

# NEW YEAR'S

## 20% OFF

ON  
Men's Furnishings  
Including entire stock. An opportunity  
to save on needed articles

# SALE

## 20% OFF

ON  
EAGLE SHIRTS  
COOPER UNDERWEAR  
HOSIERY  
SWEATERS

### Offering Honest Reductions on Standard Merchandise

Since this Store was established in Salem nine years ago it has been operated on a NO SALE policy. Now for the first time we offer our fine stock, including the famous KUPPENHEIMER Suits and Overcoats, at honest reductions. This sale will include every article of merchandise in the store. (Except Collars).

## Hats

Brand New Styles and Shapes in  
Quality Dress Hats for Men

\$10.00 Values	.....	\$7.00
\$7.00 Values	.....	\$5.00
\$5.00 Values	.....	\$4.00
\$3.50 Values	.....	\$2.75

Men's and Young Men's

## CAPS

### 20% OFF

## Suits and Overcoats

Values to \$30.00, men's and young men's all wool.  
Wonderful values. This group offers a real money  
saving opportunity.

### \$20

Including Kuppenheim-  
er's. Values to \$40. The  
season's newest up-to-  
the-minute models.

### \$25

There's a suit or overcoat  
for You in one of these  
groups. Come in and look  
them over.

### \$35

\$45—\$50—\$60 SUITS AND OVERCOATS  
This Group Consists Entirely of  
KUPPENHEIMER CLOTHES

If you know merchandise values you'll agree with  
us when we say—

### THIS MEANS A REAL SAVING

## Shoes

Including the Well Known

### CROSSETT

Save Money at These Prices:

\$10.00 Values	.....	\$8.00
\$7.50 Values	.....	\$6.00
\$6.50 Values	.....	\$5.00
\$5.00 Values	.....	\$4.00

Remember, every price quoted  
represents a

LEGITIMATE REDUCTION—  
NO MARK-UPS!

Original Price Marks on every article

## No So-Called "Leaders" No Baits! No "Circus" Tactics

We wish to impress upon the public mind these facts: The Prices Prevailing During This Sale Are

## Genuine Reductions From The Original Price Marks!

We pride ourselves on our bright, clean stock of Standard Merchandise—Our Prices have always been reasonable,  
but we have never sacrificed quality for price. If you have not been a patron of this Store—come during this Sale

# SALE STARTS FRIDAY, JAN. 2

## CONTINUES TO SATURDAY, JANUARY 10

344  
State  
Street

# SCHEI'S

Men's and  
Young Men's  
Store