobbiest and swellest styles. Black, fawn and pearl are the colors of the season. The kind we offer at \$2.00 is as good in every way as those the exclusive hatters sell for double. We have some for more money, too, worth more than we ask. You'll have to see to appreciate them.

CLOTHING AND FURNISHINGS ADS.



No. 322

Midsummer is on and your straw hat is soiled. Don't waste your money on having it cleaned. It doesn't pay when we are offering

ALL OUR STRAW HATS AT — DISCOUNT

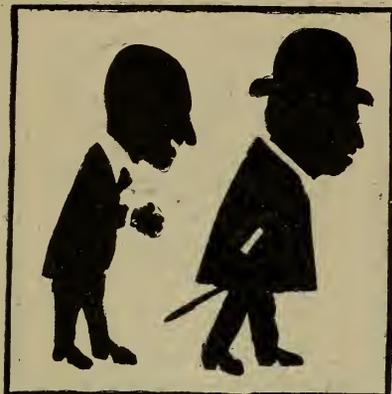
We're going to make a clean sweep of them, so get in line and pick yours out before the best are gobbled up. If you don't need one now, buy it for next year.

Get on a car and "beat it" over here.

This shows wording and illustrations, but does not suggest manner of display.

FALL HATS

Your fall hat should be correct as to style, shape, weight and price. That is what it will be if you purchase it from us. We are showing the very latest colors—pearls, browns, steels, blacks, in fact any color to suit your fancy, in soft, stiff and crush styles. At all prices.



No. 334

HAVE YOU HEARD

about those swell HATS we're offering this week? The newest fashions for FALL WEAR are as neat and trim as any we've shown for many a day. But best of all is the price. We have 'em on sale this week from \$— to \$—, and you've never seen the equal for the money.

This shows wording and illustrations, but does not suggest manner of display.

NEED A CROWN?

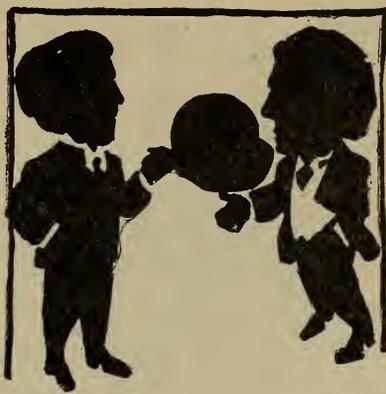
We have 'em fit for kings. The straw season is about over and our advance samples of

**MEN'S FALL HATS
ARE HERE**

They come from the most exclusive hatmakers in the country, whose models set the style the world over. Soft and stiff, they come in black, fawn and pearl—the shades of the season. In spite of the high quality, we make the prices as low as \$—.

Shirts? Ties? Clothing? Furnishings? Ask us and we'll show you the answer.

CLOTHING AND FURNISHINGS ADS.



No. 40

**CHOOSE ANY HAT YOU
PLEASE**

If you select a hat from our immense stock you are bound to get the popular style, as well as a hat which is well proportioned and becoming. Well dressed men demand our hats because their experience assures them that they are always right. The particular man buys our hats because in them he has the assurance of the style and quality that he's looking for. The man of fashion selects our hats because their excellence is proved by experience. All the new creations in the Dunlap, Stetson and Guyer brands.

This shows wording and illustrations, but does not suggest manner of display.

**LOOK AND
INSPECT**

the soft mellow texture—the feathery lightness, and honest, complete workmanship of the — Hat.

Blocked to the newest ideas in sizes for every head—and proportions to suit any face.



No. 33

TAKE IT OFF

Don't wear that heavy uncomfortable hat now when you can get a light, cool straw. We have 'em in the newest styles—split straws, Sennets and Panamas.

Are you wearing one of our two piece Summer Comfort Suits? Unusual values for \$—— to \$——. Our blue Serges are lined with cool alpaca. In spite of the fact that serges have advanced 25 per cent., we will sell you a serge suit for the low price of \$——.

For cool summer wearables, get off at——

This shows wording and illustrations, but does not suggest manner of display.

A HARVEST OF HATS

Goodness—that's the kind we have for you. We have 'em in shapes moulded just for your face, and in quality that can't be duplicated at a much higher price. They're \$—— this week.

Rather cool. That means TOP COATS. We have 'em to fit you and your pocket. Clothing and furnishings for men and boys.

CLOTHING AND FURNISHINGS ADS.



No. 178

A HAT FULL OF GOODNESS

—that's the new Fall Derby that has just come in. For quality, you can't beat it if you pay twice what we ask. For looks, you can't improve it. Models, so many that every face can find its becoming frame.

We'd like to have you examine them critically, then you'll know why they're great value at \$——.

This shows wording and illustrations, but does not suggest manner of display.

IT'S TIME FOR STRAW HATS

But before you buy, note this: All hats may look alike, at first glance, but they are not all made alike. Every hat in our stock—even the lowest priced—comes from a manufacturer of high standing and is made up especially to our order. There are various points of betterness throughout; and our name in the top of each hat is your guarantee of thoroughly good workmanship. Of course we have every favored shape and block.



No. 196

NEAT ALPINE HATS

Alpines with all the dash and go of the Panama. The same wide curling rim, the same high crown, the same jaunty air. A decided hit. Good colorings—costly and inexpensive felts.

This shows wording and illustrations, but does not suggest manner of display.

Here's a hint
That hits hard

**THIS WEEK'S THE WEEK
STRAW HATS OFF—
FELT HATS ON**

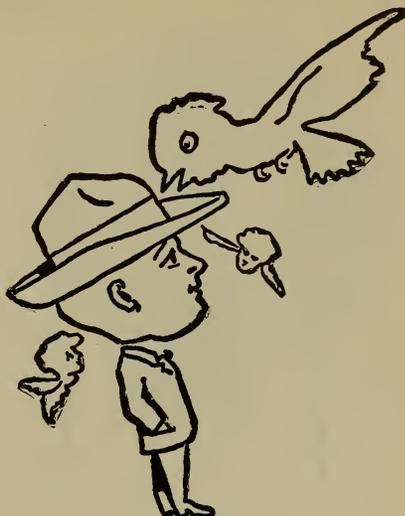
The Fall Felts are in and we're ready to hand them out for your inspection, from the extreme stylish shapes and colors, to the more conservative blocks, they are all fresh and exclusive, from the hatmakers whose models set the style the world over.

Soft and Stiff

Black, Fawn and Pearl

\$2.00 to \$5.00

Was your suit well worn while on your vacation? Our line of Fall Suits will remedy that. Take the hint.



No. 398

BEGIN AT THE TOP

How necessary it is to have a hat to fit your form as well as your head. Every stylish block is carried in every size, every size in every dimension. No trouble to find one that becomes you. The soft hat is popular for business wear. An extreme is the low crown, narrow and large shape. They're all here—and ready.

This shows wording and illustrations, but does not suggest manner of display.

GOOD NEWS TRAVELS
FAST

The good news for the week is for you who haven't bought your Fall Hat yet. In view of the fact that the Fall Season is well under way, we've decided to reduce the prices on all HATS all along the line, so don't let this opportunity slip by.

While you're at it, you'd better get your Fall Underwear, too.

CLOTHING AND FURNISHINGS ADS.



No. 239

HAND-MADE HATS

Hand-made hats are the best because the greatest care is taken to give it a distinct style, the correct materials and colors and to blend these together into a hat that will look well. And the prices are no higher than for the poorly made hats. Some fine new blocks this season. Come and look at our shapes and styles.

This shows wording and illustrations, but does not suggest manner of display.

DUNLAP—THE HAT OF QUALITY

The Dunlap hats are now ready for your inspection and we have great pleasure in showing them, not alone on account of their unexcelled qualities but the exclusiveness of style. The hat this season is much lighter weight, in fact, the ideal hat for gentlemen. Speaking of hats reminds us that we have had twenty-one years' experience in selling the different hats made in this country, with the result that we are in position to show you not only exclusive styles, but the very best values for your money.

CLOTHING AND FURNISHINGS ADS.



No. 242

TENANTS WANTED

Will you be a tenant? You have your choice—soft hats, silk hats, or derbies, which, though belonging to different classes, have many points in common.

All of a quality unusual at their price.

All of a variety of shapes not often found.

All sold with our guarantee to make right anything that goes wrong. With these inducements, **WILL YOU BE A TENANT?**

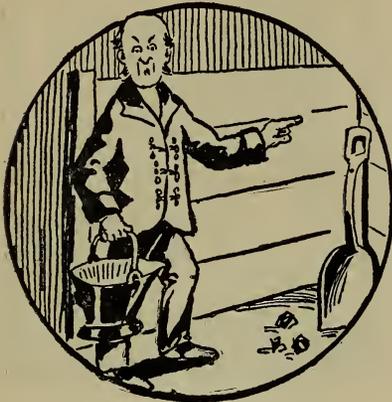
This shows wording and illustrations, but does not suggest manner of display.

OUR NEW FALL BLOCKS

which are now in are good enough to be tenanted by the best heads, big and little. You can't go wrong in any of them, whether Soft, Stiff or Silk. They look good—they are good, and will go well with your

FALL TOP COAT

which you will also get from us when you see what we give you for the money.



No. 186

How's your bin? Empty? If it is, the remedy is

— COAL

A cure for winter blues. A coal that gives more heat than any coal mined. Full weight guaranteed.

Coal, Coke and wood for winter.

This shows wording and illustrations, but does not suggest manner of display.

Did YOU look to the future? Did YOU store in your coal for the winter? Did YOU take advantage of the low price by ordering now? If you did NOT, call at once on

—
Clean Coal—Pure Coal—Heat-giving Coal. Coke and Wood.

COAL ADS.



No. 189

IF IT'S COLD, — COAL AND COKE is the remedy.

— Coke will heat up any room in a jiffy, and the cost is surprisingly low. If you've used it, you know it; if you haven't, you should try it, and you'll thank us for the suggestion.

This shows wording and illustrations, but does not suggest manner of display.

Cold? That's because your coal is poor and doesn't emit heat. You should have bought your

COAL FROM —

The cleanest, purest and best heat giving coal mined. Better order some now. Prices may go up.



No. 252

OUR COAL

will bear inspection. Hard and Soft, it is clean and full of fire. Past experience has taught you that prices go up as the winter advances. Place your order with us NOW.

This shows wording and illustrations, but does not suggest manner of display.

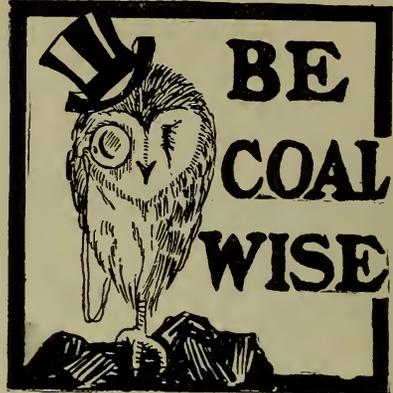
INSPECT IT

The coal that we serve you will

BEAR INSPECTION

It is clean, free from dust, and full of fire. Now is the time to put in your coal for the winter. Place your order at once and we will give it our prompt attention.

COAL



No. 231

PROCLAMATION

"The North wind doth blow and we shall have snow," and wise people will have their fuel in, ready to combat the weather. Are you a wise one? Not unless you use

— COKE

the fuel that is full of heat and leaves no clinkers.

This shows wording and illustrations, but does not suggest manner of display.

BE COAL WISE

and put in your coal now for the winter. Past experience has taught you the advisability of this move.

— COAL

comes from the best mines, and is free from dust and dirt. Don't wait until the prices go up. Order now.

ADS.



No. 177

WINTER

is not the best time to buy and stock coal. It is best to look ahead; prepare for the future and incidentally get the benefit of low prices.

In the purchase of — COAL remember you get the assurance of heat producing qualities—without the least mixture of slag and clinker.

— COAL

leaves no dirt—no rubbish and burns brightly to the finish.

This shows wording and illustrations, but does not suggest manner of display.

WHEN "THE NORTH WIND
DOTH BLOW"

you'll want to keep your house dry and warm. There's no hotter fire that will make your rooms more comfortable than one produced by

— COMBUSTIBLE COKE

A good Coke fire radiates the rooms with cheerfulness. — Coal is the best to be had. Order now for immediate delivery.

COAL ADS.



No. 97

Other people have used our coal and are more than satisfied with it.

"WHY NOT TRY IT
YOURSELF?"

— COAL is just the right kind of fuel for all kinds of weather—especially the kind we're getting now. It's not only the best, but the most economical. Don't wait until you get snow-bound. Order Now.

This shows wording and illustrations, but does not suggest manner of display.

There's money for you in good coal. When you

GET YOUR COAL FROM —

you know that you are not paying for dirt and stone. COAL from — is clean and honest all through—full of fire and heat. It's getting colder now, and you'll have occasion to test this assertion. Why not order now instead of waiting up to the last moment?



No. 145

PROTECTION

from cold is the all important question just now. March is a month of chills. You should protect your health by keeping the house warm and dry with a roaring, blazing fire of

— COKE

the best heat producer ever. —
Coal is clean and pure. —
wood is of the well burning kind.

This shows wording and illustrations, but does not suggest manner of display.

You can have solid comfort too, by keeping your stove fed on

— COKE

It's pure, it's clean, it produces a warmth, and for cooking and baking purposes it is unexcelled. Besides, it's inexpensive. Do you use it? If not, take my advice and try it.

COAL ,ADS.



No. 314

A GOOD THING IN JET BLACK—that's

— Coke

Every housewife with an eye to economy as well as quality should know that — Coke not only produces the most satisfactory heat for baking and washing, but IT SAVES MONEY.

DO YOU USE — COKE?

This shows wording and illustrations, but does not suggest manner of display.

White Diamonds may be all right in their place, but they don't keep you warm. This issue just now is Black Diamonds, the kind that produces warmth and comfort. That's
— COAL

Dirtless and clinkerless—full of fire and full in weight. If you're running short, order now—don't wait until the last Coal is gone.



No. 45

DON'T RIDE THE COAL BIN

Yes, we mean YOU. Do you know that Coke is the best heat producer for summer weather? That it burns strong and even when in action, and that it cools quickly when you want it to go out? That it is the most economical fuel to be bought? That — Coke is the best coke sold?

This shows wording and illustrations, but does not suggest manner of display.

BAKING DAY

The happiest mortal in the household is the housewife who takes a finely baked bread out of the oven on baking day. To insure good baking, she knows that the oven must be evenly heated, she knows that to get an even heat she must burn

— COKE

the housewife's friend. If you haven't used it before, and your baking has not been successful, try — Coke next time.

COAL ADS.



No. 152

“Old King Cole was a jolly old soul,” and like

— COAL

was full of fire and animation. — Coal is the king of coal, the coal of kings. Clean, dry, pure. Honest weight. Order now for the winter.

This shows wording and illustrations, but does not suggest manner of display.

Coal is King, but the King of Coal is

— COAL

At the time of the year when it requires an effort to keep the house dry and warm, you should burn a coal that is pure and clean and gives off heat to its last atom. Such coal is

— COAL

Order now—the prices may go up as the thermometer goes down.



No. 255

STOP KICKING ABOUT SUMMER HEAT

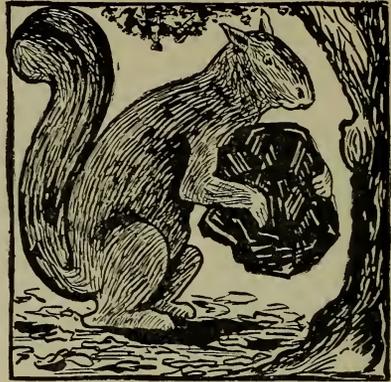
Here's a tip for you. USE
— COKE FOR THE SUM-
MER. It has every advantage
over other Summer fuel. It leaves
little or no ashes, and once you
put the fire out, the stove cools
rapidly. Aren't these good argu-
ments in favor of Coke for Sum-
mer? Place an order now with

This shows wording and illustrations,
but does not suggest manner of display.

CLEAN COAL

Kicking because there's no heat
in your coal? That's because it's
inferior coal, full of dirt and
clinkers. Our coal is notable for
its purity, freedom from dirt and
heat giving powers—and it costs
no more than the inferior coal
you've been using. Take the hint
and order from us—now.

COAL



No. 329

GET READY FOR WINTER

Have you put in your Black
Diamonds for the winter? Our
sparklers are full of fire and heat-
giving properties. We call them

— COAL

Be wise and order now.

This shows wording and illustrations,
but does not suggest manner of display.

BETTER PUT IN YOUR WINTER'S SUPPLY

BUT IT'S UP TO YOU.

If you want to wait and pay more
by waiting, you can do so, but
take our advice and place your
order for COAL with

now, and you will be assured with
clean, honest COAL at the lowest
price. It's up to you.

ADS.



No. 205

The Happy Housewives who are using

— COKE

instead of ordinary coal is our best recommendation. Her work being completed, she shuts off her fire. The heat quickly passes away, making the house as comfortable as though no fire was ever had.

Join the Happy Housewives by using — COKE.

This shows wording and illustrations, but does not suggest manner of display.

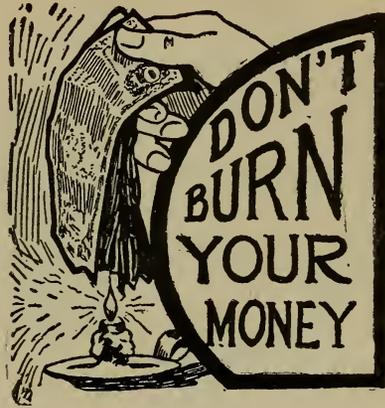
The housewife can't be happy if the oven is cold. Poor coal—cold oven—bad bread.

— COAL

Hot oven—Good Bread—happy Home. Feed your stove with — COAL and

MAKE HOME HAPPY

COAL ADS.



No. 161

DON'T BURN YOUR MONEY

We claim that one scuttle of good, clean Coal will give more heat than two scuttles of poor, dirty Coal. We claim further that in one scuttle of

— COAL

will give more heat than any other Coal. By using — Coal you save money, work and temper. if your bin's low, order more now.

This shows wording and illustrations, but does not suggest manner of display.

THERE'S MONEY SAVED
IN COAL

if you buy now. Experience has taught you that the price of coal goes up with the approach of winter.

— COAL

is absolutely free from dust, slate and dirt, and, coming from the best veins and mines, gives up more heat than any other coal sold. No clinkers.

We are the sole agents for — COAL. Order now.



No. 12

YOUR GROCER

will give you a package of Happiness when you call for

— FLOUR

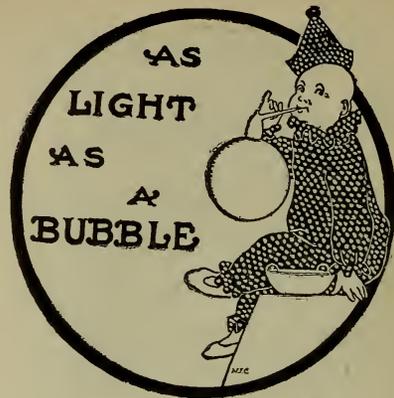
With light, sweet bread on the table, the Housewife is happy—the home is happy. There is no flour made that makes sweeter, daintier or more delicious bread, pies or pastries, than — FLOUR. This sounds like a broad statement, but it will be heartily testified to by every housewife who has used it. Can you expect a better recommendation? Join the ranks of HAPPY HOUSEWIVES and be happy.

This shows wording and illustrations, but does not suggest manner of display.

LIGHT AS A BUBBLE

That's the kind of biscuit made from — Flour. Not those tasteless hard discs of dough—but rich, creamy fellows that will melt with the butter in a mouthful of satisfaction. Sold only at

FLOUR ADS.



No. 6

AS LIGHT AS A BUBBLE

That's the kind of bread that makes the housewife happy. If you want a light, sweet, wholesome bread, you'll be sure to get it by using

— FLOUR

the clearest, purest flour milled, and made by the

This shows wording and illustrations, but does not suggest manner of display.

