## This is NOT A OROP <br> This is NOT a Sale

## Are You Sharing the Big Drop in Prices?

Here is a Confidential Talk to the Public:-Believing that prices have been reduced to a place where they will remain for a few months, I have taken this opportunity to reduce mine also.
Regardlesss of the old wholesale prices I have cut all prices to correspond with the prices prevailing today. Remember this is not a sale. The prices are fixed for the present cuts in MEN'S WEAR and SHOES.


These are just a few samples of the cuts that have been made in Men's Wear and Shoes.
LADIES WEAR ---Believing that the ladies will appreciate a cut in price, I quote a few:


| GIRL'S BLACK GUN METAL SCHOOL SHOES |  |
| :---: | :---: |
| Old Price |  |
| LADIES' bELTS <br> In asorted colors and designs. 1-3 Off |  |
| LADIE <br> Light Ca ed toes | shoes <br> feel point- <br> y. |
| Old Price $\$ 9.00$ | $\begin{array}{r} \text { Now } \\ \mathbf{\$ 7 . 0 0} \end{array}$ |
| LADIES | HOSE <br> $\$ 1.50$ |


| CHILDREN'S SCUFFERS <br> In Black, Brown, Smoke and Two-Tone. |  |
| :---: | :---: |
| Old Price $\$ 3.50 \text { to } \$ 3.75$ | $\begin{array}{r} \text { Now } \\ \mathbf{N 2 . 7 5} \text { to } \\ \mathbf{5 3} \end{array}$ |
| BELLE BLACK COL | broadway SKIN SCHOOL hoe |
| Old Price $\$ 8.00$ | $\mathbf{\$ 7 . 0 0}$ |
| Sizes 3 to 7 |  |
| LADIES' SHOES |  |
| \$15.50 | \$10.00 |



You are safe in dealing in this store as any drop that may occur will go into effect as soon as quoted. It is to my interest to give the public a square deal and I've given my stock a thorough going over and reduced everything as low as possible; in fact some things that I do not intend to replace this winter are cut way below the present cost.

