

GRAND CENTRAL PALACE



\$5,000,000 Sale of Merchandise

Lexington Av. 46th to 47th St. OPEN DAILY FROM 9 A. M. TO 10 P. M. Lexington Av., 46th to 47th St.

The Greatest Sale in New York's History

Six more shopping days and then, at ten o'clock Saturday night, September eleventh, the doors of the Grand Central Palace will close for the last time, and this, the greatest sale of good merchandise at reduced prices, ever held in New York, will pass into history.

Since this tremendous sale, involving over \$5,000,000 worth of merchandise, was inaugurated, millions of dollars' worth of dependable, seasonable goods of all kinds have been distributed, and hundreds of thousands of keen shoppers have profited through thrift.

It was quite natural that such a gigantic sale as this could not be conducted without challenge. Other sales were inaugurated; flourished a few days—and died.

Merchants were forced to do something to stem the tide of trade which, drawn by the magnet of money saving bargains, deserted the usual marts and filled this immense room.

Prices, everywhere were forced down—not only retailers but jobbers and manufacturers made deep reductions—and the era of fictitious values was over.

This sale was continually augmented by the addition of new goods—not bought for "sale" purposes, understand, but cancelled orders returned; unfilled contracts and merchandise collected from warehouses as well as export goods turned back because of exchange conditions and brought forward for quick disposal as rapidly as possible.

The dominant keynote of the sale was shoes—but the offerings brought forward from time to time included many other articles.

Every precedent was broken. Good merchandising fundamentals were thrown to the winds. We were not here to make money. We did not figure on breaking even—we had a loss to face—and we faced it wholeheartedly—fairly and cheerfully.

Instructions were issued to make prices that would move the merchandise—no attention was paid to cost, overhead expenses or "value"—so called.

The response to our announcements has been tremendous. It could not be otherwise, in view of the quality of the goods and the prices at which they were offered.

Naturally we began this sale with summer merchandise—for it was seasonable.

Naturally, too, at the beginning our prices were greater bargains than they were later, for "regular" stores had not started cutting prices.

Now, however, the pendulum swings the other way—and we are permitted to feature bargains that shine by comparison with prices quoted elsewhere.

Here are hundreds of thousands of dollars' worth of Fall and Winter Merchandise—right at the very starting of the Fall and Winter season—offered at "Clearance Sale" prices.

In all regular and well governed stores Fall and Winter merchandise is now being brought out at "opening" prices—which mean the season's highest prices—prices from which they will be reduced along in January.

These "regular" prices give renewed impetus to our offerings—and so we swing into the last few days of this sale with increased incentives for you to come here and buy before it is too late—buy for immediate use, rather than for next spring and summer.

Come today! Come tomorrow! For your convenience the store is open until ten o'clock every evening.

We will, of course, be closed all day Monday, Labor Day.

Bear in mind that in many instances lots are growing small, and you should hurry before it is too late.

Remember, too, that there are no job lots, no seconds, no goods needing an apology of any kind. Everything new, fresh, first quality and at prices impossible to duplicate elsewhere. Take particular notice, too, that this great sale is an earnest, heart-whole effort to dispose of goods; that everything in this establishment is for sale, and the only limit placed is the amount of stock on hand.

Dealers have attended this sale and have bought great quantities of goods, presumably for resale purposes, and they have paid the same prices you are charged for them.

This fact proves our prices are low, very low.

Take a trip through the store, see the goods, look at the price tags, examine them.

Amongst the offerings, all at wonderfully low prices, you will find:

Wonderful Values in Shoes

Fall and Winter footwear for men, women and children at prices far below those being quoted throughout the city.

If you look around a bit and see the "regular" prices being quoted in "regular" stores for "regular" Fall and Winter footwear, you will wonder at how we do it.

Shoes for Men

\$2.50 to \$8

Work Shoes Lace Shoes
Dress Shoes Blucher Shoes
Button Shoes

Shoes for Women

\$3 to \$7

Lace Boots Oxfords
Button Boots Pumps
Ties

Shoes for Boys

\$1.25 to \$5

Play Shoes School Shoes
Dress Shoes

Shoes for Girls

\$2.50 to \$5

Oxfords Pumps
White Buck Boots

Woolens

Bolivias
Cheviots
Cassimeres
Cloakings
Fancy Suitings
Gabardines
Newton Knit Fabrics
Overcoatings
Pebble Cloth
Serges
Tricotine
Unfinished Worsteds
Velours
Worsteds

Silks

Bengaline
Brocades (Satin)
Crepe (Moonglo)
Duvetyn
Foulard
Poplin
Serge (Cheney)
Tricolette
Jacquard

Auto Accessories

Lenses
Shock Absorbers
Spark Plugs
Tire Spreaders
Ball Bearing Retainers

Cottons

Airplane Cloth
Cambrics
Canvas
China Silk
Embroidered Organ-die
Embroidered Net
Embroidered Voile
Ginghams
Interlinings
Linings
Pique
Poplin
Sateens
Sheeting
Taffeta

For Men

Suits
Overcoats
Pajamas
Shirts
Hosiery
Collars
Neckwear
Mufflers

Toys

Dolls
Chair Swings
Rattles

Notions

Hooks and Eyes
Hair Pins
Scissors
Thimbles
Crochet Hooks
Typewriter Ribbons
Dress Snaps
Braid Pins
Barettes
Pocket Mirrors
Combs
Needles
Darning Cotton
Safety Pins
Mercerized Cotton
Skillets

For Women

Hosiery
Camisoles
Bloomers
Aprons

Miscellaneous

Camp Beds (Gold Medal)
Mosquito Netting
Children's Serge
Dresses

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NEMOURS TRADING CORPORATION

OPEN UNTIL 10 P. M. DAILY

CHAS. W. MILLS, Vice Pres't & Gen. Mgr.

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