Yes. Here it comes. Something that will make the housewife happy. A sack of

— BEST

A flour that makes the lightest, daintiest, and most delicious bread imaginable. It has that satisfying quality, which is unattainable save from a flour of the rich glutinous wheat from which "— Best" is made. If you want the best flour, be sure and ask for "— BEST."



No. 4



No. 26

When your Grocer says "Anything else," be sure and answer

— BEST

— Best is a flour that makes the lightest, sweetest, bread, cake and pastries imaginable. Use it once, and you'll never try another. Every sack of — Best sold, is a testimonial of its popularity among the housewives. Do you use

— BEST?

This shows wording and illustrations, but does not suggest manner of display.

We bring you good tidings—fresh bread made from

— FLOUR

is always good tidings. — Flour is milled from a wheat which grows on the most fertile soil—the soil of Kentucky. Its purity and wholesomeness are attributes known to every housewife who has once used it. There are other flours to be had, but the housewife who once experiences the satisfaction obtained from — FLOUR, will never be contented with another. This is not hearsay, this is a fact. — FLOUR makes Home Happy.

FLOUR ADS.

— FLOUR

leads them all. Why? Because it's pure and has that delicious flavor, such as only comes from a wheat grown on the fertile soil of Kentucky: because it makes the lightest, purest bread, biscuits and pastries, to which innumerable housewives who use it will cheerfully testify; because it is the real source of the Staff of Life. The woman who once uses

— FLOUR

becomes an — enthusiast. Are you one?

This shows wording and illustrations, but does not suggest manner of display.

When it's good like Oliver Twist, you "want some more." And when it's made of

— FLOUR

it's sure to be good, because — Flour makes the most delicious cakes in the world. Housewives often try a different brand of flour every time they buy, but when once they buy —, they become habitual customers. There must be a reason.

Use — Flour, and you'll "want some more."



No. 246

DO YOU WANT A FLOUR that makes the lightest, daintiest, most delicious bread imaginable? Of course you do. Then you should use

— FLOUR

It makes better bread, better biscuits, better cakes, and better pastry than any other flour sold, and it has that satisfying quality which is unattainable save from a flour of the rich glutinous wheat from which — FLOUR is made.

When you say FLOUR, be sure and say —.

Manufactured by —,
Maker of Good Flour.

This shows wording and illustrations, but does not suggest manner of display.

What sort of flour have YOU been using? Probably something that looks like flour, but really is—heavens knows what. Why not be sure what you're getting—what you're eating and use

— FLOUR

Then you know that your bread, your puddings, your pastries, are pure and wholesome—good for the growing child, for the invalid, for yourself. Next time make sure it's —

FLOUR ADS.



No. 299

The phrase on the above illustration is all truth. You can't have good flour unless the wheat is good. The wheat from which

— FLOUR

is made, is grown on the fertile soil of Kentucky, which produces the healthiest wheat in the country. The greatest care is used in milling, with the result that we produce bread that is a joy to every housewife. For bread, biscuits, pie or cake, — FLOUR is ideal.

This shows wording and illustrations, but does not suggest manner of display.

Any honest Grocer will tell you that the best flour in his store is

— FLOUR

It makes the lightest and sweetest bread, cakes, and pastries and puddings. Use it now, and you'll never want to even try another. The fact that we are selling more — Flour every day is a proof of its excellence. Be sure you order — Flour the next time you bake.



No. 303

BISCUITS—YUM YUM

Oh, those delicious hot biscuits—so good and appetizing. The kind the children love because they are of such delicate lightness—when you think of these biscuits, you think of

— FLOUR

**THE KIND THAT MAKES
THE HOME HAPPY**

This shows wording and illustrations, but does not suggest manner of display.

DELICIOUS BISCUITS

Biscuits that are made from

— FLOUR

are really delicious. Not only biscuits, but pies, and cakes, and all sorts of pastries, are most appetizing when made from

— FLOUR

If you've used any other than —, try this just once and you will surely become a convert.

When you ask for flour, be sure and say —.



No. 264

Do you want some? Of course you do. You know it's made from

— FLOUR

that's why. — Flour is milled from wheat grown on the rich fertile Kentucky soil. Its purity is what makes it in such demand among housewives. Children thrive and grow well and strong on biscuits made from — Flour. It makes the home happy—it makes the children happy.

Your grocer sells it.

This shows wording and illustrations, but does not suggest manner of display.

This is the sort of Pie I got from — Best.

**I'VE TRIED THE REST
BUT — BEST
IS BEST**

It makes the lightest, sweetest, and most delicious bread, pastries and puddings imaginable. The next time you bake, be sure and use — Best.



No. 210

DO YOU WANT A FLOUR

that makes the lightest, daintiest, most delicious bread imaginable? Of course you do. Then you should use

— FLOUR

It makes better bread, better biscuits, better cakes, and better pastry than any other flour sold, and it has that satisfying quality which is unattainable save from a flour of the rich glutinous wheat from which — FLOUR is made.

This shows wording and illustrations, but does not suggest manner of display.

Do you remember when you were a little tot, the deliciousness of mother's baking? Do you still enjoy your bread and pastries as well? If not, it's because you don't use the same flour.

— FLOUR

makes — bread and pastries. Milled from a wheat grown on the limestone soil of Kentucky, it produces a bread that is light, pure and wholesome, a bread that will taste as well to you as it did when you were a little tot.

— FLOUR is used in IDEAL HOMES



No. 365

THE KIND MOTHER USED TO MAKE

Everybody is fond of telling about "the kind mother used to make." In fact, anything that mother made, from mince pies to biscuits, was an incomparable joy. The wise mother will erect a monument in the mind of her offspring, when she makes her bread, biscuits and pastry with

— FLOUR

the cleanest, sweetest, most nutritious flour manufactured. It makes that fluffy light bread that builds muscle, and nourishes the system. Bring up your children on bread made of — flour and you will

MAKE HOME HAPPY

This shows wording and illustrations, but does not suggest manner of display.

Next time you go out camping or picnicking, you will enjoy your outing so much more if your bread, pies, and biscuits are made from

— FLOUR

— Flour is true nature's food. It is made from a wheat grown on the limestone soil of Kentucky, and is manufactured and guaranteed by

Maker of Good Flour.



No. 431

Certainly, the children "want some more" because the biscuits were made with

— FLOUR

the purest, most healthful flour milled. For bread, biscuits and pastries, it is unsurpassed. If you try it once, you'll never change for another. — Flour —the kind that

MAKES HOME HAPPY

This shows wording and illustrations, but does not suggest manner of display.

The housewife who uses

— BEST

is "satisfaction personified." Instead of heavy, soggy biscuits, they will come up light and fluffy, instead of an ill-tasting mass of dough they come up sweet and delicious—and the secret of it all is just two words:

— BEST



No. 333

The housewife who can produce a fine light bread is one of the world's happiest mortals. Unless the flour is from good healthy wheat, the bread will be a failure. The wise woman knows this and therefore buys!

— FLOUR

milled from health-giving, nutritious wheat, which makes a pure, clean, light bread—the kind that **MAKES THE HOME HAPPY**

This shows wording and illustrations, but does not suggest manner of display.

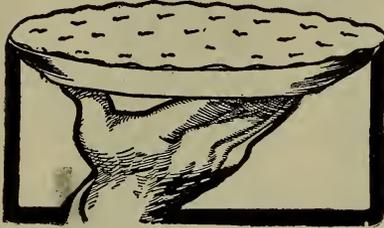
Fine flour comes from carefully grown wheat. There is no better wheat grown than that from which

— BEST

is made. With — Best, the housewife produces bread, pastry and puddings, so wholesome, so delicious, that they can be summed up in just one word, "BEST."

What sort of flour do you use, Mrs. Housewife?

PIE!



No. 134

Whether you use a cook book or not, the chief essential in getting good pie, lies in the using the right kind of flour. On this point, we all unanimously agree.

— FLOUR

is the right kind. It is milled from a wheat grown on a soil than which no other in the country is more fertile—the soil of Kentucky. It is wholesome—it is pure—it is clean. Do you use

— FLOUR, Mrs. Housewife?
Guaranteed and Manufactured by

Maker of Good Flour.

This shows wording and illustrations, but does not suggest manner of display.

Now, who doesn't like pie, especially when the crust's so good? The goodness of pie depends on the crust, and the goodness of the crust depends on the flour used.

FLOUR

which is made and guaranteed by —, makes the best, sweetest and tastiest pies, puddings, bread and biscuits ever. The next time you order flour, be sure it is —.

FLOUR ADS.



No. 43

It looks good, it tastes good, and yes—it IS good. These three qualities are contained in every piece of bread, pudding and pastry made with

— FLOUR

the purest, most wholesome flour milled. Good flour is only produced from good wheat. — Flour is milled from a wheat grown in all its wholesomeness to healthy wheat. That's the sole secret.

This shows wording and illustrations, but does not suggest manner of display.

Good flour makes good bread—good bread breeds good natures—good natures make a Happy Home—a Happy Home brings a Happy New Year. Thus we have it that

— FLOUR

made from Winter Wheat grown on the limestone soil of —, the purest, cleanest, sweetest flour milled, contributes its mite towards bringing about a Happy New Year to you all.



No. 270

The best preserves and jellies. We have many kinds and varieties of fruit preserves, with a wide range of prices. The lowest priced, the very best anywhere. Many are put up by women in their homes, with all the care and pride that a woman will take in her special work. Dainty for desserts or a fillip to appetite, they are admirable and economical.

This shows wording and illustrations, but does not suggest manner of display.

WE PLEASE OLD AND YOUNG

A picnic for the children is assured if the comestibles are purchased here. If there's any high grade canned meat or fish we have not on hand, we'd like to know—anything short of that we don't care to keep. A whole lot of things to please grown-ups, as well.

GROCERY ADS.



No. 294

SAVE GROCERY MONEY THIS MONTH

Now is the time you are purchasing your supply of groceries for February. Just look over these prices and if you are asked more at your trust groceries give us a trial order. No matter what you may be told by the fellow looking for his big profit, our goods are strictly reliable and of the best quality; higher prices and smooth talk will not make their goods of any better quality than ours.

This shows wording and illustrations, but does not suggest manner of display.

— REFINED NEW ORLEANS MOLASSES

Ever try that? Do, if you want a treat. It's the genuine, old-fashioned, Simon-pure stuff, and will give the finest satisfaction. We will sell a limited quantity at a very special price.



No. 305

DEPENDABLE EATABLES

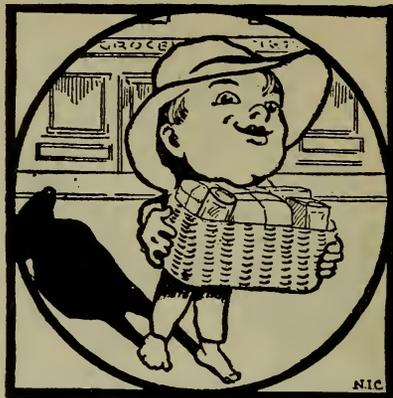
All must be good, fresh and pure or the meal will be a disappointment. You can always depend on having them just as they should be if you buy at ——. Largest stock, freshest and best selections always here—so different.

This shows wording and illustrations, but does not suggest manner of display.

DON'T WORRY ABOUT THE GROCERY BILL

The fear of a grocery bill has driven many a man down the hill. It doesn't drive the — customer very far. There's nothing to fear here, people. If you have the fear, come to ——. If living has got out of all reason, try the most reasonable thing, — splendid cash system. Grandest layout of meat, fish, groceries and fresh vegetables that you have seen in many months. Freshness! Goodness! Beauty! Cheapness! Greatest grocery combination on earth. All in line at — Department Food Stores this Friday and Saturday.

GROCERY ADS.



No. 84

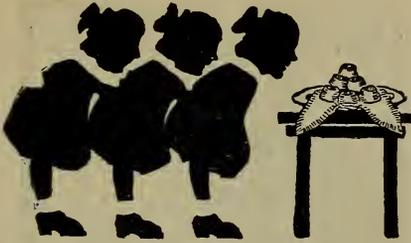
THE BUSY GROCERY

The reason we are always about the busiest grocery store in — is because our prices on goods we can guarantee, are the lowest. Then, too, *you* get prompt service and courteous treatment. When you buy here you can feel confident you are getting the best goods and we meet any and all competition.

This shows wording and illustrations, but does not suggest manner of display.

CONVINCING VALUES IN FINE GROCERIES

Our customers appreciate the splendid values we are offering in highest class groceries and pure food products. They know they get pure, fresh goods at prices which enable them to save money. Get our canned meats for picnics or outings, you'll find them delicious.



No. 357

FOOD FOR THE CHILDREN'S LUNCHES

is assured if the comestibles are purchased here. If there's any high grade canned meat or fish we have not on hand, we'd like to know—anything short of that we don't care to keep. A whole lot of things to please grown-ups, as well. Staple and fancy groceries always in stock. Without question our stock of fruits is the best. Always nice and fresh.

This shows wording and illustrations, but does not suggest manner of display.

OUR DELICACY DEPART- MENT

makes cooking at home seem almost useless when you realize the resources it affords. So easy to get up the daintiest kind of a meal with almost no trouble if you buy some of — delicacies. Everything well cooked, and fresh and clean and delicious. Meats, fish, cheese, chipped beef, pickles, olives and hosts of other good things all ready to serve. If there's a lunch to be put for a day's trip, the very thing is to buy what you want of —.



No. 85

YOUR PICNIC SUPPLIES.

must be fresh and seasonable to be appreciated on your outing. We make a specialty of picnic eatables—all the good substantial standbys and the greatest abundance of dainty "side lines" that you'll find in town. Send your order: we'll fill it most temptingly.

This shows wording and illustrations, but does not suggest manner of display.

OUTING SUGGESTIONS

"Variety is the spice of life." The delight in fishing comes from the uncertainty—you're always certain of getting things just right at —. The variety the greatest, freshest and best in these parts. Take a stroll through our big grocery and see the many tasty, appetizing good things we have prepared for your table or that outing party—a veritable palace of pure foods. Items of interest displayed on every counter and in every corner of our big store.

GROCERY ADS.



No. 112

A GOOD CUP OF COFFEE

With an aroma that sets the gastric juices flowing—that creates a desire for food and stimulates the most jaded appetite.

That's — COFFEE.

A blend of the best Mocha and Java. A blend that is made to suit the city's water. A blend that has taken years and years to perfect.

This shows wording and illustrations, but does not suggest manner of display.

A GOOD CUP OF COFFEE

At the end of the dinner quiets any misgivings of indigestion, obliterates all suggestions of ill humor. Any of — coffees always receive a hearty welcome at the end of any and every meal—a promoter of good humor, an indispensable aid to good health.

It costs more in price than ordinary coffee, because it is so much better, yet it is the most economical of all coffee because of its absolute purity and great strength. It will go so much further, make so many more cups to the pound.



No. 51

GET YOUR LUNCH HERE

Our tea rooms are gaining popularity. Maybe it's the novelty of the thing, but just the same the business being done in these tea rooms is increasing daily by big margins. People are coming here for their noonday lunches. The service is now fully up to the standard—prompt and accurate. It's a pretty satisfactory habit to form—this eating lunch in — new tea rooms.

This shows wording and illustrations, but does not suggest manner of display.

GOOD TEA AIDS DIGESTION

Its fragrant aroma excites the flow of the digestive fluids. It softens food so that the gastric juices act readily upon it. Its warmth brings blood to the stomach. It promotes the assimilation of nutrition by the blood. It supplies food for the nerves and body. Its principal constituent is theine—a tonic that reinvigorates and freshens mind and physique. Good tea is an actual health benefit for women and children and men. Our Teas are good teas. They are the selected growth of the best tea estates of the world.



No. 118

TWO WAYS OF LOOKING AT THE GROCERY PROBLEM

The wrong way—keep on paying high prices and at the end of the week be away behind as usual. The right way—Note our cut prices on high quality groceries, come to the store and see the goods, break away from high prices, leave your order with us, and the end of the week will find you with money in your pocket for other needfuls.

This shows wording and illustrations, but does not suggest manner of display.

THE STORE YOU'VE BEEN LOOKING FOR

Cool comfort is hard to obtain at any price these hot days. It is not so with pure teas and coffees, as by going to the — you will always find a large and fresh stock of teas, coffees, spices, baking powders and extracts, at most reasonable prices. Quality and strength of all our goods fully guaranteed. We wish a trial order from you and we are satisfied that once a customer always a customer.



No. 128

ARE YOU LOOKING FOR BETTER GROCERIES?

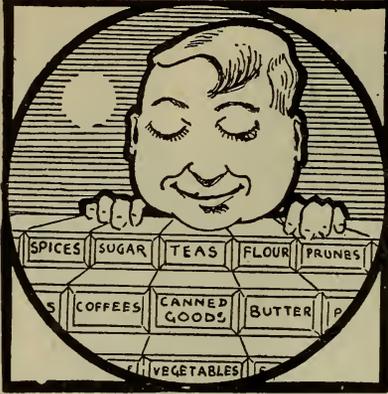
This model food store helps you to better things to eat, and no more to pay. The natural instinct of folk is for good things to eat. This Model Food Store teaches a lesson to the economical housewife. It shows her how edibles are rightly kept to maintain perfect sanitation and health properties. It brings to her larder the best things to eat—at no added cost. On a good many things all this betterness brings her a saving.

This shows wording and illustrations, but does not suggest manner of display.

OUR GROCERIES ARE GUARANTEED

Your Sunday dinner will be the better for a little shopping in our grocery department. Coffee that is best. One sip and then your verdict—if it isn't better than you've been buying for the same price, no matter where, send it back. Every vegetable and fruit the season affords.

GROCERY ADS.



No. 49

WE PLEASE OTHERS—WE CAN PLEASE YOU

The ordinary grocery store is often disappointing. Not so here. We always have something in our choice stock to tickle the palate of those whose appetites need forcing a little. To-morrow we have an unusually good lot of fruit, green vegetables, home-made goods, staple and fancy groceries. Pay us a visit. 'Twill be mutually helpful.

This shows wording and illustrations, but does not suggest manner of display.

THE "PURE FOOD" STORE

Such values as these are what have made this grocery department the best place in which to buy pure foods in —. Not per cent. of profit, but volume of business, is the governing principle in the conduct of this department. This means that we buy pure foods at the lowest possible price and sell them at the lowest possible figures our volume of business will permit.



No. 132

BE CAREFUL WHAT YOU EAT

Particularly in the summer—as poor and impure foods in the warm season very quickly result in a siege of sickness. The safest plan is to have "The Big Store," Pittsburg's great pure food mart, supply all your grocery wants. You can order by 'phone just as well as in person—and we'll always assure you of the highest satisfaction—and, too, guarantee to save you considerably. Bring your grocery list.

This shows wording and illustrations, but does not suggest manner of display.

GROCERIES OF SUPERIOR QUALITY

The first requisite with us is quality, purity, freshness. We cater for those who insist on a high standard of living. The best fed are the healthiest and happiest—notably so when the element of extra expense is entirely eliminated. This important feature has always been a cardinal principle with us. Our customers live better for less money than those who buy elsewhere.

GROCERY ADS.



No. 75

MRS. HOUSEKEEPER, LISTEN!

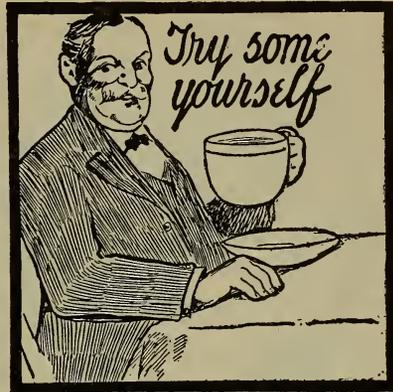
This is the time of the year when the grocery store can help you most. Let's see if we can relieve you of half the responsibility of that picnic or excursion. You will get the proper foods, if you come here, and they won't cost much, either, and you are almost sure to get something that the other folks have not heard about as yet, and their surprise and delight will be worth the time you spent in shopping for them.

This shows wording and illustrations, but does not suggest manner of display.

