## ANOTHER "B®TMBSHELL" FROM OUR GREAT REDUCTION SALE.

The Great Event is meeting with such favorable response that we have decided to make a bigger cut than ever.

## ...And Still They Go Downu...

Despite the unfriendly elements, the happy throng still crowds our place for "plums." They know-the people do-that our stokes are merciless and our cuts are deep. When we say "our goods are cheap," we don't mean "cheap goods." There's as much diflerence between the former and the latter as there is between "an ardent lover" and a "lover of the ardent."
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## Some Additional Surprises.

Men's Trousers
Your Choice for \$1.15.


Men's Overcoats
thank or oxford gray; regular $\$ 4.95$.

1 few bovs' sutrs in lots 1,2 and ? Ilef. Beter hurry up hefore they are

Men's White Shirts



Men's Underwear "Randon". wool underwear
draver, regular 7 Tje values

## 39c

 see windows.Men's Suits
Your chinee of alout 20 dificrent pat-
terase revgular values ranginy from $\$ 5.00$
Special $\$ 4.95$.
 black, pink, blue and red.
At $14 \mathrm{c}=$ At 75 C cheme At
At 3IC
At One-half...

PEASE \& MAYS

Remember that every article in the house is reduced, and we are daily cutting articles lower-.. to make a "clean-up."

## Shoes. Shoes. Shoes.

The feet, above everything else these cold days, have to be given one's special attention. Look at our prices and then
visit our shoe department for a general inspection.
Men's congrese and la
Boyt' calf and grain..
Boy call and graies' cloth top and kic
Lid welt betton
kid turn sole, lace
. spring heol, lace, button, $21, \ldots$ to 6
Mieses' 6 , ld, spring heel, lace, button, Childe'

PEASE \& MAYS


