

## RETIRING FROM BUSINESS


GREAT SALE!

STARTS WEDNESDAY, OCTOBER $27 \mathrm{TH}, 9: 15 \mathrm{~A}$. M.
Tremendous Sacrifice Diamonds and Jewelry $\mathbf{2 0 \%}$ to $\mathbf{5 0} \%$ Off



Everything Goes-No Reservations-Fixtures and Lease for sale

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DR. cFPMIIF. CLIP P DEIN washovgal clergyman was
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Our Modern Application of

## The Golden Rule



To the People of This Section:-

You may wonder-in the face of all "the evidence" I published yesterday -how it is possible for you to benefit or for me to do usual quota of clothing NOW, for fall and winter True, we could not, if we were not fortified financially and if
we were merely looking at the matter selfishly and with the present season only in mind
But we have looked into the future. We realize that prices
could come down -that prices are coming down, not because costs have lowered, but because business in this country cannot resume normal volume and confidence until the adequate or normal buying power of the dollar has been restored.
The only way-the only quick, courageous way-the only way feel terra firma again under our feet, is to take our medicine "all in one dose" and have it over with, by adopting the sound but
'A Loss Today for the Sake of Better Business Tomorrow'
This is not palatable doctrine to merchants who, like ourselves, is the irresistible logic of the situation and only as it is generally faced and courageously met will the restoration of the economic equilibrium be hastened. To recapitulate and now apply our Instrument in extracting the teeth of The System: Life was
meant to be enjoyed; before we can enjoy it we must first help others to enjoy it.

## The Big Proposition

To do our part in quickly readjusting the economic situation and avoid idleness and want among thousands, we propose to here and now anticipate all possible reductions for a year to
come by immediately dropping down, down-not temporarily, as "a sale," but permanently-

Beginning Promptly at 9 A. M. Today
-to our former and normal price level-three prices, as formerly, on new fall and winter Suits

| $\$ 39$ | $\$ 49$ |
| :---: | :---: | :---: |
| All Suits and Overcoats to $\$ 59$ |  |
| All Sur $\$ 39$ |  |
| All Suits and Overcoats to $\$ 75$ for $\$ 49$ |  |
| Ald Overcoats to $\$ 90$ for $\$ 59$ |  |

Thus, we apply the Golden Rule and invite you to share in the profit I will reap my reward in the knowledge that I have exerted a superhuman effort to preserve state of vigorous health in an important industry by putting prices AT ONCE where they would eventually be anyhow and WHERE WE ALL WANT TO SEE THEM-for the sake of your present and future good and happy irrespective of mine
I believe the public will fully appreciate my endeavor to keep step with the Spirit of the
Times in the irrevocable revision downward of prices generally. I believe also that the public will Times in the irrevocable revision returning to a stable, rock-bottom price-level in anticipating will possible reduction within one year and taking the leap at one bound instead of prolonging the agony, confusion and uncertainty in the minds of the people over a period of months and months. If the future proves that I have gone too far downward in determining a permanent price-
level, I shall have no recourse, but to revise again-upward, in which case I shall give you due


Buyers will be fully protected
Buyers in be
further decline until April 1, 1921, by our Guarantee a Refund in such case, that, goes with every purchase.

Washington at WestPark

As a symbol of this guarantee,
we have adopted, "Keeping the we have adopted, "Keeping, the illustrated above and emblematic of our established policy of
"Looking out for the other fel-
AM Gray