ECONOMY IN GROCERIES

Exceptionally low prices on dependable qualities of table foods. We carry only the purest articles, but establish prices—lower than the same qualities can be sold for elsewhere. You need only make comparisons here—Prices and Quality—and we will hold your grocery trade.

GROCERY ADS.



No. 129

YOU WILL SAY IT'S EXCELLENT!

I can think of nothing more refreshing, at this time of the year, than a cup of tea, deliciously fresh, with the bloom of spring still on its tender young leaves, which, although only plucked from the bushes in June, I am now able to place on your tea table in —, so rapid is the means of transit nowadays. In making this season's blend I have used only the choicest growths procurable, and I do not hesitate to say that a finer tea has never been offered in — at 37c. per pound.

This shows wording and illustrations, but does not suggest manner of display.

TEST BY TASTE

This is the sure way of detecting the good from the other kind of tea. Maybe you are hard to please. You will have no fault to find with "Fruits and Flowers" tea. A new importation has just come in—delicious is the only true description—you will enjoy every drop of tea made from these flavor-full leaves.



No. 139

FINE GROCERIES

If you pay cash why should you pay more for your eatables than we sell them at? *Buy where you can buy the most and best for the money.* Here is a list for to-morrow that we know to be at least 10 per cent. lower than the same quality of goods can be bought for at any other store in —.

This shows wording and illustrations, but does not suggest manner of display.

PURE CANNED GOODS

Perfectly sound fruits and vegetables put up at Picton, Ontario, with strict regard for scrupulous cleanliness in every stage of the process. The exclusion of everything of an unsound nature results in remarkable preservation of the natural flavor. Nothing finer canned.



No. 250

PURE GROCERIES

Our pure food show. A magnificent, instructive exhibition of modern pure foods and their correct preparation and uses—combined with a stupendous cut price sale of table supplies, surpassing in scope any similar event ever attempted. A multitude of interesting special attractions Monday.

This shows wording and illustrations, but does not suggest manner of display.

PURE FOODS

Our sale of pure foods is well worth your thoughtful attention—mince meat, of course, the pure kind; relishes, condiments, flour, sugar, coffee, teas, spices—all the staples and all the luxuries you can think of—many you may not call to mind. Our goods, our service, our prices are right in line with those of the best groceries in the land.



No. 308

PURE GROCERIES

It's in the kitchen where the true advantage of the — stores becomes apparent. When your groceries run low and you are about to replenish, it sets you a thinking where you can buy the cheapest and best. There's only one store that keeps ringing in your ears, and that is —.

This shows wording and illustrations, but does not suggest manner of display.

PURE EVAPORATED MILK

For the unexpected guests, after the theater or Sunday night supper, you will find a can of — Evaporated Milk so handy, for it can be used the same as fresh cream and milk. — Evaporated Milk has all the nutritive properties of fresh cream, for — Evaporated Milk is entirely pure, full-cream cow's milk, sterilized, evaporated and cleansed: free from all germs, bacteria and foreign preservatives. Two cans for 25c.



No. 206

EVERYTHING IMAGINABLE
IN THE GROCERY LINE

This grocery comes about as near meeting every gastronomic want as it is possible for any one store to provide. Fine select groceries of all kinds, the freshest of country produce, fruits and nuts of all kinds, the best of every variety of canned delicacies—nothing lacking for your table or your culinary preparations. You save money by buying here.

This shows wording and illustrations, but does not suggest manner of display.

THE BEST GROCERIES AT
MODERATE PRICES

There's a good deal in the cooking of a meal, but there's more still in the buying of the groceries. If you want on your table the best food products that are produced in the world, buy of a store you know carries only good products—buy of —. There's all the difference in the world in the taste and flavor of a good product and a poor one. Buy — groceries and enjoy the finest richest flavor.



No. 302

SEASON YOUR SOUPS WITH PURE SPICES

We carry the purest and best spices, and you know that the best is always the cheapest, and we believe that it is a waste to use anything else for such purposes. We buy what we know to be of the highest quality. They are a little higher in price, but are the best.

This shows wording and illustrations, but does not suggest manner of display.

If you have been a stranger to the flavor given by using — spices, get acquainted. There is nothing but spice—no woody (perhaps poisonous) adulteration—*just purity—just spice*. The package keeps the flavor always the same as the day we ground the spice.



No. 164

GOOD GROCERIES

Only one best store in town at which to obtain your supplies of groceries, and that's at our store. Don't accuse us of boasting. We are only repeating what hundreds of satisfied patrons have said and are saying about us. Beside excellence, we also lay claim to promptness and carefulness in the filling of all orders. No extra charge for all these good points. It's just our way, that's all.

This shows wording and illustrations, but does not suggest manner of display.

It's the purpose of the — Grocery to lighten the labors of the homekeeper, on whom rests the responsibility of providing three or more times a day food to tempt the appetites of the rest of the family. How much help we are to her, the daily growth of this business reveals.

GROCERY ADS.



No. 144

DO YOU DRINK TEA?

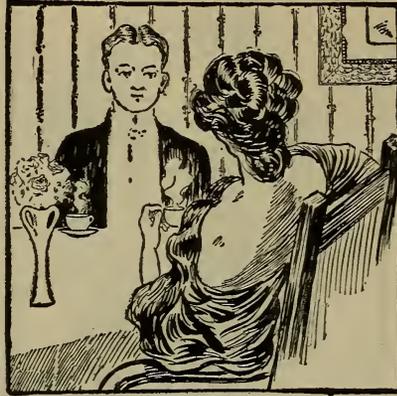
“There is a something about — Tea that is to be found in no other tea.” So said a — lady to a grocer the other day. She did not know exactly what, or how to describe the difference, only there was a “something” — Tea had that other teas lacked. That something was a little more quality.

This shows wording and illustrations, but does not suggest manner of display.

EAT, DRINK AND BE
MERRY

Enjoy life while you live, for you'll be a long time dead. Man wants but little here below—except when it comes to the matter of eating, and then he wants plenty of it and of the very best quality, too. Every wife knows that our groceries fill the bill in every particular and that they are fresh, pure and wholesome.

GROCERY ADS.



No. 328

DO YOU ENJOY GOOD
THINGS TO EAT?

A continuous feast of pure, fresh foods and delicacies is being set before our customers at prices so low that the daily task of supplying the household with necessities is changed for them into a perennial pleasure. Witness our specials for this week—potatoes by the basket at carload rates; the finest flour below present cost of milling (wheat is so high); hams and bacon at prices almost discouraging to the pigs; rice and prunes cheaper than you could raise them; and so it goes through our whole stock.

This shows wording and illustrations, but does not suggest manner of display.

MALTED MILK

It is pure, rich milk with the extract of selected malted grains in powder form. Instantly prepared by stirring in water. More beneficial and delicious than tea, coffee or cocoa. Very digestible and nutritious as a lunch. The best food for invalids, dyspeptics and those run down. Nothing finer can be found as a beverage for mountain picnics.



No. 202

PROMPT, COURTEOUS SERVICE

One hundred sale persons—polite, attentive and experienced—are required to meet the wants of the thousands who are attending the great Harvest Festival to purchase a season's supply of groceries—the only time of the year when these high qualities are sold at the remarkably low prices listed below. Even then it keeps them hustling, for they are particular to see that no customer is kept waiting.

This shows wording and illustrations, but does not suggest manner of display.

THERE'S NO DREAD OF OR- DERING YOUR GROCER- IES HERE

A department in which you can give your order at leisure, in a beautiful and spacious Order Room. It is a department that is complete, bright, up-to-date, in which good service is given, in which cleanliness and order are observed, and in which low prices are always quoted.



No. 163

HAVE A GOOD CUP OF COFFEE

Wouldn't you prefer to have your morning cup filled with rich, fragrant, delicious coffee than with a flavorless, tasteless, weak beverage? Why don't you? In our coffee department there's nothing but the pure, good coffee berry sold. We have Mocha and Java coffee at 40c. the pound that makes a most delicious cup of coffee—and you pay that price many places for a coffee that is worthless. Ours is so skillfully blended, always fresh roasted—and it's pure.

This shows wording and illustrations, but does not suggest manner of display.

DELICIOUS COFFEE

"This — coffee seems to go further. The weight is full, the coffee rich, and even if it cost more per pound than I paid elsewhere (which it doesn't), it would still cost less per cup. As to body and flavor, I have never tasted a more delicious coffee," thus speaks our customers. Our — coffee at 30c. the pound is positively coffee par excellence.

GROCERY ADS.



No. 52



No. 292

HOUSE FURNISHING GOODS

Do you want the comfort of a willow chair in summer? Pleasant and cool to sit in, and light in weight. We have an assortment of various styles from the simple arm chair to a beautiful big roomy rocker.

Everybody wants a hammock. Ours are strong and well made. Crex Rugs, hassocks, and swings at low summer prices.

This shows wording and illustrations, but does not suggest manner of display.

GET OUT

Yes take your Willow Chair and get out and enjoy the balcony air of early summer. Dame Nature will furnish you with the air, and we will supply the rest. We have a complete line in large varieties of PIAZZA CHAIRS, WILLOW CHAIRS, SWINGS, HAMMOCKS, SETTEES and CREX RUGS at prices which will surely tempt you.

Have you thought of using Crex Rugs instead of your woolen ones for the summer?

HOUSEFURNISHING ADS.

WILLOW FURNITURE SALE

We place on sale this week our entire line of willow rockers, chairs, settees, etc., at reductions averaging 25 per cent. from the regular prices. For general use throughout the entire home, for the summer cottage, or for the porch, willow furniture has no equal. It is sensible, serviceable, and provides the maximum of comfort for the minimum of expense. Buy this week and save one-fourth.

This shows wording and illustrations, but does not suggest manner of display.

BUY YOUR HOT-WEATHER
FURNITURE NOW

Just twenty-one pieces of Willow Furniture left from our large summer stock. We want every inch of room for the great Furniture Sale that will shortly begin and have marked this little lot of Willow Furniture at just half regular prices.—CHAIRS, SETTEES, COUCHES. All at bare cost prices.



No. 307

ORIENTAL RUGS

Exhibition of rich and rare oriental rugs. We have just added to our stock some wonderful specimens of Persian rugs, which were collected by our expert in foreign markets some months ago. These rugs comprise exquisite examples of Tabris, Kirman, Senneh, and Persian silks; and will claim the attention of connoisseurs and collectors, as well as the furnishers of luxurious homes.

This shows wording and illustrations, but does not suggest manner of display.

RICH RUG BARGAINS FOR HOME BUILDERS

The most of us are content to get a home together a little at a time, and it's well it should be so, for half the pleasure is in anticipation. Hence the necessity of spending carefully the carefully saved dollars for the new floor covering. What a pity if one single dollar should be lost.

HOUSEFURNISHING ADS.



No. 13

NEW RUGS FOR OLD CARPETS

Old shabby worn out *carpets* transformed into handsome rugs with rich oriental colors. Made into different sizes to suit requirements. Hardly a house but has some old carpets in the attic. Hardly a housewife who would not like one or two nice rugs. 'Phone, write or call and let us show you how you can use the old carpets and get new rugs.

This shows wording and illustrations, but does not suggest manner of display.

BUY THAT NEW RUG NOW

As we contemplate some changes prior to our spring trade we are putting special reduced prices on our entire stock of oriental *rugs* and *carpets*, both antique and modern—which offers an exceptional opportunity to rug buyers. Our stock is probably the largest and choicest in the state.—taking in all kinds, designs and sizes.



No. 94

DIAMOND PURITY

In the selection of a diamond, size is only one of many considerations. Purity of color and freedom from flaws are very important elements, as also are shape and style of cutting. The most important feature, we think, in buying diamonds, is the source you procure them from. We buy direct from the cutters in Amsterdam. This enables us to give our customers the choicest of gems without having to pay the fancy prices.

This shows wording and illustrations, but does not suggest manner of display.

BRIDAL GEMS

There is a brilliancy which attracts the eye for a moment—both in people and in gems. There is brilliant quantity, which has also depth and genuine worth! Our diamonds, suitable for bridal gifts, or for your personal use, possess the brilliancy which attracts and intrinsic worth of unvarying value. A good investment—a pleasing gift.



No. 364

LOOK FOR YOURSELF

A mere glance at a good diamond is ample as indicating its quality. This can be in truth applied to *any one of the stones* which you may chance to examine out of our immense collection, every solitary stone not falling one iota short of deserving the appellation — “*a gem.*” And equally emphatic will even those of moderate cost prove.

This shows wording and illustrations, but does not suggest manner of display.

DON'T YOU WANT A
DIAMOND?

Of all *jewels* the most sought after and most highly prized is the *diamond*. Our resplendent stock of jewelry contains an enticing array of this gem of gems, but the less costly *pearls*, opals, garnets and amethysts have not been slighted. Fine stones in the finest of settings are in our cases for your admiration and choosing. Beautiful pieces of every description in plain gold and silver. We make a specialty of fine timepieces for pocket or shelf. Elegant designs in all sorts of solid silverware, plated ware also.



No. 420

A large and beautiful collection of pearls has just been received from our eastern buyer. Pearl jewelry is fashionable for brides and bridesmaids' gifts. We suggest: *Ring No. —. Five fine pearls at \$40.00* as a suitable gift of the groom to the bride. Special wedding jewelry made to order.

This shows wording and illustrations, but does not suggest manner of display.

DIAMOND JEWELRY

Rarely beautiful pieces—rings, pendants, brooches, etc., in many combinations. Diamonds with opals, sapphires, pearls, and emeralds. Many of our costliest pieces are set in platinum, instead of gold; this adds to the price, but the former metal is more lasting. Our stock of solitaires is unusually attractive just now. Several settings to choose from. We also make settings to your order. You are earnestly requested to come in and look this line over.

JEWELRY ADS.



No. 394

DIAMONDS ARE GOOD FOR INVESTMENT

The bride who receives a check as a gift will naturally seek to invest it to the best advantage. We suggest diamonds—because they never decrease in value, but on the other hand pay far larger interest than the greater majority of investments. “—” diamonds are carefully selected from the cutters in Amsterdam, and are admitted into Canada duty free.

This shows wording and illustrations, but does not suggest manner of display.

THREE PEARLS

The pleasure of owning a beautiful ring is scarcely greater than the pleasure of giving one. *We have three pearls in a 14k. hoop ring; they are perfectly round and of that exquisite luster which gives a pearl its value. The price is \$40.*



No. 140



No. 22

YOU'RE NOT DRESSED UP RIGHT

if your laundry is not spotlessly clean. "Spotlessly clean"—that describes the work we do—and all we use is soap and water—and the knack of knowing how. No saw-edges on our shirts and collars—any on yours?

This shows wording and illustrations, but does not suggest manner of display.

LET US CLEAN IT

Young man, how about your ducks? (We mean your duck suit, of course). Let us clean it for you and make it like new. We use no chemicals—just soap, water, and the art of "knowing how."

Collars, cuffs, shirts—soft or stiff bosom—all these are our specialties.

Who does your laundry?

WE DO IT CHEAPER AND BETTER THAN YOU CAN

And there will be no more sloppy wash days for you. At the — Laundry all flat pieces, such as table cloths, napkins, towels, etc., are washed and ironed; wearing apparel is washed, starched and sent home ready to be ironed; all the housewife has to do is to dampen and iron wearing apparel as she needs it—and the price is but 5 cents a pound.

This shows wording and illustrations, but does not suggest manner of display.

DO YOU DO IT YOURSELF?

The atmosphere is hot and heavy now, and mid-summer is upon us, so it behooves you to take your linen to a laundry that will do it up in such a manner that you can depend upon its retaining its stiffness and freshness as long as possible. We will delight your heart with the collars, cuffs, shirt fronts and colored shirts that we launder for you here.

LAUNDRY ADS.



No. 47

WE DO IT BETTER

The best is none too good for you, especially so when the cost is no more than you have to pay for inferior work. Your next batch of soiled linen send to —'s. We know that linen laundered by us will be done better and more satisfactory than by any one else. But don't take our word. Ask any of our customers.

This shows wording and illustrations, but does not suggest manner of display.

IS IT DONE PROPERLY?

We study your interest ahead of our own. It's not philanthropy either. It's simply sound business policy to please you with meritorious service. Considering the moderate charge we make, our laundry is about the most economical shop in town. If we cannot win your approbation we might as well quit the business. But we can win it after you have received a sample of our work and do a little judging. We use not only soft, but pure water.

LAUNDRY ADS.



No. 274

OUR WAY

We have a distinctive way of Laundering—a way that means life to your linens. We use no chemicals—just plain water, soap and plenty of common sense.

That's the way of —.

Do we do your Laundry?

This shows wording and illustrations, but does not suggest manner of display.

LET US PRESCRIBE

It's up to you. If you want your linen to enjoy long life, send it to us. We use no acids, no chemicals—just soap, water, and plenty of common sense. That's our own prescription, and it means long life and hard service for your shirts, collars and cuffs.



No. 113

HELLO!

Yes, we wash for the family. There are three methods of doing family washings—do it yourself, hire a wash woman or send it out. The latter way is the only correct way—if you send it to the right place. For only five cents a pound we do family washings, rough dry, starching all pieces to be starched, and ironing the bed and table linen, towels and handkerchiefs. Satisfaction guaranteed.

This shows wording and illustrations, but does not suggest manner of display.

WE'LL CALL FOR IT

Hello! We just called up to tell you that your discouraging search for a competent Laundry will end the moment you send your linens to us.

We are ready to call for your bundle or basket, anywhere in the city, and will return your clean clothes promptly.

Ring off, please.



No. 275

DEALERS IN CLEANLINESS

It may seem like sounding our own horn when we say that Spotless Town itself never was cleaner than the work we put out. The fact is, we deal in cleanliness exclusively. Send your laundry around, and see if it isn't so.

This shows wording and illustrations, but does not suggest manner of display.

CHEER UP, MAN

Next time you'll send your laundry to

—'S

and you'll not only get it ON TIME, but you'll have it done RIGHT. We take as much pains with a handkerchief as with a curtain. That's our way. Who does YOUR laundry?



No. 179

TALK OF THE TOWN

The work we have been doing has been the talk of the town. We have brought Laundering up from unskilled labor to a profession of skill and brains.

Before putting up your curtains, let us launder them for you. No danger of tearing here.

This shows wording and illustrations, but does not suggest manner of display.

TRY US NEXT TIME

Laundering is like walking a tight rope. Get the knack of it, and the rest is easy. We have the knack of putting just the proper finish on your shirts and collars. Try us on your next bundle. Wagons everywhere in the city every day. Both 'phones.



No. 191

OUR WORK IS RIGHT

We take great pride in the work we do—and good reason we have for our pride. You'll seldom find a flaw in anything that leaves our establishment—if you do, bring it back **QUICK**, and we'll apologize—and make it right.

This shows wording and illustrations, but does not suggest manner of display.

RUB-A-DUB-RUB

Sending your linen to my Laundry is a good habit to acquire. I sell Cleanliness.

Pure soap, water, and careful handling is all I use, and you will be surprised at the difference between my work and the ordinary kind.

Send your bundle here.

LAUNDRY ADS.



No. 55



No. 201

WE OWE OUR SUCCESS TO CARE

The difference between a poor laundry and a good laundry is that one is careful and the other is not. In every lot of laundry work, there is a certain amount of care and bother. If you go to a poor laundry, the care and bother are yours. A good laundry takes this off your mind. Nothing is too much trouble for us, if it pleases our customers.

This shows wording and illustrations, but does not suggest manner of display.

WE KNOW HOW

Any laundry can launder a collar; any man can build a house; but to do either as it should be done you must have the proper equipment and the "know how." We have both. The collars that we launder fit just as the maker intended and all "turn-down" collars are carefully dampened before shaping, which prolongs their life many months. May we have a trial package from you?

ARE YOU ACQUAINTED with our way of doing up Laundry? If you are, your shirts and collars are as clean and neat as befits a gentleman. We make a specialty of Laundering Ladies' Waists in a way that will please the ladies. Very reasonable prices—very satisfactory service.

This shows wording and illustrations, but does not suggest manner of display.

