

THE GENUINE SALE

IS ON AT THE

SALEM WOOLEN MILL STORE

Our \$50,000 Stock Open for Your Selection
At Cut Prices

Clothing, Hats, Underwear, Shirts, Sox, Everything Worn by Man, Youth and Boys. All Wool
Blankets, Flannels, Robes and Piece Goods. It was a

CRASH AND A CRASH

This morning we had more business than we could handle, but will
have more local assistants tomorrow : : : : :

EXPLANATION

The people understand the difference between a RUN ON MERCHANDISE that is caused
by a REAL SACRIFICE in prices and an abortive attempt by professional outside brokerage
concerns to fool the consumers into buying goods at high prices which enables them to make
big profits for the merchants employing them, and 20 per cent of the sales for themselves.

PROTECTION

The Salem Woolen Mill Store has been selling clothing to the Salem people for 20 years,
and it proposes to protect the trade. Doors open, blinds open, nothing done behind closed
doors--a genuine cut in prices will get the results. You can do best by coming early to the

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