

NOTHER YEAR has rolled around and before one can scarcely realize that the year 1911 has passed we find ourselves preparing for the season of 1912.

Our buyer, Mr. M. E. McCarty, started last Thursday on his regular trip East to purchase our spring and summer stock. You might think that this is money thrown away; but on the contrary, this is one of the reasons why we can sell you goods at a lower price than the merchant less fortunate in being able to take advantage of this opportunity.

We go twice each year direct to the largest markets of the country--visit the different manufacturers and importers and with the ready cash to pay down for every dollar's worth that we buy, we find them only too willing to sacrifice the price for our trade.

W e have no bad accounts or a book-keeper's salary for you to help pay for, which saving we give you in bigger values in all classes of merchandise you buy.

Buying our goods as we do for spot cash, in large quantities, we know that we can save you big money by buying your good of us. We know that we are selling our goods on a very close margin, putting just every ounce of value into each article that you purchase it is possible to put there. We do not mark our goods up on the start, and then as the season comes on make a "grand reduction" and close them out at a "great sacri

fice." If the goods are marked right---unless later, you find out that they were not just what they should be, no merchant can afford to pay help, lights, rent, insurance and hundreds of other expenses and sell goods at less than cost. We have always marked our goods right, and try to give our customers the greatest possible value for their money. We aim to treat you as we would expect to be treated ourselves if conditions were reversed.

We advertise no imaginary values; and when we advertise a reduced price, while in some instances the cut may not seem so great, look at the quality, use your own good judgment and you will readily see that while the cut may seem smaller than some others advertise, that the quality is far greater and that you are a good bit ahead by making your purchases here.

We fully believe that you appreciate our way of doing business by our increasing trade and patronage, and we wish to thank you one and all for the very liberal support that you have given us, and promise you that we are ever endeavoring to improve our stock so as to make it more and more worthy of your appreciated trade.

If you ever have any complaint do not be afraid to come and tell us; we will only be too glad to make them right in any way that we can.

Yours very truly,



held in the Commercial Club rooms

Sunday at 11 a. m., subject, "Love." Sunday school at 10 a. m. in room 6, Davidson building. Wednesday evening testimonial meetings are held in Davidson building All are cordially invited to attend these services. Reading room open daily, No. 6, Davidson building.\*

## Methodist Church

Sunday school at 10 a. m. Preachtag services at 11 a. m and 7:30 p. m. Themes, morning. "The World's Great Teacher;" evening, "The Tongue." Junior League at 3 p. m., to which all parents are invited. Epworth League at 6:30 p. m. Prayer meeting Thursday evening at 7:30 o'clock. All are cordially invited to attend these services. Strangers made welcome, W. B. Young, pastor.

# **Baptist Church**

"Has the World Been Worth the Saving." will be Mr. Hargreaves' sermon subject at the Baptist church next Sunday night. Miss Lena Isenberg will sing.

Baptist church have engaged Miss Henrietta Honey of Portland for an elocationary recital to be given at the church Friday evening, Feb. 9th. Miss Honey comes highly recommended

Grace U. B. church, Oak and Sixth, Rev. J. B. Parsons, minister. C. E. prayer meeting Wednesday evening at 7 o'clock, choir rehearsal at 8. The Brotherhood meets Friday night. Mr. North will read the paper. The usual services Sunday morning. Special music. The pastor will confortunate Class." Prof. Gibson's splendid appeal aroused the congregation last Sunday and many suggested that we spend one more afternoon on this timely theme.

Earl M. Noble and Miss Emma R.

tled in the lungs should be attended to at once, Put a Herrick's Red Pepper Porous Plaster on the chest and take Ballard's Horehound Syrup internally. It's a winning combination. Buy the dollar size Horehound Syrup; you get a porous plaster free with each bottle. Sold by Chas. N. Clarke."

Regular Sunday excursion to Parkdale. Pleasant trip for yourself and friends.\*