BE EXCLUSIVE

If you want to be exclusive, you should send your linen to an exclusive Laundry. That's

We use modern methods here, and take pride in our work. Do your collars have a saw-edge? If they do, send 'em to us and you'll never complain of saw-edge again.



No. 116

START IN RIGHT

For a happy new year start in right away to have your laundry work done at —. With our capable efforts in your behalf your linen will look clean, will be clean, and you will be comfortable in the knowledge that your shirts, collars, cuffs and all the rest do you credit. Send us your first bundle for the new year.

This shows wording and illustrations, but does not suggest manner of display.

IT'S UP TO US

to do all work entrusted to us promptly and to the "Queen's" taste. The — Laundry is many steps in advance of that of others. The home laundress has not the time or experience to equal our work, and the ordinary washer-woman has not the means or the ambition.



No. 188

DO YOU WANT IT?

Satisfactory laundering is only made possible by employing a well-trained force of expert work-people, using up-to-date appliances and following methods whose correctness has been proven. It's this sort of laundering which we not only promise, but can give to our customers, and do give it. Want it?

This shows wording and illustrations, but does not suggest manner of display.

GIVE US A TRIAL

There's "something snappy" about the way we do up Laundry. No spots or rough edges on our work. Just thoroughly clean work. One trial will win your confidence. Why not send your bundle or basket here this week?

Who does your laundry?

LAUNDRY ADS.



No. 281

CLEANLINESS OUR SPECIALTY

A bosom friend should be clean and beyond reproach. Every shirt bosom that comes out of our Laundry is spotless clean. Same with collars—because we take an individual interest in each individual piece we handle.

Do we do your Laundry?

This shows wording and illustrations, but does not suggest manner of display.

OUR WORK IS DONE RIGHT

Have you noticed the people who Launder with us? Their linen washed thoroughly clean, and looks so neat and fresh? There are no spots or rough edges after we are through with them.

Our prices are no higher, then why not get the BEST?



No. 32

WE'LL NOT DISAPPOINT

How aggravating it is to be disappointed with your Laundry. Unless you had your Laundry done at

you've been up against this proposition. Not only do we claim **QUALITY** for our work, but we are

ALWAYS ON TIME

If — does your Laundry, it's done right.

This shows wording and illustrations, but does not suggest manner of display.

DELIVERED ON TIME

Right at your doorstep when you say so. Fresh, sweet and clean just when you want them. Our laundry is fitted with every new scientific device for sanitary service, but still we provide expert hand service for the more delicate and finer fabrics.



No. 437

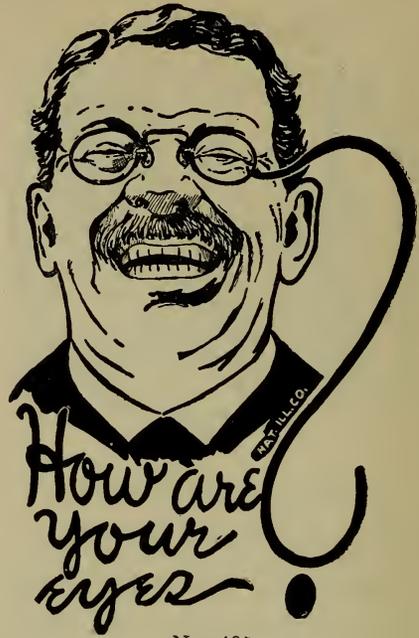
LOOKING OUT ON THE WORLD

through the medium of our perfectly fitted glasses you'll see it in a new light. Our success in filling the demands of the most exacting wearers of glasses is due to our use of the finest lens and the utmost skill with the best scientific apparatus for testing the eyes and fitting glasses.

This shows wording and illustrations, but does not suggest manner of display.

THE CONFIDENCE

placed in this house is well deserved. It is California's largest and best equipped optical house. Six stores and six factories are constantly engaged in caring for the optical needs of the public, and doing so conscientiously and well. Our *latest* and *greatest* eyehelp is the Kryptok.



No. 405

IS IT WORTH WHILE TO SUFFER

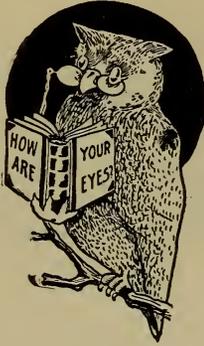
from eye ache, headache or poor vision when relief is so near and can be had at such small cost? We make a thorough examination of the eyes without cost, and if glasses are needed furnish them at the lowest possible cost.

This shows wording and illustrations, but does not suggest manner of display.

THE GREAT ARMY OF GLASS WEARERS

in this community have mostly been fitted at our place. The reason is on account of our exact work. No person is ever advised by us to use glasses unless they are necessary. But when we do, our fitting is absolute. If you suffer from headache, or poor vision, we would be pleased to have you call and we will gladly tell you *without charge* the true condition of your eyes.

OPTICIAN ADS.



No. 193

IT'S THE CONDITION OF THE EYES

not the age of the person which determines whether glasses are needed or not. Thousands of children wear glasses, because they need them. Thousands of other people don't wear them, because they don't need them. Weak eyes should be assisted—made strong. Glasses will do it if they are the right kind.

This shows wording and illustrations, but does not suggest manner of display.

Wearing glasses constantly in after-life may be avoided if the child's eyes have early attention. If it cannot see the characters upon the board easily, or holds its book too close or too far away, or is drowsy or listless and has headache, it needs glasses that will check the trouble. Our optician's work and prices will suit you. Eyes tested free.

OPTICIAN ADS.



No. 377

A PAIR OF PROPERLY FIT- TED GLASSES

will give you a world of comfort that you will scarcely realize with defective vision. *The best advice* we can give you is to have us fit your eyes with glasses that are guaranteed to conform to their defects. But above all, don't get a pair of cheap glasses that "will do for now." They will bother you constantly and may injure your eyes permanently.

This shows wording and illustrations, but does not suggest manner of display.

WHEN YOU COME HERE

to have your eyes fitted with glasses you are protected by a double guarantee. Our guarantee, that the glasses must give satisfaction or your money returned. Second, the guarantee which comes from the work we have already done. We have fitted satisfactorily every pair of glasses that have ever gone out of here. *That is a guarantee that we can and will do the same for your eyes.*



No. 369

DO YOU SEE WELL?

Good vision assured with every pair of glasses we fit. Comfort glasses, contentment glasses, perfect fitting glasses. We will sell you a perfect fitting pair of glasses that will make you feel contented and be a comfort at work of any kind. *Why not know for certain whether you need glasses or not* when the knowledge will cost you nothing and may save you from unnecessary suffering from headaches, nervousness, etc.

This shows wording and illustrations, but does not suggest manner of display.

GUARD YOUR EYESIGHT

by having your eyes examined at the first sign of weakness. Some persons incur the grave risk of losing their sight by neglecting nature's warnings, simply because they are afraid of the expense. By coming to me the expense is reduced to the minimum consistent with the best work. My oculists and eye surgeons will examine your eyes and give you the most trustworthy advice without charge. If glasses are needed I will furnish the right kind.

OPTICIAN ADS.



No. 380

ACCURATELY FITTED
LENSES

are a boon to imperfect eyes, but mark the word accurately. If the examination is *not* methodical, if it is *not* scientific, if it is *not* exhaustive, *there can be no accuracy in the prescription*, and the chances are that a seeming benefit may result in a permanent injury.

This shows wording and illustrations, but does not suggest manner of display.

WISDOM SUGGESTS

the propriety of caring for your eyes before they become permanently defective. Before you have to spend *time, money and sacrifice comfort* in undergoing eye treatment or perhaps an operation. In nothing is the old adage of "a stitch in time" more truly suggestive than in caring for your eyes. *We can fit you perfectly with glasses.* We can make them in our own laboratories.



No. 361

When you see the Danger
Signal,

ACT PROMPTLY!

A pair of good eyes may grow constantly stronger and keener in hard and continuous work, and retain their vigor as long, if not longer, than any other organ of the body. But when one discerns a hint of dimness, a tired feeling, and ache in the eyeballs, or repeating headaches, then glasses may be of great service in preventing serious trouble. Only be sure you begin with the right glass. It is my business to furnish you that.

This shows wording and illustrations,
but does not suggest manner of display.

THERE'S DANGER IN NEG- LECTING YOUR EYES

At the first sign of trouble with your vision you should consult our graduate optician. He is an expert of eighteen years' experience and he will tell you exactly without asking a question, what that trouble is and what you should do to overcome the difficulty. *Consultation free.*

OPTICIAN ADS.



No. 385

DO YOU WEAR BI-FOCALS?

If you do let us show you the new —. It is absolutely the only correctly ground Bi-focal on the market doing away with all prismatic effects which are so pronounced in other lenses of this make, besides being invisible. When made up in — lenses, they are a thing of beauty and style. Not only that, but — guarantees "*Comfort.*" Come in and let us explain the manufacture of this glass. It will take only a few minutes and may be a benefit to you.

This shows wording and illustrations,
but does not suggest manner of display.

GOOD TO LOOK AT, BUT BETTER TO LOOK THROUGH

Our eyeglasses are not only made to fit the sight perfectly, but are made to improve the appearance as well. They are cut from the finest French crystal and Brazilian pebbles to remedy all defects of vision, and are perfectly adjusted. *Don't neglect your sight, but have it attended to at once.*



No. 376

HE SEES BEST WHO SEES THE CONSEQUENCES

Do you realize the serious consequences of continued eye strain? Priceless beyond all other possessions is the eyesight, and it deserves your highest consideration.

It is quite a trick to fit glasses to the eyes. Only the trained optician, with accurate, scientific instruments, can do it properly. The appointments of our testing room are modern and complete. Experience, skill and a thorough knowledge of the optical business enables us to fill the requirements of our customers with the utmost satisfaction.

This shows wording and illustrations, but does not suggest manner of display.

CURE THAT HEADACHE

Tired eyes, headaches, etc., are often permanently cured by the use of good eyeglasses. Suppose "Specs" do make you look a little older. What matter? *Better save your sight while you can.* Our eyes are open to discover defects in yours, if you will give us the opportunity.



No. 382

NEW VISIBLE BIFOCAL LENSES

for "far" and "near" vision. This bifocal, known as the " — Optical Co.'s Invisible Bifocal," is ground by a special process by which the segments are practically invisible, their presence not being noticeable to the casual observer. To the wearer they allow the eyes to range up and down without annoyance so successfully that many who have been unable to wear other forms of bifocals can use them with pleasure. They can be made as thin as desired, and remember they have no large cemented surface to blur or fog.

This shows wording and illustrations, but does not suggest manner of display.

DO YOUR GLASSES SLIP OFF?

Cold weather causes shrinkage of skin, loose fitting, tilting and slipping off of eyeglasses with ordinary nosepieces. This is positively avoided by using — *nosepieces on your glasses.* Their spring adjusts itself to any shrinkage. They give exclusive style to the eyeglasses and cost no more than the others.

OPTICIAN ADS.



No. 226

YOU ALONE know best about the failings of those eyes. The achings, the soreness, the waterings and misty vision.

YOU ALONE have the power to change them—to preserve and enjoy life to the full.

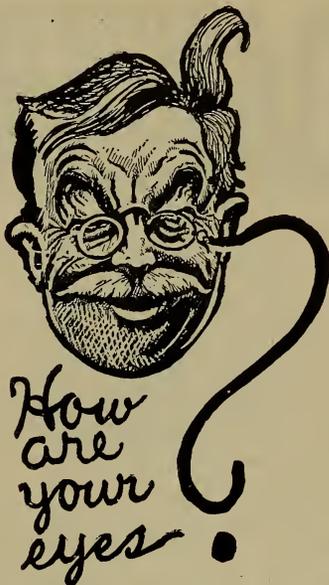
Consultation here is thorough and free, and prices for glasses within the reach of all.

This shows wording and illustrations, but does not suggest manner of display.

MAY BE RESPONSIBLE

if your child's eyes are not made right.

How sad it is to see a child with cross eye or squint. Yet, parents, *you* ought to know that in 8 out of 10 cases of cross-eye the defect is caused by an error of refraction, the proper correction of which in nearly every case will straighten the eyes. *You've* tried glasses, and it didn't work? Well, notice we said "the proper correction." But don't think it will be an easy matter if not attended to early.



No. 401

STOP AND THINK ABOUT THEM

They often pain you a little. You simply give them a rest, and you are relieved. But they ought not to pain you with ordinary use. There is something wrong. Let me test them. I make no charge for that. *And if you need glasses, or if it comes from some other cause, I will tell you.*

This shows wording and illustrations, but does not suggest manner of display.

A HARD HEADACHE

is often the result of straining the eyes. The only way to prevent the headaches is to remove the cause. Have the eyes fitted with glasses that will prevent eye-strain. Our fitting will enable you to read and work with ease to your eyes. *The examination of the eyes is free of charge.*

DANGER

No. 366

DANGER

There's danger in delay, especially in sight troubles.

If your eyes water or smart when reading, remember that is nature's warning of danger. She never warns falsely.

There's no reason to neglect the warning. Inspection is free here and the prices of glasses are within the reach of the smallest purse.

This shows wording and illustrations, but does not suggest manner of display.

THERE'S DANGER IN DELAY

Attend to your eyes at once. Three forms of eye trouble are commonly met with, any one of which may have existed from birth. Nature does not always make perfect eyes. We have near-sightedness, far-sightedness, and astigmatism, which is a form of irregular sight. All of these defects require attention. If a child has any of these ocular defects and is expected to do close work of any kind, he must have his eyes carefully examined and wear such glasses as will correct the refraction of his eyes. As well expect a child born with one leg shorter than the other to walk without limping as to ask one born with imperfect vision to do accurate eye-work without suffering the consequences. Consultation free.

OPTICIAN ADS.



No. 184

SAVE YOUR EYES

They are as valuable an asset as you have. Think what you would do without them. Yet how much care do they get from you? Watch the eyes. If they ache after steady use for some time; if you have headaches that you can't explain—go to a good optician and have your *eyes examined*.

This shows wording and illustrations, but does not suggest manner of display.

DON'T NEGLECT YOUR EYES

Don't neglect your eyes. You owe it to yourself to at least have them examined periodically. Clear sight is necessary to your health and success. Our expert tests your vision without charge or fees of any kind. When glasses are required he will supply them to suit your own particular needs. *All work guaranteed.*



No. 263

FIX UP YOUR HOUSE THIS SPRING

Nothing better for a house than frequent painting—tenants come easy for a well painted house too.

Talk over the paint question with us.

This shows wording and illustrations, but does not suggest manner of display.

Pure prepared *paint* is a perfect paint and is unsurpassed for durability in this climate. Properly used it will retain its finish and wear better than lead and oil mixed by hand. We guarantee Pure Prepared paint to be composed of pure white lead, pure oxide of zinc and pure linseed oil, and coloring pigments and contains no adulterant. Give it a trial on your next work.



No. 306

PAINTS

for houses, barns, floors, cupboards, shelves, furniture, bath tubs, buggies, farm tools, etc. A special paint for each purpose, not one slap-dash mixture for all. Not low priced, but highest grade at fair, honest prices. You know our reputation. We say these are the best paints we know of. You'll say so too after you have used them.

This shows wording and illustrations, but does not suggest manner of display.

A LITTLE TIME AND MONEY

spent in fixing up your house this season will prove a profitable investment in the long run.

What about Painting? thought of it? Come and talk with us—we'll make you see the wisdom of using good house paints.



No. 53

CHANGE THE APPEARANCE OF YOUR WOOD-WORK

by the use of the — prepar-
tions. Brush it over with —
paint and varnish remover—let it
stand four minutes, and you can
wipe off the old finish with a cloth,
clean to the wood. Then apply
— one coat finish—just once
over with a brush completes the
job—gives the dull beautiful fin-
ish of oak, rosewood, mahogany
—whatever wood you choose.
Easy to do, perfectly simple—re-
sults are sure to please you. —
remover costs 45c a can! —
finish, 60c pint.

This shows wording and illustrations,
but does not suggest manner of display.

— STAINS WILL MAKE YOUR FURNITURE AND WOOD WORK LOOK LIKE NEW

Is beautiful, durable and in-
expensive. Let us tell you how to
make your home attractive, inside
and out without a big pocketbook.
Ask for color cards, booklets,
facts and prices. We are always
ready to talk on the paint and
varnish question.



No. 265

VARNISH

Is invaluable in cases of emer-
gency, and every housekeeper
should have a can on hand all
the time. Often a piece of fur-
niture is badly scratched or the
interior woodwork discolored.
Bring out your — and in no
time you will have a smooth,
brilliant finish that will wear like
iron. Any one can apply it.
Nothing on earth like — for
rough floors. It makes them look
like fine hardwood. Thousands
of people everywhere use and
praise it as the best and cheap-
est preparation.

This shows wording and illustrations,
but does not suggest manner of display.

BRIGHTEN UP!

A Stain That's Not a Blemish
on either your reputation or your
house is a bit of wood stain we
can supply—which you can ap-
ply—for the sides of your stair-
cases—carpet in the middle you
know. It's remarkable how
cheaply you can improve the ap-
pearance of your staircase and
halls by buying paints, stains
and varnishes here.

PAINT ADS.



No. 332

A PAINT SURPRISE

It will surprise you to see how it looks, how it wears, how easy it works, how economical it is when you paint with — paints, the oldest and best-known paints in America to-day, made from best paint material, to fight off hot sun and storm, to outlast all others and at just the right price for pure paints.

This shows wording and illustrations, but does not suggest manner of display.

DO YOUR PAINTING IN HOT WEATHER

Everything is dry and buildings properly painted now will last for many years. It would seem like a vacation to us to make that old weather beaten house look like a new one. That is what paint is for, and that is what we are here for; to make the homes of Fresno more attractive, both exterior and interior, better to live in, better to keep, better to sell or rent; in fact a little of our wall paper and paint will always bring results. — *Patterson-Dick Co., Fresno, Cal.*



No. 21

THE REAL THING IN PAINT

Paint that is paint—every bit of it. Pure white lead, pure linseed oil, pure coloring pigments and nothing else, excepting a thoroughly scientific grinding and mixing of the parts together so that they will cover more surface, cover it better, cost less, and last longer than any other paint. That's the — kind. If, after you have used the — Paints, you think some other kind would have been cheaper and better, we'll repaint your house without charge with any paint you may select. All kinds of painters' supplies.

This shows wording and illustrations, but does not suggest manner of display.

ASK A MAN WHO KNOWS

A man who knows about *paints*—will select our paints every time. They are high-grade in quality—but moderate in price. They will wear and preserve the surface on which they are put—will hold their color and won't peel or crack. They are easy to put on with a smooth finish.



No. 197

SMART SHOES FOR WOMEN

A distinguishing beauty and individuality characterizes *women's shoes* when made of gun metal leather. Also more durable and stronger than any other dress leather. We have featured these this season, therefore we do not hesitate to assert our supremacy—in largeness of assortment and lowness of price.

This shows wording and illustrations, but does not suggest manner of display.

THEY FIT—ALWAYS

Because, they are built on lasts that conform to every natural turn of the foot. Allowing a free action that makes walking a delight. Evenly balanced heels, pliable soles, and natural shape, all skillfully adapted to the prevailing fashionable ideas. The price is not more than others! \$3.50.

SHOE ADS.



No. 267

FOOT BEAUTY

It is the shoe that produces the beauty, not the foot. If a woman's shoes look well her feet will look well, but the handsome foot counts for nothing in an unshapely shoe. That's the advantage in buying your shoes here, as you have a choice of so many styles, shapes and sizes that it is just like ordering your shoes custom made. You get shoes that look just right and hold their shape a long time.

This shows wording and illustrations, but does not suggest manner of display.

ARE YOU TROUBLED WITH POOR FITTING SHOES?

Every woman will find the size desired in vici kid, button or lace; also patent leathers in lace style, as illustrated. Materials and workmanship represented will win approval, while the most discerning will accept the really desirable styles with satisfaction.



