# The Master-Thought Here 

It is to do everythiing possible to deepen and strengthen your allegiance to the store. We want more than your trade-more than just your dollars and cents. We are striving for your appreciation -your good will. That's the main thing. Everything else follows. We'd rather create a fine impression and miss a sale, than make a sale and create a poor impression. Our policy is in control of that principle.

Remember, we are in business to do all we can for customers. Every rule is made with your good will in mind.

FASHIONS!

## McCALL

PATTERNS

They are $0 N E$-if the Fashions are the ones that dominate Paris and New York Dress.


SWEET
 "A WOMAS OF PLEASURE"
 Ye Liberty
'Now greatly reduced. If you have not yet bought your new Summer Hat you can Save in buying now. All our hats reduced.
Ladies Hats.
$\$ 2.98$ to $\$ 6.75$
Children's Hats
$\$ 1.98$ to $\$ 3.98$
Our Prices Always The Lowest

## Gale \& Company

Com'l. and Court Sts.
Formerly Chicago Store

## We Have Never Held A <br> CLOTHING SALE

Our policy has always been to sell all goods at the lowest price ALL THE TIME, Without Resorting to Frequent so-called "Sales."
We PROTECT our customers 365 days in the year.
We have no old, out of date, unsalable merchandise, nor do we buy merchandise for sale purposes.

If our merchandise were marked at the prevailing pricess of today, we could certainly offer our goods at 20 per cent eduction, as is now being done where mark-ups are exorbitant and beyond all reason.
The public will notice in reading the advertisements of these so-called "sales" that standard goods of known value are always "excepted." No store gives good merchandise away. The discount offered at these so-called "sales" is beyond all reason. No legitimate store makes enough profit to offer 20,50 and 75 per cent discounts on seasonable and up-to-date merchandise.
The increasing public favor with which our policy is meeting is the best evidence of the correctness of our method of doing business, It would be folly on our part at this time to reduce our prices. In most instances it would be impossible to buy goods at wholesale at the prices at which we are selling them today. The high cost of living cannot be reduced by artificial means, we must speed up production, work and save; be less extravagant, less speculative, and as time goes on in production is not too much slowed down and if the situation is flexible and competitive, we may expect to meet he reacho of gradual deflation without disaster. The year 1920 will be a prosperous year for everybody, particularly in this can munity. The farmers will command good prices for all products they have to sell, owing to the world's shortage and uir derproduction.

When wholesaie clothing prices commence to decrease, this store will be among the first to reduce prices.
We are now offering the season's latest models in

## KUPPENHEIMER and FRAT CLOTHES

