

BEGINNING MONDAY, OCTOBER 19, 1908

# WHEELER-THOMPSON CO.

Paying the Penalty of Over Confidence



A year ago this month the entire country was hit by the great financial panic of 1907. Business was stagnated and we were caught with a \$35,000 Stock of Merchandise and during the month of December were compelled to sacrifice our profits to meet our bills. Being confident of the return of prosperity for the summer months we bought heavy in order to take care of our summer business, but the summer months found the wheels of Industry blocked and again in the month of July we were forced to sacrifice our profits in order to raise money to meet our obligations. Still having unbounded faith in the return of Industrial Business, we bought heavily for the Fall of 1908, and still we find the great lumbering interests of our community practically paralyzed, and for the third time we are forced to sacrifice our profits in order to maintain our credit, all due to our over-confidence, hence we pay the penalty. These we hope are good and sufficient reasons for our Third Sacrificc Sale for Cash. Beginning MONDAY, OCTOBER 19th, we will conduct our



Parisian Sack  
Made by Despres, Loewenstein & Co.

## Great Sacrifice Sale, for 10 Days

Note the brand of the following Goods. If you are familiar with Good Merchandise you know what it sells for regular:

### A Few of Our Great Slaughter Prices

Clothing		Boys Clothing		Ladies Shoes	
Mens \$30 Black Suits at	\$22.50	Boys \$18 Suits at	11.95	Ladies \$5 Utz & Dunn Shoes at	3.95
" 22.50 "	14.00	" 16 "	9.95	" 4 "	3.35
" 20 "	13.50	" 14 "	8.50	" 3.50 St. Cecelia Shoe at	2.85
" 18 "	12.50	" 12 Overcoats at	7.25	" 3 Nanaimo "	2.45
" 15 "	9.00	" 10 "	5.25	" 2.50 Utz & Dunn "	2.10
" 25.00 Overcoats	19.85	" 6 "	4.00	<b>Mens Dress Shoes</b>	
" 22 "	18.00	" 3.50 "	2.25	Mens \$6 Strong & Garfield Shoe at	4.95
" 15 "	7.75	" 6 and 6.50 Buster Brown Suits at	4.50	" 6 Copland, Rider "	4.95
" 12 "	7.00	" 6, 6.50 and 7 Suits with Two Pair of Pants,	4.50	" 5 Walkover "	3.85
" 11 "	6.25	" 5 Buster Brown Suits at	3.95	" 4 "	3.20
" 22 Cravenets	17.25	" Two piece Suits, ages 3 to 12 at	1.75 to 4.25	" 3.50 "	2.95
" 18 "	13.85			<b>Mens Work Shoes</b>	
" 10 "	7.25			Mens High Cut Loggers and Cruisers	
500 Pair Mens all Wool Pants at Cost				Boys Holland Shoes and District 76 School Shoes at Same Reduction.	

We wish to again call your attention to the fact that we absolutely have no competition in our line.

We are offering you today the best \$5.00 Cushion Sole Shoe for men that was ever made. The same is true of Strong & Garfield Shoes.

In Ladies' Shoes our Utz & Dunn line is unexcelled, and we absolutely stand back of every pair.

We handle the Sawyer brand of Slickers

Two Button Sack  
Made by Despres, Loewenstein & Co.



and we absolutely guarantee this coat to neither crack or leak.

This is the class of Merchandise we are now going to give you an opportunity to buy AT ACTUAL COST

We have no desire to go out of business consequently we value your confidence and assure you a square deal.

Don't miss this golden opportunity. We are selling these goods under the broad light of day and a blind man can determine their values without a flood of artificial light.

Quality is the True Test of Value and Value the True Test of Cheapness. Try Us.

# Wheeler-Thompson Co.

GENUINE SALE