

# NEW YEARS

## 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 Kuppenheimer'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

# SC

Men's and  
Young Men's