

WEDNESDAY**OCTOBER 26**

BIG

FIRE SALE

of the

Morlan & Lathrop

STOCK

Dry Goods, Ladies' and Men's ready-to-wear goods, consisting of Suits, Coats and Overcoats. In fact, all of our new and up-to-date stock will be sacrificed at this sale

All Damage Was by Smoke and Water

None of the stock has been touched by fire or injured by heat. The fire was in the basement and did not touch any of the goods. The damage was entirely from smoke and water, and in most cases can be removed from the goods---leaving it as good as new

Sale in Ferguson Building

In order that our building can be repaired, we will move our entire stock in the new Ferguson building--adjoining the First National Bank on the west--so it can be disposed of within the next 30 days, as we must have new goods with which to conduct our business.

We Conduct Our Own Sale

Instead of employing some sales manager, as is often done in a case of this kind, we will conduct our own sale, with such help as we can secure among our home people, thus giving our patrons the advantage of every possible discount.

A Bargain Price On Everything

It would take too much time and space to quote prices on this entire stock, but we will make prices that will move all goods in the next 30 days.

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