

Here Is a Money Saving Opportunity Of The Utmost Importance TO YOU!

Important to you because it offers you just the goods you want, just when you want them, at
Prices way below normal.

READ ON

We honestly believe that never have the people of this community been offered such a chance for substantial money saving on high grade goods at a time when the goods are wanted most. Real hot summer weather is yet to come. Most of you have a lot of summer clothes yet to buy. You are here offered a chance to pocket immense savings -- but, You Must Act Quickly.

Don't make the mistake of waiting until the last days of this sale. This is the time when you need these clothes, and these are remarkable prices. We expect the biggest business we ever had. Those who come first will be happiest.



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MICHAELS, STERN & CO.
ROCHESTER, N. Y.

THE SALE IS NOW ON DON'T MISS IT!

SUIT VALUE	
You should investigate before buying a new suit	
\$15.00 Suits, now	\$11.25
17.50 Suits, now	13.10
20.00 Suits, now	15.00
22.50 Suits, now	16.90
25.00 Suits, now	18.75
27.50 Suits, now	20.60

**ENTICING PRICES
ON MEN'S TROUSERS**
An extra pair always handy
20 per cent Discount

You will find that this is something more than an ordinary sale. It is in reality as well as in name a genuine money saving chance that means a big saving to everyone that is wise enough to take advantage of the offerings. Remember, every article sold at these big reductions is fully guaranteed just the same as when sold at regular prices.

UNDERWEAR
UNDERPRICED
Right in the heart of the season. A buy opportunity worth while

\$3.00 Cooper's two piece underwear	\$2.25
2.50 Cooper's two piece underwear	1.85

SHIRTS **CRAVATS**

You'll like these values when you see them:
20 per cent Discount

A splendid showing at really exceptional prices.
75c values 50c

A Great Chance For You To Save Money

Prices Worth While
Note These Values
Act At Once
Florsheim Oxfords, \$5.00 values \$3.85
NOT OLD OXFORDS BUT THE LATEST.

HATS **CAPS**
The Assortment is fully as large as you find in most places at the opening of the season

Prices That Mean
Big Savings
To You
20 per cent discount on suit cases and Trunks.
25 per cent discount on all straw hats.

TONY & SCRANTON

*The Store
That Satisfies*