No. 383

A SHOE OF PROVEN QUALITY

Proof of what high and consistently sustained standards can accomplish is made evident in every one of the beautiful — shoe creations shown at this store. In not one pair has endurance or any other desirable quality been sacrificed. The — is as good as it looks. And you can always be sure that beneath its dependable upper is a firm and honest sole.

This shows wording and illustrations, but does not suggest manner of display.

DRESSY SHOES THAT WEAR

In workmanship, in leathers, in style, these shoes are as fine as can be made. They're the very perfection of shoemaking. Even the custom bootmaker who charges double and more can't put better materials into his productions, for the best materials obtainable are used in these. He can't give you better workmanship, for the skill employed in turning out these shoes is of the highest order, and in the factory where they are made the facilities for doing good work are far greater than the custom bootmaker possesses.



No. 10

DURABLE FOOTWEAR

In these days of frenzied advertising any old style is represented as the latest out, up-to-date, etc., and so wise people are becoming more and more careful in selecting their *shoe store*. Our ever increasing trade shows that well-dressed people look to this store as the style and center and authority in all that pertains to footwear. The name — on a shoe is a guarantee of quality, and — endorsement of a style is absolutely unquestioned.

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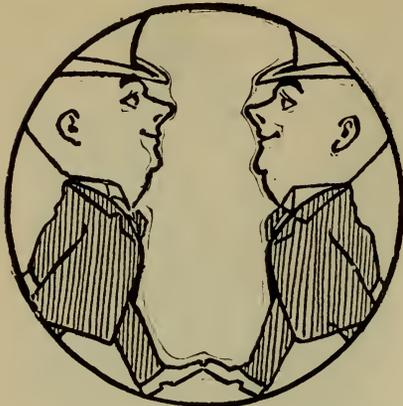
YOUNG MAN

take this hint. No matter what clothes you wear, if you are not well shod, you are not "dressed up." We have just received our new line of

YOUNG FOLK'S SHOES

and they are beauties—every pair of 'em. For the women as well as the men, they come in a variety of popular leathers and lasts, they will do you good to look at them.

If you want correct shoes, you can get 'em at —.



No. 296

WE'RE WEARING THE — SHOE

Are We In It?—Well, I should smile. We have been in it all the while, and every man that wears the — Shoe is in it, too. And while they are new it's worth your while to buy a pair and be in style.

This shows wording and illustrations, but does not suggest manner of display.

HAVE YOU PRETTY FEET?

If you have a pretty foot and ankle, wear a shoe that does them justice. If you haven't, wear a shoe that makes them look as if the pretty foot and ankle were yours. — shoes for women emphasize the pretty foot, add grace and shapeliness to any foot. — shoes fit all over, not in spots. They fit around the ankle as they fit around the foot, and fit both with the smoothness of a stocking and the firmness of a glove. The fit of the ankle is for something more than looks. That graceful "custom-made" curve at the back hold the shoe firmly but gently in place. No up-and-down slide—heel hurting and pace-impairing—to the — shoe.

SHOE ADS.



No. 34

WOMEN'S SUMMER FOOTWEAR

Oxfords, ties and pumps are the styles in footwear a woman delights to wear. Why shouldn't she? There's no foot covering that looks so handsome or affords her so much comfort as her summer shoes. All styles of our low cut shoes and ties are correctly formed and they work in perfect harmony with the foot. There's no cramping of the toes, chafing at the heel or gaping at the side. Come see the season's best.

This shows wording and illustrations, but does not suggest manner of display.

A SHOE FOR BUSINESS

The — display of footwear is exceptionally fine. Selling fast, too. Many have learned that shoes make as good gifts as anything else. The — stock takes in the good sorts only, made after our own ideas, and there is here a great assortment for the youngest and the oldest, and every other member of the family—all with that *shoe* betterness which has made — headquarters for good goods.



No. 117

WALKING A DELIGHT

Comfort in wear—elegance in form, and moderateness of price always recommend the

— SHOE

Built on lasts designed to every scientific principle. Easy pliable soles and heels they become a natural support to the body insuring the graceful easy movement of the athlete. Corns or Bunions are forgotten; walking becomes a delight.

This shows wording and illustrations, but does not suggest manner of display.

WE WARRANT OUR FOOTWEAR

We have never failed to keep faith with the shoe buyers of — We have never advertised a shoe unless we really had the shoes to sell. We have never advertised simply to get the people in the department, regardless of being able to fit the feet. We have every size and width, and can fit the most critical shoe purchaser. This Friday is no exception. We can fit any normal foot in any of our Friday's bargain shoes.

SHOE ADS.



No. 335

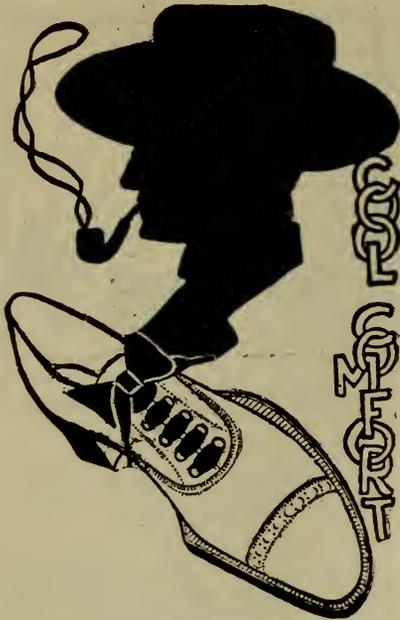
A STYLISH SHOE FOR BUSINESS

The — Shoe. Incomparably the most artistic and highest grade oxford for men on the market. They are the result of the best shoemaking thought obtainable, applied to the best mechanical process, and worked out in leathers as excellent as the world's tanneries afford. They fit when others fail. All the leathers in dress and business styles. We have them and if you don't get the best it is your fault.

This shows wording and illustrations, but does not suggest manner of display.

OUR SHOES ARE GUARANTEED

Experience is the best teacher of shoe values, but we insure you against the possibility of dissatisfaction with our \$3 special shoe. We guarantee confidently because we know how the shoe is made and what it is made of—we know what hundreds of its wearers say of it—that it is the best shoe for the money in America—and that is what it is.



No. 434

COOL COMFORT

Just when you need 'em most, we're closing out a lot of COOL COMFORT and serving them up with bargain sauce. We refer to our sale of

TAN SHOES AND OXFORDS

at 30 and 40 per cent discount from the regular price.

This shows wording and illustrations, but does not suggest manner of display.

COMFORTABLE STYLISH OXFORDS

University oxfords for men. Here's the greatest line of men's low shoes at a low price that ever saw the light of day. For beauty and newness of styles, high grade leathers and careful, skillful workmanship and finish, these oxfords have no equals on the market. Black-and-tan leathers, many lasts and styles at one price, \$3.50.



No. 408

WOMEN'S SHOE SATISFAC- TION

Elegance of form, comfort in wear are the qualities that always recommend the — SHOE.

The exquisite beauty of design appeals particularly to those women who know the advantage of a shapely and well-formed foot for occasions that demand dainty dressing.

This shows wording and illustrations, but does not suggest manner of display.

COMFORTABLE SHOES FOR WOMEN

Many a woman can trace her irritability to ill-fitting shoes. It is hard to be cheerful and happy when all the time there is a drag and weight and pinch upon the feet.

SHOE ADS.



No. 363

HERE'S A HINT

Boys, that will do your heart good. IT'S TIES. They've just come in and represent the latest for Fall. Varieties of styles to suit the fastidious. Usually, they come high at the beginning of the season, but just to be different than the others, we're going to let you have them at the end-season prices. If you're prudent, don't let this slip by you.

Then we have all the newest things in solid shoes for men—summer's gone, you know.

This shows wording and illustrations, but does not suggest manner of display.

IF — SHOES COULD TALK

They would tell of their soles of genuine oak-tanned leather, the honest true workmanship, their building on lasts made to scientific principle; yet conforming to the latest decree of fashion.

They would tell of the wonderful low price,

\$3.50.



No. 244

HAVE A LOOK

At our new Fall line of SHOES. They are beauties, every one of 'em. For the women as well as the men, they come in a variety of popular lasts and leathers, and with our full stock of widths, we can fit every foot in comfort.

If you want correct shoes, you can get 'em at

This shows wording and illustrations, but does not suggest manner of display.

SHOES THAT BEAR
INSPECTION

And still the new shoes come —this time the —, one of the many world's famous products for which we have the exclusive sale in —. Needless to say, we couldn't keep piling in the new unless the early arrivals marched out to make room. It's this constant quick-step march that keeps our great store in the lead with all the newest and choicest of the up-to-the-minute styles. The blucher and the button are the popular shoes of the season. We have them in all styles, all leathers and all prices.



No. 192

SHOES YOU OUGHT TO BUY

Here are shoe offerings that will quickly inveigle you into buying. They are the kind that you frequently read about but seldom come in contact with. Every pair is worthful to the highest degree, stylish and serviceable. Every pair sold means the making of a new customer or the more firmly cementing the friendship of the old.

This shows wording and illustrations, but does not suggest manner of display.

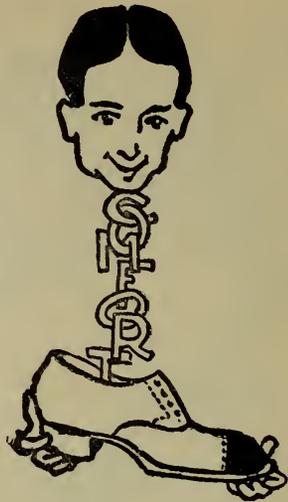
WE NEED THE ROOM

Our new line of FALL SHOES is about due, and in order to make room for them, we've crowded up every pair of our cool and comfortable

MEN'S OXFORDS

that we own, and will sell them out at unprecedented prices. Just think. There are three months of Oxford weather still to come, and taking advantage of this sale is easy money in your pockets. We anticipate many wise buyers will buy for next season—a hint worth considering.

SHOE ADS.



No. 105

COMFORT FROM HEAD TO FOOT

The — Shoe, with Cushion Sole, will give immediate relief to men with tired, tender feet. It makes the hardest pavement as soft as the green earth. It rests the feet. For nervous people there never was a finer shoe constructed. Absolutely no jar on the nervous system when walking. Perfect ease, comfort.

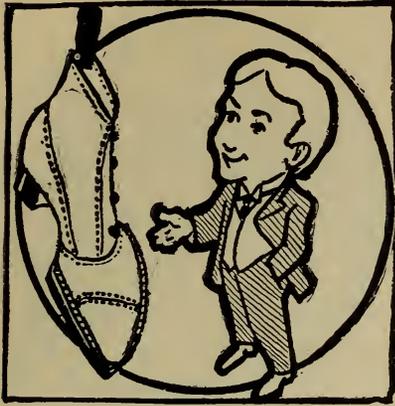
This shows wording and illustrations, but does not suggest manner of display.

ANY TASK IS EASY IF YOU KNOW HOW TO PERFORM IT

It's as easy for you to present an attractive foot as a homely one. All that's necessary is the

— SHOE

We grant the statement may sound strong, but the proof is right in our store. Come in and try on a pair—buy or not, as you like,—so as to demonstrate our claims.



No. 7

A FULL UNDERSTANDING

Of what's best in material and manufacture enables us to offer in —SHOES at \$—— more durability, style and comfort than has ever been obtainable in shoes retailed for less than six dollars. Our shoes require no "breaking in"—they fit properly, their lasts are made by the foremost shoe designers and the leathers are selected with great regard for fine appearance and durability. All shapes and leathers—six dollar values.

This shows wording and illustrations, but does not suggest manner of display.

WE TELL YOU—

Experience is the best teacher of shoe values, but we insure you against the possibility of dissatisfaction with our \$3 special shoe. We guarantee confidently because we know how the shoe is made and what it is made of—we know what hundreds of its wearers say of it—that it is the best shoe for the money in America—and that is what it is.

SHOE ADS.



No. 182

SEE FOR YOURSELF

Men want very little said about the shoes they buy—they want to see them and judge for themselves. We leave the value of these shoes entirely to you, therefore, but simply call your attention to the general appearance, make and fit of these Oxfords we offer at \$1.98 and inform you that at the last sale we sold an enormous quantity to discriminating men.

This shows wording and illustrations, but does not suggest manner of display.

BETWEEN YOU AND ME

Experience has taught me that as a *business shoe*—a shoe for every-day wear, gun metal calf offers many advantages. Neat in appearance, takes a splendid polish, comfortable, and should give excellent wear. We guarantee ours to. And it's safe to say, we're showing the largest most up-to-date and stylish Oxfords for men in the city. Our "Special" line at \$4 includes several gun metal calf Oxfords; one in particular—a swell blucher cut, is destined to become the most popular shoe in town.



No. 173

OUR NEW FALL LINE OF WALL PAPERS

Is just in. Whether your preference is decided or indefinite there is some style and design in our immense stock that will just suit your taste, purse and requirement. Our prices range from \$—— to \$—— per roll.

In our Upholstery Department, you will find many new Fall novelties.

This shows wording and illustrations, but does not suggest manner of display.

DOWN GO THE PRICES IN WALL PAPERS

I have just received my new Fall line of WALL PAPERS, and will sell them at such reduced prices that it will pay you to

COME EARLY AND GET FIRST CHOICE

I have the largest and most select stock in town. The designs are new, the coloring superb and the finish excellent. Grasp this opportunity to cheer up your home at a minimum cost.

WALL PAPER ADS.



No. 214

YOU WON'T MAKE A FOOZLE OF IT

Like the phrase on our illustration, You WON'T Make a Foozle Of It if you select your
WALL PAPERS

at our store.

In order to make room for our Fall stock we are going to sell our complete stock of High Class Wall Paper at prices that will surprise you. If you contemplate decorating your rooms in the near future, it will pay you to take advantage of this special offering.

This shows wording and illustrations, but does not suggest manner of display.

If you intend to decorate your home for Spring, why not call and see us right away? We are competent to offer, suggest and show you new ways and ideas in

DECORATING

that will convince you that we have every facility for handling this class of work. Furthermore, WE CAN SAVE YOU MONEY not only in our WALL PAPER Department, but in other departments in our store. See us before you decide.



No. 175

LOOK!

Have you seen the ever-increasing throng of enthusiastic patrons visiting our store. Our

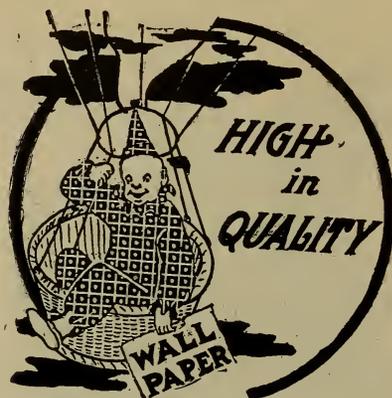
WALL PAPERS,

both foreign and domestic, which are so new in styling—bought direct from the mill, are being sold at prices that would stagger the ordinary competitors. You contemplate decorating your rooms in the near future, if you have not already bought your share, then why not “Get in the swim, the water’s fine.”

This shows wording and illustrations, but does not suggest manner of display.

NEW IMPORTED AND DOMESTIC WALL PAPERS

Our reputation as leaders in wall decorations has been established on the individuality, quality and exclusiveness of our papers. We are not tied down to any one or two mills, but make careful selections from the best products of manufacturers abroad and at home, giving our customers the benefit of high quality and low price.



No. 284

HIGH IN QUALITY

Whether you have a decided, or an indefinite preference in

WALL PAPER,

whether you permit us to make a selection for you, or you select a pattern yourself, you may be sure that the design is exclusive, the quality high, and the prices correspondingly low. What we claim for our Wall Papers, holds equally good in our Upholstery Department. Everything new for Fall. Please call.

This shows wording and illustrations, but does not suggest manner of display.

Every roll of Wall Paper we have in stock, is deserving of a laurel-wreath. We don't carry cheap shoddy stuff—we know you want the best, and we get it for you. The colors, the tints, the designs of our papers are all in harmony with each other, and the quality is the highest. They are as beautiful as Spring itself. They add sunshine to your room.

We carry the most select line of wall coverings in this town.



No. 73

ON TOP

Not only are our WALL PAPERS high in quality, but our prices are proportionately low. We get our goods direct from the mills—we buy as low as any house in Boston, and can afford to SELL LOWER. The very best

WALL PAPERS

at the very lowest prices—that's our way.

In our Upholstery Department we call your attention to our line of beautiful curtains, which have just arrived.

This shows wording and illustrations, but does not suggest manner of display.

WALL PAPERS

the most complete to be had, but our prices are even less than what you have to pay in — for the same thing. The reason for this is obvious. We buy just as low, and our expenses are less. Thus you get the benefit of our saving, and our trade grows larger and popular.

Have you seen our new Fall designs? If you've an eye for what's beautiful, you should see this line.



No. 310

MAKE YOUR HOME ATTRACTIVE

If you are socially inclined, the appearance of your rooms are of utmost importance. If your rooms are decorated with

WALL PAPERS

artistically designed, the body in complete color harmony with the borders, your rooms will be beyond criticism. If you haven't the fullest confidence in your own taste as to pattern or color, we will be glad to advise you.

This shows wording and illustrations, but does not suggest manner of display.

You can make your home attractive with a

WALL PAPER

for as much and as little as you care to spend. All our papers high-class, which does not necessarily mean high-priced. As a matter of fact, our prices are lower than elsewhere, because we buy direct from the mills. We give you the benefit of the wholesaler's profit.

Likewise in our Upholstery Department, we buy direct—that's why we can sell so low.

WALL PAPER ADS.



No. 271

LET US SUGGEST

That you drop in and see our line of Dining-Room Paper.

The charm of a dining-room lies in its wall decoration. The delicate tints, the soft colors, the exquisite patterns of our special dining-room

WALL PAPERS

will appeal to every person with a love for the artistic. While we carry a variety of papers for every room in the house, we call especial attention this week to this particular line, which we are selling at a reduction.

This shows wording and illustrations, but does not suggest manner of display.

For you who prefer something bright and striking, our new line of

WALL PAPERS

is just the thing. We have now on view some of the happiest designs we have ever shown. They are in a riot of colors, bold in designs, yet beautiful to behold. If you contemplate decorating your parlors, you should see this line.

WALL PAPER ADS.



No. 278

FRIEZES

The holidays are not a long way off, and the WISE ONES do their house decorating now. There'll be plenty of other work to do later on. Our stock of

WALL PAPERS

is complete. It includes Foreign and Domestic papers in Cretonne, Floral and Panel effects, with Friezes to match. The WISE ONES who do not wish to incur considerable expense, know that they can save money by buying their Wall Covering from us.

This shows wording and illustrations, but does not suggest manner of display.

YOU MAY SELECT

a very pretty WALL PAPER, but if your friezes are not in harmony, your walls become an eyesore. We pride ourselves on having a frieze for every pattern of wall paper, the designs and colorings of which are in perfect accord with each other. *If you cannot depend on your own taste, leave it to us.*



No. 215

HARMONY!

Last week we suggested an artistic effect for your home by keeping your WALL PAPER in color harmony with the wood-work. A rich effect can be obtained by varnishing your grained wood-work, keeping it clean and fresh. This requires the work of only the most expert decorators, which we can supply you.

Painting, Decorating and Upholstering in all its branches. Foreign and Domestic Wall Paper in exclusive designs. We invite your inspection.

This shows wording and illustrations, but does not suggest manner of display.

Selecting artistic Wall Paper to harmonize, is like walking a tight-rope. Get the knack and the rest is easy. Our vast experience of our gorgeous Foreign and Domestic

WALL PAPERS

gave us the knack, so much so, that we can suit the most diverse tastes.



No. 230

WELL BALANCED

Our large experience in

WALL PAPERS

has demonstrated that our suggestions as to color and effect are invariably correct. As we import all goods direct and deal with the manufacturers only, we can afford to sell goods of the highest quality at lowest prices.

