

ROCHESTER CLOTHES

—the big new upstairs Clothing Store opens today at 10 A. M.



The store that offers you new merchandise—new styles—new prices—at a time when the market is flooded with merchandise bought at the high prices in effect before price readjustment began.

We offer you the advantage of today's buying prices—new merchandise—and new styles—sold at what we believe to be the

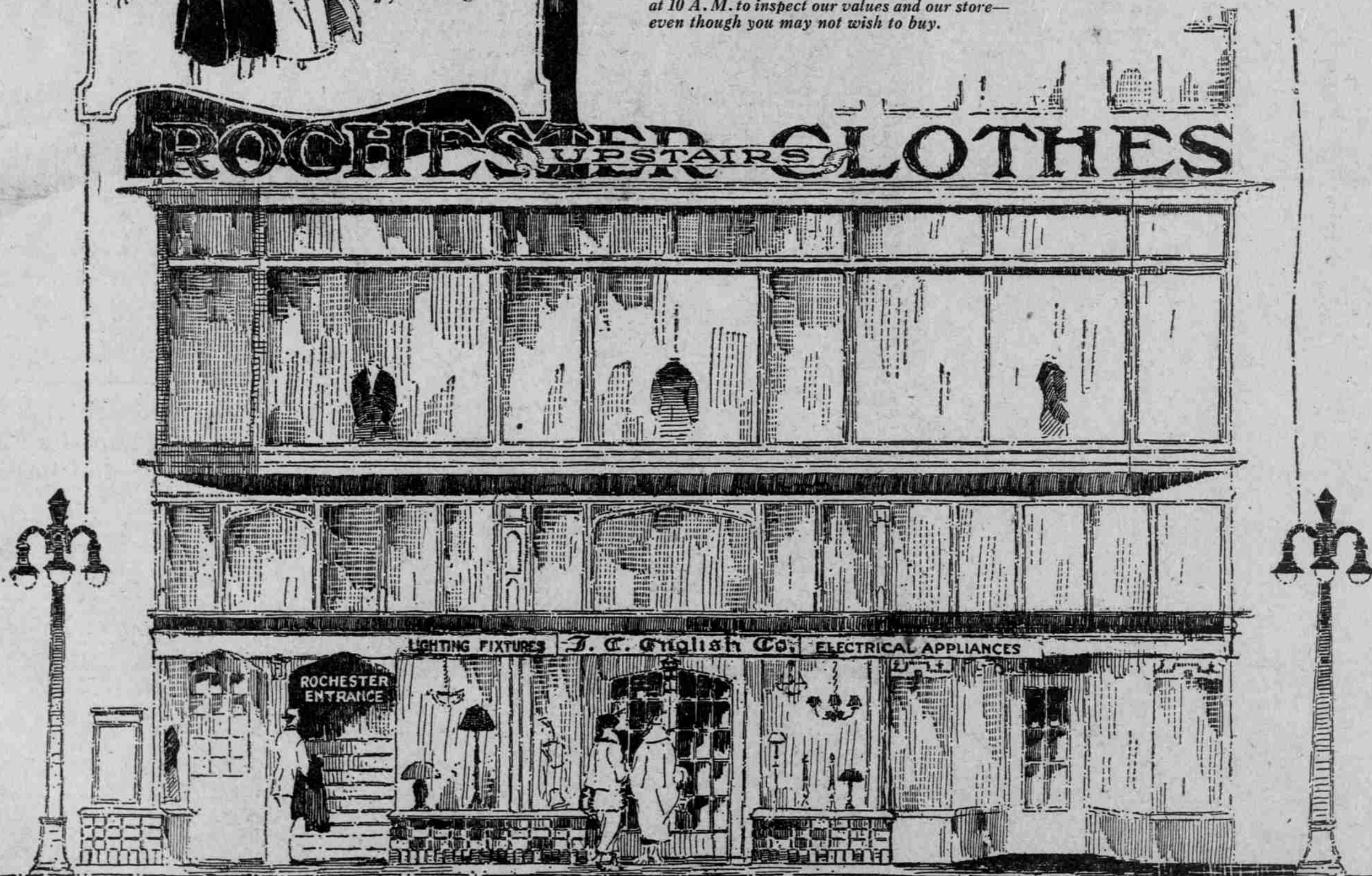
lowest operating cost in existence

We pay the lowest upstairs rent—we have no expensive fixtures—we buy in large quantities—and we sell for cash. **WE SAVE YOU MONEY EVEN NOW, IN FACE OF THE KEENEST OF CUT-PRICE SALE COMPETITION.**

SUITS AND OVERCOATS
\$25 \$30 \$35 and \$40

We invite your attendance at our opening today at 10 A. M. to inspect our values and our store—even though you may not wish to buy.

ROCHESTER CLOTHES



English Building

Second Floor

Fifth—Near Morrison

Entrance Opposite Meier & Frank's