



An Important Message

We've Cut Our Prices to the Core

On women's coats, suits, dresses, skirts, blouses and millinery.

On men's suits, overcoats, rain coats, mackinaws, shoes, etc.

On boys' suits, overcoats and mackinaws.

It would take several pages to tell you a complete story of the merchandise offered at these drastic price reductions. Read below for the actual saving in dollars and cents to you:

WOMEN'S Coats, Suits and Dresses

Former \$20.00 garm'ts reduced to \$13.35
 Former \$25.00 garm'ts reduced to \$16.65
 Former \$29.50 garm'ts reduced to \$19.65
 Former \$35.00 garm'ts reduced to \$23.35
 Former \$39.50 garm'ts reduced to \$26.35
 Former \$45.00 garm'ts reduced to \$30.00
 Former \$49.50 garm'ts reduced to \$33.00
 Former \$55.00 garm'ts reduced to \$36.65
 Former \$59.50 garm'ts reduced to \$39.65
 Former \$65.00 garm'ts reduced to \$43.35
 Former \$69.50 garm'ts reduced to \$46.35

Entire Stock of Men's fine FALL SUITS at 33 $\frac{1}{3}$ % off

Former \$30.00 suits reduced to \$20.00
 Former \$40.00 suits reduced to \$26.65
 Former \$45.00 suits reduced to \$30.00
 Former \$50.00 suits reduced to \$33.35
 Former \$55.00 suits reduced to \$36.65
 Former \$60.00 suits reduced to \$40.00
 Former \$65.00 suits reduced to \$43.35
 Former \$75.00 suits reduced to \$50.00

Men's Dress Shoes

Men's fine dress shoes at drastic reductions. Packard, McElwain and other good makes:

All \$15.00 dress shoes reduced to \$12.00
 All \$12.00 dress shoes reduced to \$10.00
 All \$11.00 dress shoes reduced to \$9.00
 All \$10.00 dress shoes reduced to \$8.00
 All \$8.50 dress shoes reduced to \$6.50

Blouses

Former \$3.95 blouses reduced to \$2.65
 Former \$4.85 blouses reduced to \$3.25
 Former \$6.85 blouses reduced to \$4.50
 Former \$8.50 blouses reduced to \$5.65
 Former \$9.75 blouses reduced to \$6.50
 Former \$12.50 blouses reduced to \$8.35
 Former \$14.75 blouses reduced to \$9.85
 Former \$16.50 blouses reduced to \$11.00

Entire stock of Boy's Suits, Overcoats and Mackinaws reduced 25%

Former \$10.00 suits now \$7.50
 Former \$12.50 suits now \$9.35
 Former \$15.00 suits now \$11.25
 Former \$18.50 suits now \$13.85
 Former \$20.00 suits now \$15.00
 Former \$11.50 mackinaws now \$8.65
 Former \$15.00 mackinaws now \$11.25
 Former \$16.50 mackinaws now \$12.35

Men's Underwear

Reduced prices on men's winter underwear:

\$3.00 cotton union suits reduced to \$1.95
 \$4.00 worsted union suits reduced to \$2.95
 \$5.00 worsted union suits reduced to \$3.95
 \$7.50 wool union suits reduced to \$5.85

Skirts

Former \$7.50 skirts reduced to \$5.00
 Former \$8.50 skirts reduced to \$5.65
 Former \$9.85 skirts reduced to \$6.35
 Former \$11.50 skirts reduced to \$7.65
 Former \$12.50 skirts reduced to \$8.35
 Former \$14.50 skirts reduced to \$9.65
 Former \$16.50 skirts reduced to \$11.00
 Former \$18.50 skirts reduced to \$12.35
 Former \$19.50 skirts reduced to \$13.50
 Former \$22.50 skirts reduced to \$14.50
 Former \$25.50 skirts reduced to \$17.00

All Men's Overcoats to go at the following reductions:

Former \$20 overcoats reduced to \$15.00
 Former \$25 overcoats reduced to \$18.75
 Former \$30 overcoats reduced to \$22.50
 Former \$35 overcoats reduced to \$26.25
 Former \$40 overcoats reduced to \$30.00
 Former \$45 overcoats reduced to \$33.75
 Former \$50 overcoats reduced to \$37.50

Our Entire Stock of MILLINERY on sale at EXACTLY HALF PRICE

Hats that formerly were \$7.50 to \$15 now

\$3.75 to \$7.50

Helliwell, Bangs and Marksbury

The Daylight Store *For Quality and Service*