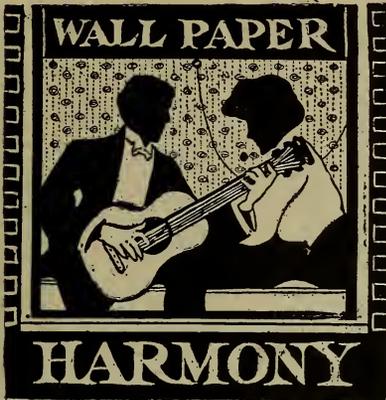
Upholstery Goods, Muslin, Net, and Madras Curtains—
Painting and Decorating.

This shows wording and illustrations, but does not suggest manner of display.

Harmony in color is just as important as harmony in music. The tints and color schemes on your walls to please the eye, should harmonize. Our Wall Papers are noted for their pleasing colors and beautiful blending.

Let us digress and make a reasonable suggestion. We have some fine roomy, cool, comfortable willow rockers and piazza chairs, which are to be sold this week at very low prices. Also strong sturdy swings and hammocks. It will pay you to see them.

WALL PAPER ADS.



No. 291

WALL PAPER HARMONY

The selection of a wall paper to harmonize with a particular suite of furniture and be in accord with the fitness of things is no easy matter. It is a life's work.

Usually the lady of the house can select the correct thing by intuition. It is better so, for she has to live with it—but we believe that with our long experience we can be of material assistance in the choice.

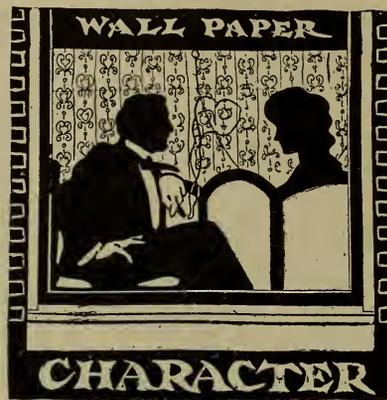
This shows wording and illustrations, but does not suggest manner of display.

If you care to see harmony in coloring, you should inspect our new line of

WALL PAPERS

The blending of colors are superb and the designs are most artistic. Patterns, suitable for every room in the house.

We cordially invite you to look into our Upholstery Department and inspect our Linens and Madras.



No. 142

WALL PAPER CHARACTER

You'll enjoy your home so much more if your rooms are decorated with our

WALL PAPERS

In our large stock, there is some paper which will exactly suit you, not only in coloring, character and design, but also in price. We will be glad to assist you in your selection, and advise you in appropriate friezes.

Please visit our Upholstery Department when you call.

This shows wording and illustrations, but does not suggest manner of display.

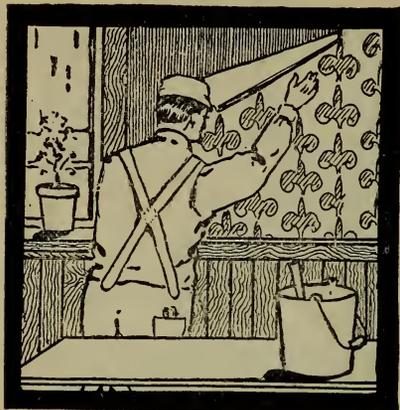
TALK IT OVER TOGETHER

Then come and talk it over with us. You want your rooms properly decorated. Our line of

WALL PAPERS

will surely please you, and we will gladly offer suggestions. Our prices are most reasonable.

In the Upholstery Department you will find a selection of Madras, Net and Linen that will be to your liking.



No. 223

Nothing lends more dignity to a house than a Wall Paper with Character. Our

WALL PAPERS

possess an individuality which is always in taste. The colors and patterns are charming. Why not celebrate the holidays with a newly papered house?

You will find many beautiful suggestions for

HOLIDAY GIFTS

in our Upholstery Department.

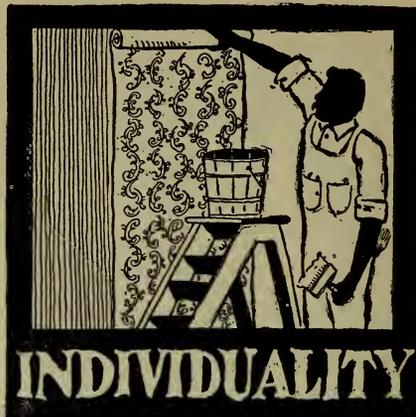
This shows wording and illustrations, but does not suggest manner of display.

The possibility of creating a certain distinction in a room is given broad scope for expression in our new Spring line of

WALL PAPERS

We are the leaders of fashion in Wall Papers. Our line is always the very latest and in the best taste. Easter is about due. Are your rooms in holiday attire?

When you call on us, don't fail to look into our Upholstery Department where Net, Curtains and Madras are shown.



No. 70

INDIVIDUALITY

Whether its a church, a public hall or a private residence, its crowning glory is its wall decoration. We have what we claim to be the largest, finest and most select line of hand prints and pressed

WALL PAPERS

foreign and domestic in town. If you wish to decorate your home for the Easter holidays permit us to help you with suggestions.

This shows wording and illustrations, but does not suggest manner of display.

The one thing over all others to which we lay claim is

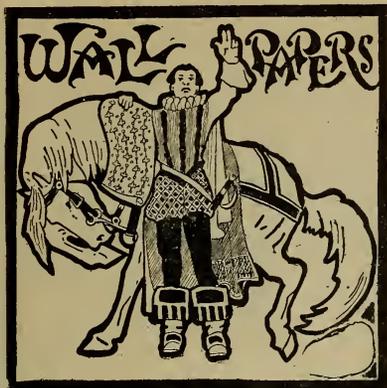
INDIVIDUALITY ON

WALL PAPERS

Our patterns are individual and always in taste. Whether you wish to decorate the kitchen or the parlor, our line is such as will afford a selection that will satisfy you. The same may be said of our

UPHOLSTERY DEPARTMENT

where every article possesses an individuality and taste.



No. 159

WALL PAPERS

What have you to be thankful for? We offer thanks because we have been the instrument in making so many homes bright with our

WALL PAPERS

Because we can offer to our customers better papers for less money than can be had elsewhere.

Our line of Upholstery patterns is ready for your inspection. We shall be glad to offer suggestions as to color harmony, etc. In our

UPHOLSTERY DEPARTMENT

we have many things suitable for holiday gifts. You may place your order with us now, and we will hold the purchase for you until the holidays.

This shows wording and illustrations, but does not suggest manner of display.

Your rooms are in bad taste if they are not decorated in harmonizing colors. Our new FALL line of

WALL PAPERS

in superb coloring and designs are all in excellent taste. We cordially ask you to inspect them.

WALL PAPER ADS.



No. 119

DECORATE YOUR HOME WITH OUR WALL PAPERS

The appearance of a room—be it bath room or parlor, depends on its

WALL PAPER

All else is subordinate. We have a variety of WALL PAPERS especially designed for each room in a house. As we buy direct from the manufacturers, our prices are as low, if not lower, than Boston prices.

UPHOLSTERY GOODS, MUSLIN, AND MADRAS

This shows wording and illustrations, but does not suggest manner of display.

We'd like to show you our handsome

WALL PAPERS

The most complete line in the city. Not only are our designs and colors beautiful, but prices reasonable. As we buy direct from the mill, we can afford, and do sell our wall papers, at the very lowest prices. If you are contemplating a redecoration of your rooms, you should not fail to call on us. In our Upholstery Department, you will find the most select Curtains, Net and Madras.



No. 133

After the dusty summer season, your HOME needs a brushing up as well as yourself. There is nothing makes a home look so clean and refreshing as new

WALL PAPER

Our Fall Line is here awaiting your choice, and a choice line it is. The designs, colors and patterns are more beautiful than any we have yet shown. If you are not prepared to order, we invite you to call and look over this new line.

This shows wording and illustrations, but does not suggest manner of display.

You've worried. You WANT to DECORATE YOUR ROOMS FOR SPRING but can't decide on what colors or patterns to use. Why not leave it to us? We've been decorating rooms for years, and can tell you just what colors and patterns will harmonize with your furniture. Our New Spring Line is replete with patterns and designs, such as we've never shown before. Our friezes are in perfect harmony with the body, and the colors blend beautifully. Take us in your confidence.

WALL PAPERS, NET, MADRAS, CURTAINS



No. 98

Our newest line of

WALL PAPERS

are really pleasing. They are the Fall designs, and come in an endless variety of floral, striped and patterned figures in the best styles and treatment. Please come and see them.

Upholstery goods, Muslin Net and Madras.

This shows wording and illustrations, but does not suggest manner of display.

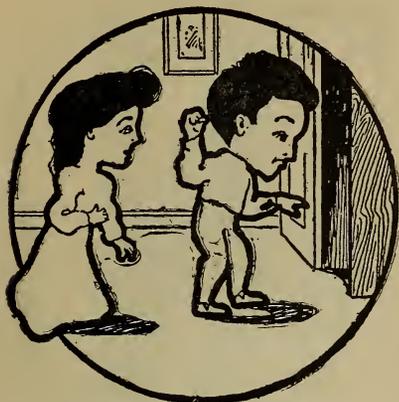
ABRAHAM LINCOLN SAYS

"You can fool all of the people some of the time,
And some of the people all of the time, but
You can't fool all of the people all of the time."

Don't deceive yourself into the belief that you can get better goods or prices in — than you can here. YOU CAN DO MUCH BETTER WITH US, for we buy direct from the mills, we buy as good, we buy as low and because our expenses are lower, we can, and DO sell lower than Boston houses. We invite you to compare our qualities and prices on

WALL PAPERS

WALL PAPER ADS.



No. 87

There's "something snappy" about our patterns that make our

WALL PAPER

different from what you get elsewhere. We make a careful study of your special requirements, and offer suggestions for any room in the house. Our papers are durable, non-fading and handsome—and our prices are really most reasonable.

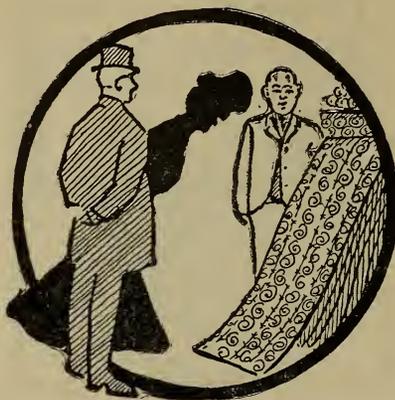
This shows wording and illustrations, but does not suggest manner of display.

Mid-summer is past, and your Wall Papers are soiled. Don't waste your money buying cheap papers in the regular stores. It doesn't pay, when we are offering all our Foreign and Domestic

WALL PAPERS

at such low prices, that we are going to make "A Clean Sweep" of them. Get in line and pick out yours before the best are sold.

Our sale also extends to our Upholstery Department, where we must make room for our Fall Stock.



No. 174

If you are looking for a high class WALL PAPER that is not high priced, you haven't far to look, for that's our specialty. Our line of

WALL PAPERS

has been so carefully selected, that appropriate and tasteful designs may be found in every grade at every price. The holiday season is almost due, and you'll have work enough later on. Permit us to suggest that you attend to your decorating now.

This shows wording and illustrations, but does not suggest manner of display.

In the large stock of

WALL PAPERS

which we carry, we have both Foreign and Domestic styles, and are able to satisfy the most fastidious. The quality of our papers are second to none—the prices are lower. From the bath room to the parlor, we have distinctive styles, a motif in different patterns and colors for every room in the house.

You want bright, cheery designs for Summer. Shall we show you some?



No. 319

If you are about to be married, you should first look to the appearance of your rooms, as much of your future happiness will depend on your surroundings.

If your walls are properly papered in artistic harmonious designs, the influence on the groom and bride are equally harmonious. After you've selected your mate, let us help you select your

WALL PAPER

This shows wording and illustrations, but does not suggest manner of display.

BE HAPPY

That's our wish to all our friends and patrons—we are sure that we have made a friend of every patron. We take occasion at this auspicious time to thank the public for their magnificent patronage during the past year. We fully appreciate the confidence reposed in us and assure our patrons that our stock of WALL PAPERS will be more beautiful and varied the coming year than ever before.

OUR CONGRATULATIONS TO ALL

WALL PAPER ADS.



No. 438

Our whole stock of WALL PAPERS have got to go. As it is our policy never to carry goods over from one season to another, we have decided to "split the prices" on the balance of our stock of

FOREIGN AND DOMESTIC WALL PAPERS

by sacrificing "Original Prices."

This shows wording and illustrations, but does not suggest manner of display.

If you are uncertain about the proper pattern in

WALL PAPERS

let us make some suggestion. Our long experience is at your service. Our immense variety in style and design—both Imported and Domestic—make it absolutely certain that we can suit your requirements. We have a special paper for every room in the house, from the bath-room to the parlor.



No. 155

You can obtain an artistic effect in your rooms with an inexpensive

WALL PAPER

provided you understand color harmony. You select whatever pattern pleases you from our large variety of new designs and colorings and we will advise you what color scheme in

PAINTS AND VARNISHES

will best harmonize with it.

Painting — Decorating — Upholstering in all its branches.

This shows wording and illustrations, but does not suggest manner of display.

A ROOM DECORATED

in colors out of harmony is as grating on the nerves as a musical instrument out of tune. Our line of **WALL PAPERS** is varied, and the coloring in every piece is in pure harmony. Our papers have beauty and strength, and the prices are really low.

WALL PAPER ADS.



No. 106

WITH THE FACT THAT

It should be to the interest of every person who has the interior appearance of his house at heart to pay especial attention to the

WALL PAPER

The line we handle is the best Imported and Domestic Wall Papers to be had. Besides the numerous patterns we show, we have this week some beautiful flat tints in

CARTRIDGE PAPERS

which will add a dignified effect to any room. It will be worth your while to look this line over.

This shows wording and illustrations, but does not suggest manner of display.

We'd like to acquaint you with our fine line of

WALL PAPERS

Surely, you take pride in your house, and you know that the appearance of the rooms depends more on the taste displayed on your Wall Papers, than anything else. If you are in doubt as to colors and patterns for your rooms, our advice is at your service.

Our Upholstery department is complete. Pay us a visit.



No. 99

WE NOW ANNOUNCE

our domestic line of

WALL PAPERS

We carry a most complete line of Domestic Papers, in which the styles, designs, coloring and price will exactly meet your taste. We have 'em in Floral and Panel effects with special frieze designs to match.

If you're going to freshen up your home, we ask the privilege of talking the matter over with you.

Prices \$.10 to \$10.00 per roll.

This shows wording and illustrations, but does not suggest manner of display.

As soft in tone as the wings of the butterfly, and as delicate in color as the petals of a flower, thus we aptly describe our new line of

WALL PAPER PATTERNS

FOR 19—

Our new line has come in with the New Year and they are a pleasure to the eye. We cordially invite you to inspect same.

We also show many new things in our upholstery department.



No. 338

You will have callers during the holidays. Then why not decorate your rooms with new

WALL PAPER

We have a new line of patterns and colors especially bought for the holiday season.

In our Upholstery department, our curtains will interest everybody who can appreciate the beautiful. When you go holiday shopping, make it a point to call on —.

This shows wording and illustrations, but does not suggest manner of display.

We take pleasure in announcing to all who wish to beautify their homes, that we have by far, the most attractive line of Foreign and Domestic

WALL PAPERS

that are to be seen in town. As we buy direct from the mills, our line is on a par with those of the best houses in —, and as our expenses are less, *our prices are lower* than what you pay in —. Call on us and see if this isn't true.

Net. Madras. Curtains.

WALL PAPER ADS.



No. 409

SMART STYLISH SUITS

We know pretty well what sort of clothes you want; and we have them here ready for you to wear. The styles are right, late and correct; the quality of materials is of the best; the tailoring is extra good hand tailoring and we have sizes to fit everybody, no matter what your build is.

This shows wording and illustrations, but does not suggest manner of display.

IN THE MATTER OF DRESS

intelligence and taste go hand in hand. Quiet elegance is, after all, the root of genuine good taste and good breeding. We have assembled a very complete and handsome collection of fabrics for this season's wear—but none handsomer than our black and blue unfinished worsteds.

GENERAL ADS.



No. 412

GOOD NEWS FOR ALL

Winter is drawing to a close, and as it is our policy never to carry goods over from one year to another, we must close out every article of Winter wear we have in the place. To do this, we have cut from 25 to 50% off from our winter articles. If you are shrewd, you will buy now for the future.

This shows wording and illustrations, but does not suggest manner of display.

HERE'S GOOD NEWS FOR YOU

You need clothes and you're short of money. We'll fit out you and your family with clothes, and we'll wait for the money.

BUY ON CREDIT

Pay for your clothes while you wear them. Our prices are lower than ever now as the winter is drawing to a close. We have bargains in every department.



No. 60

MAY WE HAVE YOUR ATTENTION A MOMENT?

Just to announce the arrival of Spring with our fine new Spring line of Men's, Women's and Children's Clothing. Some of you are not prepared, in purse, to buy your Spring outfit, but don't let this deter you from getting

WHAT YOU WANT AND WHEN YOU WANT IT

We will sell you what you need now, and trust to your honesty to pay us when you can.

This shows wording and illustrations, but does not suggest manner of display.

THRIFTY WIVES

A man's wife has much to do with his success or failure. If she be thrifty, his fortune is half made. If she be extravagant, success will come slowly if at all. Thousands of thrifty wives carry savings accounts with this Bank where their money earns — per cent. and can be withdrawn when wanted. The savings accounts and checking accounts of women are always welcome here.



No. 72

MAKE YOUR HOME HAPPY

Nothing will make the Home so happy as the knowledge that you have laid aside something for the future. A Bank Account in the

— BANK

will not only assure your future, but with its growth by the accumulation of — interest compounded annually will become a safe and secure investment.

This shows wording and illustrations, but does not suggest manner of display.

June is the month of weddings. What better and more appropriate wedding gift than a

WILLOW ROCKER

And for you who are already enjoying wedded bliss, a willow piazza chair is a blessing to your home. Make yourself comfortable for the summer with HAM-MOCKS, PIAZZA CHAIRS, CREX RUGS. We have a fine assortment at very low prices.

GENERAL ADS.



No. 352

BIG MONEY IN REAL ESTATE

— is a prosperous growing city—famous for its manufacturing industries and fine homes. Here are good opportunities for wise investment in real estate. We would be pleased to have you visit our property, located on — Avenues and — Streets— where we are selling very desirable building lots. Our prices are very reasonable—cash or easy payments. We also have factory sites for sale at consistently low prices.

This shows wording and illustrations, but does not suggest manner of display.

BUY REAL ESTATE

Real estate in — is a good investment. Do not buy elsewhere. Our many hundreds of patrons have profited by our advice. A satisfied customer always proves to be a permanent customer. To secure his satisfaction, the property we sell him is proof against criticism, by a competing agents or otherwise. *We can sell you real estate at prices and terms that cannot be equalled elsewhere.*



No. 343

THE OLD STORY

You have heard many people say, "Had I bought real estate in — three years ago it would have been a very profitable investment." The same thought will be expressed three years from now. *Be one of the wise ones and invest now.*

This shows wording and illustrations, but does not suggest manner of display.

A GOOD INVESTMENT

Invest surplus money in income real estate. We can show you bargains in business property, flat buildings and houses that will bring you a greater income than bonds or stocks, and there is no risk of losing your capital. Better than government bonds, because they produce a greater percentage of income. Real estate is the basis of all values. Wall Street juggling does not jeopardize your capital when it is invested in income houses and lots and farm lands. *Let us show you what we have to offer.*



No. 348

Our new Summer Suits are being talked about—yes, and worn about—all over town. If you're not wearing one, you ought to. Look up our Blue Serges, our Stout Men's Mixed, our Young Men's Ultras, and especially our

VESTLESS SUMMER SUITS \$—— to \$——

Wearing a straw hat yet? Might as well be comfortable right away. Also Summer Underwear—the kind that keeps you cool.

This shows wording and illustrations, but does not suggest manner of display.

THE CREDIT WAY

Yes, its the talk of the town. The easy way in which you can get your

SPRING CLOTHES ON CREDIT

is a boon to every person who wants to look well, and is short in cash for the moment. We have a line of Ladies' Jackets, the styles of which are really beautiful. In spite of the fact that we sell on credit, our prices are low. Come and convince yourself that our Credit business is all we claim for it.

