



Our Men's Department

-is just as much a Specialty Shop as the it were under a separate roof. The goods are all bought by a man and are sold by men. The long years in business here catering to the wants of men has taught us what the men of this locality want.

We are not a high priced store, neither do we want the reputation of being a cheap store. Years of aggressive merchandising have put us in a class where we are offered such agencies as The Florsheim, as the Headlight Overalls, Racine Flannel Shirts, Wachusetts Dress Shirts, Kenosha Underwear, and other lines of National reputation. The Florsheim advertising sent from the factory quotes that line of Shoes for Men at \$10.00 and \$12.00. We sell them at \$9.50 and \$10.00.

All the time we give you the benefit of declining market. We give you the advantage of credit to reasonable amount. In fact we conduct our business on the principle that we are the customer and deal with you as we like to be dealt with.

Keep in mind that you have to pay for the lure of the city, they have nothing on us in price, quality and service. The only advantage is a larger contingent to draw from which justifies a larger stock.

L. E. ROSE, Mgr.

Men's Dept.



ICE

COAL

STJOHNS

WEST LOMBARD ST.