# GuSGGuanairs CONNGOF GREAT W.C.T.U.THRONG 

## Each Customer Shares the $\$ 25,000$

## Our Annual Savings in Interest and Taxes Because We Built on the East Side

New York's Executive Takes World's Convention of Largest Steps to Make Life More Worth Living for Humble Citizens Woman's Organization ay and June to Attract Del egates From 50 Countries

Do you know that West Side business property is getting entirely too high for the furniture business? Do you see the newspaper accounts from day to day of single lots selling for $\$ 250,000$, of quarter blocks for $\$ 350,000$ and $\$ 400,000$ ? Do you know that furniture is so bulky that it takes a building covering a quarter block and from four to six stories high to display even. $\$ 50,000$ worth of furniture? Now, suppose we
had built on the West Side; naturally, the investment would have been hundreds of thousands of dollars more than our present investment had built on the West Side; naturally, the investment would have been hundreds of thousands of dollars more than our present investment, and the extra money involved would have had to be reckoned with from an interest standpoint, while much larger taxes would also have had to be considered. Then suppose we had sold the same quantity of furniture during, the year, is it not reasonable that we would have had
to charge our customers more than $\$ 25,000$ a year extra for the very same furnishings? Is there any way we could have avoided it? Now to charge our customers more than $\$ 25,000$ a year extra for the very same furnishings? is there any way we could have avoided it? Now, suppose we were paying rent on the West Side, the landlord would have had to have a profit on his investment, making our expense of doing
business still larger. If anyone can figure out how. West Side merchants can sell furniture as low as we do, he will be the greatest mathemabusiness still larger. If anyone can figure out how West Side merchants can sell furniture as low as we do, he will be the greatest mathema-
tician we ever saw. There must be a reason for all things. Our business for January was 80 per cent larger than that of January of last tician we ever saw. There must be a reason for all things. Our business for January was 80 per cent larger than that of January of last
year, which is evidence that the people are rapidly learning that our prices are lowest. year, which is evidence that the people are rapidly learning that our prices are lowest.



$\$ 37.50$ Three-Piece Parlor Set, Very \$pecial at $\$ 28.15$ Brich matigany
Hubh unholyere
$\$ 60$ 3-Piece Parlor Set $\$ 45$

$\$ 60$ Karpen Parlor Set $\$ 45$ anteed mphoisterng. In fine figy
ired tapestry: Im itation crotched
$\$ 38.00$ China Closet $\$ 28.00$

\$21 China Closet Now \$16
$\$ 22.50$ Oak Buffet at $\$ 17.00$
\$7.50 Two-Burner Alcohol
Gas Stoves, Special $\$ 5.65$
\$12.75 Three-Burner Alcohol Gas Stoves for $\$ 9.60$

$\$ 5$ Alcohol Gas Stove $\$ 3.75$

\$14 Box Style Heaters \$10
Has cast top. base and linings
burs 26 Inch stick. . Have just one
wheb
are you erowded for eloset room or plaees to hang things? Cook at our cine of fine ehiffonieis with extra drawers and hanging aceommodations, all combined in one. aeeustom yourself and the chiedren to putting things in the proper place. present father or the loys with a new elothes eloset that will be theirs evelusively.


$\$ 3.25$ Smyrna Rug $\$ 2.45$
\$6 Smyrna Ruo, $4 \times 7, \$ 4$ $\$ 7.75$ Navaio Rugs $\$ 5.75$ Mando trom trinet wolectead Artion
 \$5 Navajo Rugs, $3 \times 5$, $\$ 3.75$ \$7.25 Brussels Rugs $\$ 4.75$
 $\$ 4.75$ Kurdistan Rug $\$ 3.65$
 One Hall Runner, Bordered, $4 \times 15$, Brussels, at $\$ 10.00$ 15c Green Burlap, 6 C Yard
\$1.25 Bryssels Carpet 750


$\$ 1.50$ Inlaid Linoleum $\$ 1.00$

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plece

Axminster Clear Out, at Below Cost

75c oill Shades, Special 25 c

$\$ 37.50$ Oak Dresser $\$ 28.15$
\$37.50 Circassian Walnut Dresser, Special at $\$ 28.15$

550 Oak Dressers $\$ 37.50$ Priceas oreaser int the guarterede
$\$ 45$ Princess Dress ${ }^{\text {r }} \$ 33.75$
 $\$ 33.75$ Dresser for $\$ 25.30$ In tront, frimise mandide and ond out
$\$ 23$ Weath'd Hall Tree $\$ 17$


$\$ 18$ Sq're Tube Bed $\$ 13.50$


## $\$ 14$ Cottage Bed at $\$ 10.50$


 $\$ 18$ Iron Beds Go at $\$ 13.50$

$\$ 15.00$ Iron Beds at $\$ 11.00$