Men's, Women's and Children's Clothing.

Ladies' Garments is our Speciality.



No. 209

THE SOCIAL WHIRL

If you are socially inclined, a dress suit is what you must have.

Our EVENING CLOTHES are positively correct, and our supply of sizes is so generous that it will be a most exceptional man who won't find a perfect fit here.

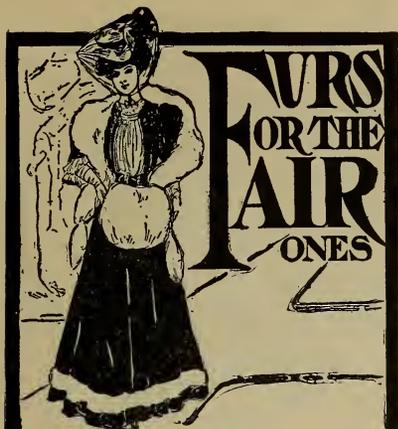
Swallow-tail or Tuxedos \$——

This shows wording and illustrations, but does not suggest manner of display.

THE CUT OF A MAN'S CLOTHES IS A GUIDE TO HIS CALIBRE

Don't Neglect your dress! Many a young man has lost good opportunities for advancement in life simply because he did not dress well. The price of stylish, serviceable clothing to-day is so little that anyone can afford it. If you doubt this, come to our store to-day. We'll prove it to your satisfaction.

GENERAL ADS.



No. 111

FURS FOR THE FAIR ONES

Give furs—of reliable quality. Furs are delightfully opportune gifts — seasonable, fashionable, beautiful. Every woman loves furs. Don't you know one whose bright eyes would sparkle with pleasure at sight of a neckpiece, muff or set of rich sable, mink, ermine, chinchilla? The less expensive furs are beautiful, too.

This shows wording and illustrations, but does not suggest manner of display.

FURS AT HALF PRICE

Hundreds of — people are buying furs at half price. No finer stock of furs than these could be shown at full prices anywhere. In few other places are these stocks as fine in style, in quality of fur and in beauty of workmanship. The maker is famous all over the country for his superb products. But he is off for Europe now—to the skin markets of the world to make next season's purchases. And he was glad to close out the balance of his stock—even for half price—to take along the cash to pay for what he buys.



No. 107

FURS

Monday's clearance prices in women's beautiful furs. The — fur factory has made its mark in the fashioning of stylish furs for both men's and women's wear—and it's a high one. Furs could not be better made. Styles couldn't be more authoritative, and a greater variety of exclusive style-creations would be hard to find even in Paris and London. Now that these women's beautiful furs are subjected to clearance prices in the first half of winter, it's an occasion that should interest every woman in the city.

This shows wording and illustrations, but does not suggest manner of display.

POOR ECONOMY

In buying furs it is the poorest of poor economy to purchase an article because it is cheap. Some of our furs are low priced, but we don't sell cheap furs—all are well made and reliable. Your seal, Persian lamb or otter garment will give you much greater satisfaction and comfort if you know the — label is on the lining.



No. 61

GOOD NEWS TRAVELS FAST

We have bought at a sacrifice a large lot of Furnishings direct from a manufacturer who needed cash and have decided to let the citizens of — share our good luck by creating a great

MANUFACTURERS SALE
where everything in the line of Clothing, Furnishings, Hats, Caps, Shoes, Rubbers, etc., will be

**SOLD AT A GREAT
SACRIFICE**

This shows wording and illustrations, but does not suggest manner of display.

Here's good news for the men of —. We are making a special run of 2-piece garment suits, just the kind for this kind of weather. In gray and blue serges and mixtures, double and single breasted, from \$— to \$—.

Still wearing that uncomfortable felt hat? How can you resist the temptation of one of our light comfortable straws? Mackinaws, split straws, sennets and panamas as low as \$— and as high as \$—.



No. 37

Decoration Day marks the beginning of Summer. When we can best enjoy the open air. In anticipation of this, we put in a fine large stock of

**PIAZZA CHAIRS, WILLOW
CHAIRS, SWINGS, HAM-
MOCKS AND SETTEES**

which we are offering at prices so low that you cannot fail to be without any of these articles.

We also have some Crex Rugs which are going at low prices.

This shows wording and illustrations, but does not suggest manner of display.

Now that the wounded and killed have been carefully tagged and counted, we announce another

POST-FOURTH-OF-JULY- INJURED

Our prices on all our summer goods have fallen. But its an ill-wind that blows no good, and while the injury may be serious to us, the advantage to you is considerable. The injury is greatest among our **STRAW HATS** whose prices have suffered a compound fracture. These hats which have sold for \$— are now \$—.

GENERAL ADS.



No. 39

Here's real good news for you. Our patrons have been so well pleased with the willow rockers and piazza chairs which we have recently been offering at bargain prices, that we have had to send for more to supply the demand. We bought a big bill of 'em and got them low enough to be able to sell them to you at even a lower price than we have been asking. We haven't the room here to enumerate the various styles and prices, but cordially invite you all to call and see for yourselves.

This shows wording and illustrations, but does not suggest manner of display.

If you are contemplating a re-decoration of your rooms, you will find many suggestions by looking over our line of

WALL PAPERS

They are imported and domestic, with designs and patterns to satisfy the most fastidious. Floral designs in beautifully blended colors; Floral de Lis effects that are charming; Cartridge papers in delicate flat tints which adds dignity to the rooms—in fact the most complete line of Wall Papers are to be had at —



No. 256

Has it ever struck you when you were short of money and needed clothes, that by our easy

CREDIT SYSTEM

you could BUY NOW and PAY LATER? We have reduced our prices on Men's Overcoats, and Ladies' Jackets and Furs, as well as Children's Coats. Call and see us and learn the satisfactory terms we have to offer.

We guarantee every article we sell.

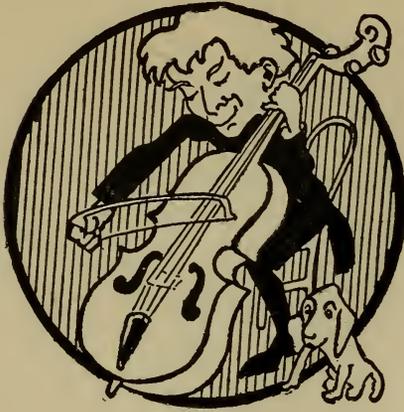
This shows wording and illustrations, but does not suggest manner of display.

Surprised because we will sell you clothes even if you haven't the money? It's a fact. If you need clothes, call on us, select what you want, and

PAY WHILE YOU WEAR 'EM

We are offering this week a line of Ladies' Walking Suits. They are the neatest in style and pattern we have ever shown. For the Men, we have an extensive line of Spring and Summer Suits. Also Children's Clothing.

Clothe yourself, and if you have a wife, clothe her and the children too. We'll wait for the money.



No. 156

We're still playing the same tune.

"CLOTHES ON CREDIT."

If this hasn't appealed to you before, maybe it will now. Appearance goes a great ways nowadays. You want to shake your Winter wear for Spring Clothes, but haven't the money. Have we guessed it? Here's the answer:—Our whole Spring Line of Ladies, Gentlemen's and Children's Clothing are at your service ON CREDIT. You pay for it while you wear it. Isn't this fair?

This shows wording and illustrations, but does not suggest manner of display.

We're still harping on the same old string. We want to impress you with the fact that you don't have to deny yourself clothes when you're short of money. You can buy clothes and pay for them while you wear them. How? By our unique

CREDIT SYSTEM

By Clothes, we mean Men's, Women's and Children's garments. We make all Ladies' Garments on the premises, and can guarantee absolute satisfaction.



No. 317

MAKE THE BOY HAPPY

We have just received a dandy line of Clothing for the Boys. Norfolk Suits, Sailor Suits, Russian in the most approved styles and as wearing as iron. Also Overcoats that prevent doctor's bills; likewise for the father and big brother.

This shows wording and illustrations, but does not suggest manner of display.

WANT A FLOUR

that makes the lightest, daintest, most delicious bread imaginable? Of course you do. Then you should use

It makes better bread, better biscuits, better cakes, and better pastry than any other flour sold, and it has that satisfying quality which is unattainable, save from a flour from the rich glutinous wheat grown on the limestone soil of Kentucky, from which — is made.

When you say flour, be sure and say —.

Manufactured and Guaranteed

By —

Maker of Good Flour



No. 287

HELLO!

Need Clothes? Haven't got the money to pay for it? *We* guessed as much. Let us solve the problem for you. We will sell you all the clothes you need for you, your wife, and family

ON CREDIT

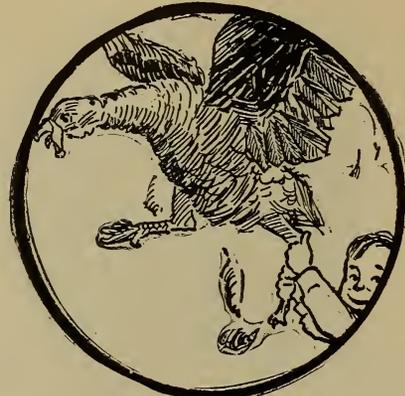
You wear them while you pay for them. Just now, you need an Ulster, your wife needs a Jacket and Furs, your children needs Cloaks. We are selling these cheaper than can be bought for cash elsewhere. Come and see for yourself.

All Ladies Garments are manufactured on the premises, and are guaranteed to fit.

This shows wording and illustrations, but does not suggest manner of display.

HELLO!

Yes, we have a fine crop of **FALL SHIRTS** to show you, and at the price we offer them, they're ripe for picking. Stiff bosom shirts in white and in neat patterns—soft bosom shirts in patterns as pretty as any we ever offered. You can have your pick at \$—— and up.



No. 69

**DAINTIES FOR THE
CHRISTMAS DINNER**

In your hurry to do your Christmas shopping, don't neglect the Christmas dinner; our grocery department is well stocked with the goodies that you'll want for your great annual feast, and in every case, by independent buying, we are enabled to save you materially.

This shows wording and illustrations, but does not suggest manner of display.

**PURE FOOD FOR
CHRISTMAS DINNER**

Sound digestion following the feast of turkey waits on every family whose groceries and table supplies are furnished by this store. Our foods are pure—the best that can be had in every line—and they are fresh, for our immense volume of business causes a constant stream of goods to be continually passing through our stores from the producer to the customer. Nothing can become stale that we handle. What is delivered to us one day is usually sold the next.



No. 207

CHEER UP!

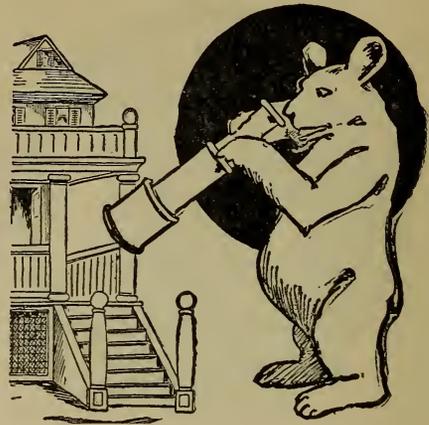
Cheer up, they're not all gone yet. We still have plenty of those two-garment summer suits in blue and gray serges, stripes and plaids, homespuns and crashes. In spite of the low price, \$—— to \$——, these cool propositions are all in the leading styles, correctly tailored and perfect models for every build of man.

Our illustration to-day reminds us: we are making a special run this week in handkerchiefs. This hot weather you use a lot of 'em, —— each.

This shows wording and illustrations, but does not suggest manner of display.

DON'T WATCH OTHER PEOPLE UNTIL IT IS TOO LATE

Some people do not value their money until it is gone. It will cost you nothing to come in and talk with us before you have to part with it. Save during youth and buy a home of us on easy payments and have comfort in latter years. No one is above saving, and no beginning is too small.



No. 141

HOW CAN YOU BEAR TO RENT

when you can own a home just as well as not?

There are hundreds of families right here in —— who are living in their own home and paying for it with the same money they would have to pay for rent. You could do the same thing with your rent money.

This shows wording and illustrations, but does not suggest manner of display.

WAKE UP

There's no need of denying yourself clothes, just because you haven't ready money. Our

CREDIT SYSTEM

will enable you to buy your clothes when you need them most, and pay when you can best afford to pay. Our line of clothing for

MEN, WOMEN AND CHILDREN

is the most complete, and our prices are exceptionally low. Don't allow temporary lack of funds to inconvenience you. Wake up.

GENERAL ADS.



No. 406

In the time of election, you have heard people say "the other fellow ought to wear stripes." The fashion-plate shown in this picture is the only "exclusive" style sent we do *not* carry. In our striped suits, the stripes run the other way. We refer to our

FALL-WINTER SUITS.

the kind that are neither too heavy for Fall nor too light for Winter. They are ALL WOOL and made to wear as well as to fit. As for the patterns, you have your choice of longitudinal stripes, mixtures, and flat tints in various shades.

This shows wording and illustrations, but does not suggest manner of display.

THERE'S NO USE OF FEELING GLUM

because you haven't money to buy clothes. We won't give you the money, but we will give you the clothes. Buy what you want, and pay when you're ready. Our new line of Ladies' Summer Suits contains the swellest suits we have yet shown.



No. 403

Back to school. That means new clothes for the boy. All boys are hard on clothing, but the harder he uses them, the more economy it is to buy him good clothes. Our boy's clothing is made with the same care as our men's garments are.

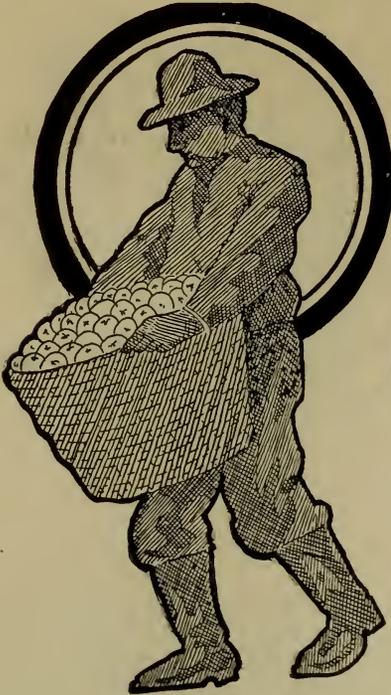
This shows wording and illustrations, but does not suggest manner of display.

WE BEG TO ANNOUNCE THE ARRIVAL OF SPRING

With the coming of Spring, comes the necessity of Spring Clothes. Our new lines of Men's, Women's and Children's Spring Clothing are now complete. This announcement is doubly interesting to our friends who are temporarily short in cash, as we sell you what you want

ON CREDIT

We have an especially fine line of Ladies' Spring Jackets in the latest and most approved styles. Our goods are all guaranteed and our prices are most reasonable.



No. 411

FRESH, RIPE VEGETABLES

The biggest and best vegetables are raised from our seeds, and they keep best through the winter. The seed potatoes we sell always give the best crops. Did you notice what good results our White Rose potatoes gave in the crop?

This shows wording and illustrations, but does not suggest manner of display.

VISIT OUR FRUIT DEPARTMENT

This department stands second to none in the United States, either in point of stock or prices. Everything imaginable for the table will be found here—always of best quality, strictly dependable in every way. The enormous outlet, together with ready cash, makes us particularly desirable customers, and brings us special concessions.



No. 440

NEW SPRING TAILORED COSTUMES,

suits, jackets, waists, skirts, etc., make their formal bow to-morrow. It will be an occasion ripe with attractions, for every conceivable style—from both foreign and home fashion centers—will be fully represented. The woman of wealth as well as the woman of more moderate means will surely find interest in this most effective display. It bristles with variety.

This shows wording and illustrations, but does not suggest manner of display.

STROLL THRU THE SUIT AND SKIRT DEPARTMENT

Note the new fall styles. The department is fairly sparkling with pretty new designs. The display is the most complete and quite the best we've ever shown. Styles are absolutely correct in every detail.

GENERAL ADS.



No. 74



No. 167

Do you know your clothes are looking shabby? Take our hint and

BRUSH UP

with a new suit of clothes. We have them just right for the season in weight and color. And just to tempt you:

Fall Cutaways \$—— to \$——
 Fall Sack Suits, \$—— to \$——

Don't forget that the boy needs a suit, too. We have 'em with snap and style, and strong enough for the most strenuous boy. \$—— to \$——

This shows wording and illustrations, but does not suggest manner of display.

WE'LL WAIT FOR IT

If you are short of money, and need Clothes, take us in your confidence. We ask the privilege of selling you what you need, and waiting for the money. Your wife needs a Spring Suit. We have just a style to please her, also walking skirts of which we have a fine selection at prices as low as those asked at the cash stores.

Here's a Tip. Get your Winter Clothing now and

PAY WHILE YOU WEAR 'EM

For the Men, we have a strong line of Overcoats and high grade seasonable suits; for the Ladies, Furs and Winter Jackets in the very latest styles. We make all our Ladies' Garments on the premises and assure entire satisfaction.

This shows wording and illustrations, but does not suggest manner of display.

Here's a Tip. You've been paying \$15.00 for ready made suits that never fit you, and \$25.00 for made to order suits that might have fit you. Now listen to this proposition:

We will build you a high grade Suit or Overcoat **MADE TO YOUR ORDER** with our famous concave close fitting collar and shoulders, equal in every way to any \$25.00 garment, and we give you a "try on" before completion, for

\$14.00

Can you beat this? No, nor equal it. Open evenings.



No. 187

A CLEAN SWEEP

Not an article to be kept!
This means an utter disregard
of former price or value.

A CLEAN SWEEP!

Yes, we're going to make A
CLEAN SWEEP of it. We're
going to sacrifice

OUR WHOLE LINE OF
SUMMER GOODS
AT A TREMENDOUS
REDUCTION.

This shows wording and illustrations,
but does not suggest manner of display.

The sale will include Ladies' Skirts, Shirt-waists, Shirt Waist Suits, Petticoats, Wrappers and Kimonas, as well as all sorts of light-weight dress goods for Ladies' and Children's dresses. As there will be hundreds of other things that will be carried along by this

WHIRLWIND SALE

we would advise you to come early
and get first choice.

Special—The Famous — go
with the rest.



No. 293

GREAT WHITE SALE

If you'll want any of our bargains which we offer this week, you'll have to line up early, because there'll be a rush. Here are just a few of the offerings. Read 'em over, then make a run for us.

Specify some articles and prices.

— that were \$ — now \$ —

This shows wording and illustrations,
but does not suggest manner of display.

YOU'VE ALWAYS ADMIRE

those beautiful linens and embroidered center pieces on our counters. You couldn't help it. To-day, we have a fine, new, fresh line of linen table-pieces to show. And in the same collection, hand embroidered scarfs, center-pieces, tray-cloths and doilies in such beautiful color combinations, that when you look over the prices, the sacrifice we are making will astonish you. Here they are:

(List and Prices.)

GENERAL ADS.



No. 9

HE'S ON HIS WAY

Snow is coming and unless you prepare for the visitor, you'll be taken unawares. That means Winter Clothing and Underwear. Just now we happened to cut down prices on our entire stock, which is doubly fortunate for you. Anticipate Mr. Snow by taking advantage of this sale.

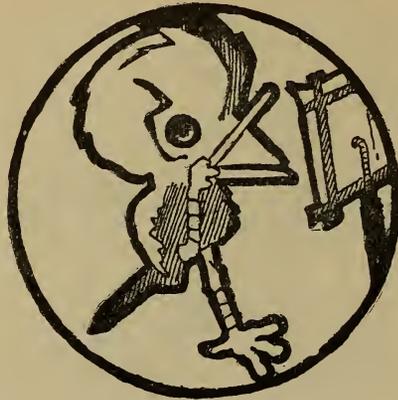
This shows wording and illustrations, but does not suggest manner of display.

Mr. Snow says that you need an Overcoat. We say that if you need one that you should have it

MADE TO ORDER FOR \$14.00

There isn't a clothier or tailor in this or any other town, who can produce an Overcoat such as we make for you, with Concave Shoulders and Tight Fitting Collar, for \$14.00.

