## 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 Down.u.

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 difference between the former and the latter as there is between "an ardent lover" and a "lover of the ardent."

## Some Additional Surprises.

Men's Trousers Your Choice for \$1.15.
 Birn

Men's Overcoats
Hark or oxford gray; regulan $\$ 4.95$.

A few boys' sutrs in lots 1,2 and Sefi. Better hurry up before they are
sil gone.

Men's White Shirts
 Laundered, reqular
all sizese
TFPECIAL

Men's Underwear "Randon"" wool underwar, shirts
drawerer, reyular 7 Ts values

## 39c per garmen see windows.

Men's Suits



Special $\$ 4.95$.

## At ${ }_{4}{ }_{+} \mathrm{C}$ <br> Standard A pron Checks, Ging- hams--in green,

black, pink, blue and red.

## At I4c

Ladies' W ool Hose, worth 25 c

At $75^{\circ}$ Ladies' Kid brown; worth $\$ 1.00$ and $\$ 1.25$.
At 3IC

## At One-half..

Any garment in the
lady, miss or child.
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 atention. Look at our prices and then isit our shoe department for a general inspection.
Men'e oongrees and lace
Boye' call and grain ...
Ladiee' cloth top and $k$
kid turn sole, lace
kid turn sole, lace.............
ppring heel, lace, button, $21 / 2$ to
Mieses' ${ }^{\prime 2}$ id, spring heel, lace, button, $11 / \sqrt{2}$ to 2
Childs'

PEASE \& MAYS