What we say about our Overcoats, we say about our Suits. We try on every Coat before finishing and thus insure a perfect fit. If you are employed during the day, remember we are open evenings for your benefit.



No. 147

We're still harping on the same old tune of giving you the best in

DRY GOODS, NOTIONS AND FURNISHINGS,

for the least money. Every time you make a purchase in our store, your money is well expended.

Doing up Laundry properly is our long suit.

This shows wording and illustrations, but does not suggest manner of display.

GET IN LINE FOR SPRING

The birds singing in the trees announce the arrival of Spring. Why wear those heavy winter clothes when you can get

SPRING CLOTHING ON CREDIT?

We have as fine a line of Ladies' Jackets in the latest shades and patterns, as there is in town. Also Men's Top Coats and Suits, and Children's Clothing. We make Ladies' Garments to order on the same "buy now and pay later" basis. High quality, Low Prices, On Credit—can we offer more than this?



No. 285

YOU'LL FIND THEM HERE

What are you looking for? If you are looking for suggestions for

CHRISTMAS GIFTS,

here are a few which would be appreciated: Neckties, Gloves Suspenders, Jewelry, Etc. Etc.

Besides the large variety and excellence of the above named, the low price is an additional incentive. There is no better place to buy

HOLIDAY GIFTS

than at _____

Have your Laundry done up here for the holidays.

This shows wording and illustrations, but does not suggest manner of display.

WE HAVE THEM

Now what are you looking for? A Suit of Underwear that you can wear with comfort these dog days? We have just the thing. Linen Mesh Underwear that lets the cool air filter in, and keeps the heat out.

Soft Summer Shirts in summery patterns that are a comfort to the body, and a pleasure to the eye.



No. 20

WORTH KNOWING ABOUT

You've been paying \$15 to \$25 for your Suits and Overcoats. Say, let me put you next to a place where you can get an equally good

**SUIT OR OVERCOAT
FOR \$7.50 TO \$15.00
TROUSERS AT \$1.50, WORTH
DOUBLE ANYWHERE
ANY TIME**

HATS AT \$1.50

that can't be duplicated elsewhere for \$3.00. Greatest place in town for good goods at low prices—that's

This shows wording and illustrations, but does not suggest manner of display.

FOLLOW THE CROWD TO THE GREAT CLEARANCE SALE

which is now going on. The announcement of our sale has attracted people from _____ and surrounding towns, and we've done a rushing business. But our stock is so big that there are lots and lots of good things for those who haven't taken advantage of the opportunity. Remember, our goods are going fast.



No. 146

HAVE YOU HEARD

about the challenge sale going on now? There are still some fine bargains left for you in everything worn by man or boy. We bought an immense lot of clothing from a manufacturer "who needed the money," and we'll sell these at such a sacrifice as to tempt every male in town. Here are just a few sample prices:

This shows wording and illustrations, but does not suggest manner of display.

CLEARANCE SALE

You can buy a new suit of clothes, or an overcoat from us for the Holidays, and save enough on the purchase to buy Holiday gifts for your friends. We have on sale regular \$15 to \$25 Suits and Overcoats for

\$7.50

to \$15.00.

Regular \$3.00 Trousers for \$1.50.

Don't forget to top off the holidays with one of our special

HATS AT \$1.50



No. 367

SALE

We don't make special sales to get rid of old stock. Every

SUIT OR OVERCOAT

which we offer for

\$7.50 TO \$18.00

is one-half off of what you would pay elsewhere. Our clothing is new and stylish, in the latest patterns, and we can fit you. We have a line of

TROUSERS AT \$1.50 PER PAIR

that are real bargains. Well fitting and in all patterns.

HATS AT \$1.50

Our \$1.50 Hat would cost you \$3.00 in other stores.

Stiff or soft—a style to suit every face.

This shows wording and illustrations, but does not suggest manner of display.

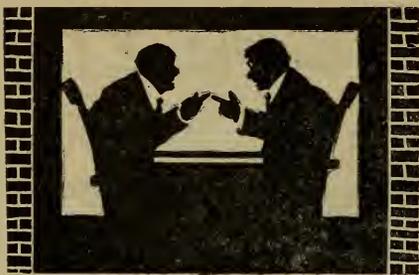
HEAR YE

HEAR YE

HEAR YE

YE GREAT JULY CLEARING SALE HAS COME

The sole object of the **JULY CLEARING SALE** is to effect a quick clearing of all broken lots, broken sizes, odds and ends and the entire remainder of seasonable summer merchandise left over from the lively sales we conducted last month. The prices are such as to accomplish this result with celerity.



No. 378

WE'LL CONVINCING YOU

Whether you have been fully convinced by the spell-binder, or you are still in doubt about our new

FALL TOP COATS

We have 'em in Paddocks.

Knee length in worsted and cheviots.

Tan Coverts, and

Cravenetted, at from \$—— to \$——.

You want some of those medium weight socks for this weather, and—how about your Fall Underwear?

Take a car.

This shows wording and illustrations, but does not suggest manner of display.

GET NEXT TO THIS TIP

Here's a tip for you. You want a swell suit—one that will look well, and wear well, yet inexpensive. We've just the thing, and will fit you as perfectly as a tailor made.

This week \$——

Look at our new Fall Hats and our complete line of neckwear.



No. 346

DON'T MAKE A MISTAKE!

Don't confuse our ways of giving credit with that of other stores. The quality of our Clothing for Men, Women and Children is just as good, and our prices are just as low as you find them in any of the cash stores. At our **SPECIAL SALES**, we have **BETTER BARGAINS** than cash stores.

This week we have a **SPECIAL SALE IN FURS**, which every lady should take advantage of.

This shows wording and illustrations, but does not suggest manner of display.

ITS UP TO YOU

to be comfortably and well clothed, to clothe your family in comfort, or not. Being temporarily short in cash is no excuse for lack of clothes, when we are willing to sell you what you need

ON CREDIT,

and we don't ask any more than we would if you paid us spot cash. Spring is now on hand and you need Spring Clothes. Light Furs and Jackets for the ladies, Light Coats for the men and the children. All Ladies' Garments are made on the premises. All of our garments are guaranteed.

GENERAL ADS.



No. 91

PAY WHEN YOU CAN

There are a great many people in this town who want to dress properly and can afford to do so, but existing circumstances often tie up their money for the time being. In our unique

CREDIT SYSTEM

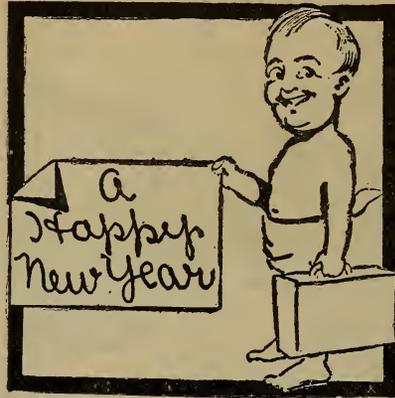
we offer a fair proposition. We sell you what you want when you need it. You pay when you can. This proposition will specially appeal to you now that the fall season demands **FALL CLOTHING.**

Our line of Furs, Jackets, Coats for men and women are now open to your inspection. The styles are correct—the prices are reasonable. All of our ladies' garments are made on the premises, insuring perfect fit.

This shows wording and illustrations, but does not suggest manner of display.

FOR LESS MONEY THAN WE PAID FOR THEM

Sales of this sort are not of frequent occurrence. This sale extends to every department, and includes **MEN'S FURNISHINGS, LADIES' CLOAKS, SKIRTS, Etc., Etc.**



No. 311

A HAPPY NEW YEAR

Everybody goes calling on New Year's day, and on this day above all, everybody should look his best. We have reduced prices on our entire stock of goods. If you need an Overcoat, or a Suit of Clothes, why not take advantage of this reduction and get it for New Years?

FOUR GOOD NEW YEARS RESOLUTIONS.

- Get a New Hat for New Years.
- Get a new Tie for New Years.
- Get a New Suit for New Years.
- Get them at ———

This shows wording and illustrations, but does not suggest manner of display.

With the beginning of the New Year, our new line of

CLOTHING AND FURNISHINGS

has come in. Besides fine Winter Suits and Overcoats in the very latest styles, we have also received a fine line of New Winter Underwear, not too heavy for this part of the season, and not too light for early Spring.



No. 137

TAKE THIS TIP

Winter is about due, and you can do better by buying your Winter Clothing now, than by waiting until later in the season. We have our entire Winter Line in, and they are in a variety of styles, and sizes to fit any man.

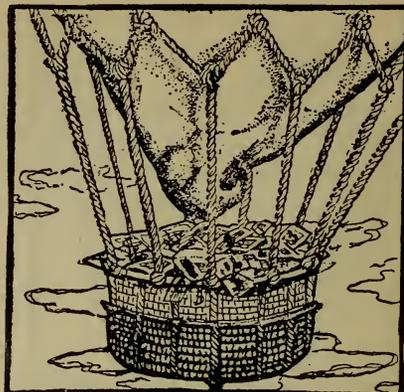
You can save doctor's bills by dressing your youngsters in seasonable clothing. We can fit 'em.

This shows wording and illustrations, but does not suggest manner of display.

YOU WANT WHAT YOU WANT WHEN YOU WANT

IT, but sometimes you can't get it because you haven't the money. That's where we come in. If you haven't the money to buy it, we'll book your order just the same. Easter is about due. How are you fixed? Need a new Top Coat? New Spring Suit? Wife need a new jacket or new dress for Spring? We will dress up any lady, man or child in this town in fine Spring Style ON CREDIT at cost prices.

Fit, Style and Quality absolutely guaranteed.



No. 115

A PERTINENT QUESTION

The question now arises:

"What sort of a hat shall I get?"

Answer: Derby, or Soft Felt.

If it's a matter of style, quality and price, you may depend upon us to give you the latest Fall 1909 style, highest grade Derby or Soft Felt Hat at the lowest price in town.

Our Fall Furnishings are in—the usual high quality at the usual low prices.

Take a car.

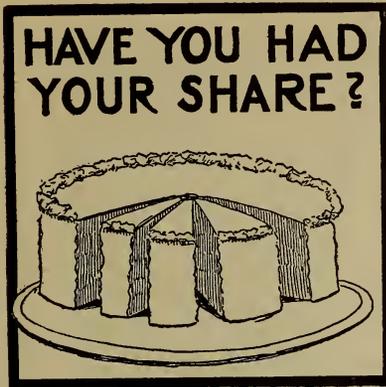
This shows wording and illustrations, but does not suggest manner of display.

OUR MOTTO

We've already established the right to the motto, "High Quality—Low Prices," and in this motto we feel that we really have "something worth blowing about." While our prices are always low, we often make a further reduction—as, for instance, this week we have reduced prices on — to \$—. This is special for this week only.

We'd like to do up your Laundry—we can please you.

GENERAL ADS.



No. 316

HAVE YOU HAD YOUR SHARE?

Every day bargains at our bake counter. Only the best flour, only the best butter, only the best eggs, only pure Jersey milk. In fact, everything that enters into the make-up of our bake stuff is the best of its kind. Our every day prices might be called bargain prices.

This shows wording and illustrations, but does not suggest manner of display.

SEND US THE ORDER

Delicious cakes are produced here. Our bakers have an expert knowledge and achieve results which the most successful cook would fall far short of. Don't try to get up something nice for company. Send an order to the — Bakery and you will save yourself and please your guests. Our pound cake and angel's cake are especially good.



No. 114

DON'T BE A "STRUT"

Yet, attractiveness of personal appearance is certainly very desirable and in a large measure necessary for success in life. Good dressy clothes improves a man's personal appearance materially. Fashionable tailoring is the kind we do, and we always satisfy as to style, fit, and price. We have an established reputation for high class work, yet our prices are very moderate. The poor man receives just as much attention as the rich man.

This shows wording and illustrations, but does not suggest manner of display.

UNCOMMON CLOTHES

Such a vast difference between our spring clothes and the ordinary ready-to-wear clothes. Not a particle of difference between uncommon clothes and the merchant tailor's. Only about one-half the price. Workmanship just as good, fabrics from the same mill, and a little more style, \$10 to \$25.



No. 96

MERRY XMAS

Don't wait until the last minute to get your

CHRISTMAS GIFTS

Get them while the stock is full and varied. We have what is without a doubt the finest line of HOLIDAY GOODS in town. Things that are useful as well as ornamental are the most appreciated gifts. Then why not get

A SET OF FURS

for your wife or sweetheart?

This shows wording and illustrations, but does not suggest manner of display.

OUR HOLIDAY BUSINESS

We're doing a holiday business to beat the band. Everybody is buying

CHRISTMAS GIFTS AT —

The "Head to Foot" Clothier and Furnisher. Our holiday line is the largest and most exclusive in town. There are good things innumerable, and prices are lower than ever. We carry everything that a man or boy wears, and every article in our stock would make an appreciative Christmas Gift.



No. 62

A BIG DROP

in prices is announced for this week. Just to add an impetus to our already popular trade, we have decided to shave prices all along the line. We show no partiality, as the Ladies and Children will profit as well as the men. The lines affected are

LADIES', MISSES' AND CHILDREN'S

Coats, Jackets and Furs in their very latest styles.

MEN'S, YOUTH'S AND BOY'S

Suits and Overcoats, to fit as well as made-to-order clothes, for a fraction of the price.

This shows wording and illustrations, but does not suggest manner of display.

THERE'S BEEN A BIG DROP IN PRICES

In our pyrography department. This latest art and accomplishment has enchanted everybody, and those who have not yet joined the ranks of pyrographers, will do so when they read the inducement our low prices offer.

GENERAL ADS.



No. 301

AN ARTISTIC PIANO IS
VASTLY DIFFERENT
FROM THE ORDINARY
KIND

It is true that in general appearance pianos are similar, but in details there will be found varying qualities from the "tin pan" variety up to the piano that has that satisfying quality that even the musically uneducated detect at once. That beautiful singing quality of tone and evenly balanced scale proclaim the artistic piano.

This shows wording and illustrations, but does not suggest manner of display.

THE RICH, ROUND TONE

The rich, round, full and sympathetic tone places the Weber piano in the list of those instruments which are so eagerly sought after by musicians who demand the highest standard of excellence in the piano they use.



No. 54

THE THOROUGHFARE TO A
MAN'S HEART

Cupid is not inconstant. In the home where the dining table is ever enticing he lingers and makes himself at ease in the house where the housekeeper uses — bread. Because the — Bakery products—bread, cakes, pastry, rolls, are all delicious, nutritious, healthful. If you go to get married you'll be always lucky if you begin the wedding feast with — Bakery confections, and keep using — Bakery good things in the household.

This shows wording and illustrations, but does not suggest manner of display.

OUR BUSINESS POLICY

"Things are not always what they seem," wrote some sage. Here is another. "Things are not always what they are represented." Experience has taught us that it is business policy to be fair and square in all dealings. To be reliable is an enviable reputation. This store makes good every claim we make. We are striving to obtain a reputation for fair and honest dealings. We make no misrepresentations, at least it is never our intention to do so, and if you are dissatisfied we make good every claim.

GENERAL ADS.



No. 419

OUR LEADER

this week is the Summer Suit made in two and three garments. The Coats are single or double breasted with graceful backs shaped to conform to the lines of the form. Some of the trousers have turned up bottoms and belt loops. They are in various fabrics, but of the better class only, in all the popular shades from light to dark diagonal weaves, plaids, club checks and gray stripes. Also a broad assortment of fine flannels.

This shows wording and illustrations, but does not suggest manner of display.

GOOD GOODS

“A little whiskey now and then is relished by the best of men,” and above all let it be Monarch Rye. Monarch Rye is not a whiskey that is to build up a sale for to-day and be forgotten or supplanted to-morrow. It's a whiskey whose merit of quality makes it permanent friends, whose list grows longer all the time.

GENERAL ADS.



No. 400

THE SHOE OF ROYALTY

THE — SHOE is intended to meet the wants of the man who thinks he must pay Five Dollars to get the sort of shoe he wants. The man who has been paying this price will find

THE — SHOE

as good, and in all probability better, at

\$3.50.

This shows wording and illustrations, but does not suggest manner of display.

ARMOR BRAND HOSIERY

—a bigger, better, brighter stock than ever before. Styles, qualities and prices that tempt buyers to take them away by armsful. Eyes and hands trained to the work selected every pair. Nondescript sorts were omitted, kinds made for costermongers' carts were passed—products of inferior yarns merely pressed into shape instead of being woven full-fashioned could not get into the company of our high-class, thorough, perfect goods.



No. 165

JACK AND THE GIANT KILLER

And all other books for Boys and Girls.—Careful attention is given to the gathering of books for boys and girls here—and only the better class of literature for young folks is selected. Throughout the year the stock is complete and fresh. A host of books for boys and girls, written by authors of acknowledged reputation—stories deeply interesting in themselves, that teach without preaching, are of lively interest throughout, and win the hearts of the youthful readers.

This shows wording and illustrations, but does not suggest manner of display.

YOU NEED NOT BE FRIGHTENED.

Don't fire a cannon to kill a fly. And yet that is just what firing up a coal range amounts to in summer. Argue it from any point you please; "tear language to tatters" in the argument, and when you compare cooking with a range with cooking with a gas stove it amounts to this; The gas stove—a match—a twist of the thumb, in 30 seconds you have the fire, as much or little as you want.



No. 148

IN LINE FOR SPRING

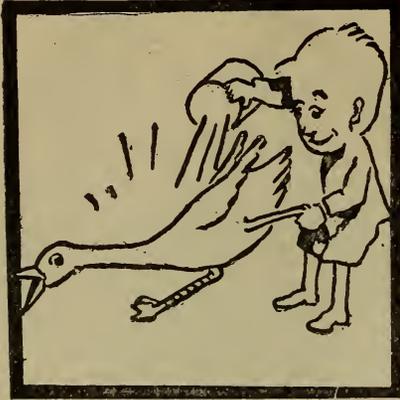
Send your Winter Clothes "back to the moth-balls." Get in the front of the procession, and welcome the arrival of Spring weather—light overcoats and suits, light in color and weight, as well as price; soft and stiff hats in the newest blocks, and neckwear in delicate Spring shades.

You want to be in correct dress for Easter. We offer the most correct dress for men in town.

This shows wording and illustrations, but does not suggest manner of display.

GUARD AGAINST THE MOTHS

Store your valuable furs, suits and clothing in this store house. We care for the clothes of — most fashionable people and you hear no complaints, as our service, very reasonable storage charges, accessibility—points in our favor.



No. 23

WATERPROOF TOP COATS

Its too warm for a winter overcoat, and of course too cool for no overcoat. For those who are caught betwixt and between, we have Top Coats which are just light enough in weight and just warm enough for comfort. As the season is somewhat advanced, we'll offer them this week for \$——

Our Fall Underwear will save you doctor's bills.

This shows wording and illustrations, but does not suggest manner of display.

BETTER GET ONE

There's good news for you who haven't bought your Top Coat yet. In view of the fact that the Fall season is well under way we've decided to reduce the prices on the light and medium weight

TOP COATS

all along the line. They're going for \$—— to \$——

So much for the outside. For the inside, our line of underwear and furnishings will interest you.

J. OSCAR YOUNGJOHN,

Dry Goods—Fancy Goods—
Furnishings—Laundry.



No. 313

WE WISH TO CALL YOUR ATTENTION

to our large and well selected line of Rockers, both in wicker and wood. The wicker rockers are all clean, new goods in natural finish. The wood rockers comprise a very handsome lot of large, comfort rockers finished in weathered oak, golden oak, and mahogany. Most of these goods arrived too late for the Xmas trade, therefore will be sold at a reduction of about 20 per cent. Buy now or miss a bargain.

This shows wording and illustrations, but does not suggest manner of display.

SHED WATER LIKE A DUCK

These suits are made of pure wool mohair chemically treated so that it does not absorb water to make you uncomfortable while bathing. Every movement is free and easy. That's a characteristic about all our bathing suits that makes them preferable to any other.

Buy a bathing suit and go to the lake. You'll be more comfortable and do better work next week. The necessary outlay is reduced to a minimum.

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