

Welcome to Our New Home

An Invitation

To all who read this, to those at present our friends and to the many whom we trust will be come so by reason of our goods, our prices, our methods and our principles—to all whom this message reaches, we extend a most cordial and personal invitation to be present at our Opening on Saturday, November 14th.

To give you a large measure of good service and to provide merchandise of a very reliable standard will be the guiding principle of this store.

With the idea of good service firmly fixed in our minds, we will always strive to have our customers and those who might well be our customers think of this as a store where our desire to render good service is ever above the desire for your patronage from the mere monetary value of it.

A New Store at Your Service Now

Our constantly increasing business has compelled us to remodel our present quarters. Now that the task has been successfully completed, we feel that we can be pardonably proud of our practically new home. It embodies all the features we had hoped for. Flooded with daylight and large enough to enable us to display our immense stock of new merchandise in a most pleasing manner. We open our new home on Saturday, November 14. You are most cordially invited to visit this new store, devoted to your interests.

We Open Our New Home on Saturday, Nov. 14th

Everything will be in place. The country's best merchandise, purchased especially for you by careful and discriminating buyers. This is a 1914 store with up-to-minute methods, utilizing the experience of years of merchandising.

Bring Your Friends With You—Come!

Our Duty--Our Aim

Is to make this a good and better store for you; to give to it an atmosphere of hospitality and cheerfulness that will make you feel right at home every time you come here, whether just to "drop in" or to purchase. Ours will be a broad business spirit—not confined alone to thought of mere exchange of goods for so many dollars and cents, but to reach out for better ways of giving you real, genuine service.

This service does not mean merely waiting on you, but includes a variety of just as important details that go to make you feel that you've been treated as a guest and not simply as a customer.

Come and find out this better-than-ordinary store and the service it will render you.

Every department will show the assured Fall and Winter 1914-1915 styles. You will certainly appreciate an inspection of our varied display of fashions of this season.

Especially Low Prices on New Goods Will Be a Feature of the Opening For Cash Buyers Only

Let Nothing Keep You Away Saturday These prices will be continued for one week.

A discount of 10 per cent will be given on all Goods not mentioned in Special Prices.

Discontinuing the Clothing Department accounts for the Extraordinary offerings in

SUITS AND OVERCOATS

50 men's suits in all wool cassimeres and worsteds, in conservative and English models all splendidly tailored garments, selling regularly at \$18.50 and \$20.00, have been reduced to \$12.50

Our \$22.50 and \$25.00 suits in tweeds, homespuns, serges, plaids, fancy stripes and novelty all wool fabrics in styles for men and young men, all sizes. Price \$15.50

75 men's medium and heavy weight overcoats of splendid quality Kerseys, Chin-chilla, Meltons, Vicunas and novelty weaves in single and double breasted styles, velvet and shawl collars, are priced as follows for this event:

\$12.50, \$15.00 and \$18.00 values, your choice only \$9.25
\$20.00, \$22.50 and \$25.00 values, your choice \$15.00

GOOD FOOTWEAR BARGAINS

For the Whole Family

Every man, woman and child in this community should buy new footwear while these good bargains are in force during Opening Week. The money saved will be worth considering.

One lot of men's Crossett shoes, in patent, gun metal and tan, lace and button models, English and high toe lasts, \$4.50 and \$5.00 values, per pair \$3.45

One lot of ladies' shoes in gun metal and patent leathers, with a choice of button and lace, \$3.50 values at \$2.45

One lot of ladies' shoes in patent and silk tops buttons only. \$4.50 values at \$2.75

One lot of Ladies shoes in patent, gun metal and vici leathers, in lace only, \$2.50 and \$3.50 values at per pair \$1.00

One lot of boys' shoes in good wear-resisting leathers, \$2.50 to \$3.50 values at \$1.95

One lot of children's shoes in lasts for growing feet, values up to \$1.25, at 65c

One lot Infants' and Children's shoes 75c and 90c values, only 45c

WINTER DRESS GOODS

in New weaves and colorings Specially Priced 36 inch plain serges in all shades, 50c values at only 38c

36 inch plain and fancy suitings 75c values at 55c

40 inch plain and fancy suitings, regular \$1.00 and \$1.25 values, at 78c

Other lots of Dress Goods at real Bargain Prices.

All outing Flannels, 12½c quality now 8½c

Do your Xmas Shopping Early. We're prepared to serve you

"New Home" Offerings from the

MEN'S FURNISHINGS DEP.

Men's dress shirts in pleated and soft bosoms, new striped and figured patterns. All perfect-fitting and brimful of good service

\$1.50 values at \$1.15

\$1.25 values at 85c

75-cent values at 65c

Men's fancy Neckties 50c values at 35c

Men's Suspenders, 50c values at 38c

Men's Trousers, \$2.50 and \$3.00 values \$1.95

Men's Trousers, \$3.50 and \$4.00 values \$2.45

Same in \$5.00, \$6.00 and \$7.00 values, \$3.95

50 Boys' suits in plain and Norfolk, \$2.50 \$3.50 and \$4.50

Boys' pants, 75c, \$1.00 and \$1.25 values, all at 50 cts per pair.

Sweater Coats and Sheep-lined Coats at Greatly Reduced Prices

Men's heavy wool Socks 50c values at 38c

Men's two-piece underwear, wool-ribbed, \$3.50 values at \$2.95

Men's two-piece silk and wool underwear \$5.00 values at \$3.50

Our "New Home" Displays of

NEW COATS

for Ladies and Misses will make buying easy and profitable

All 1914 styles, Ladies and Misses' Coats at 10 per cent discount during this sale.

1913 Styles in Coats at just one-half price

Bargains in Ladies' Mackinaws and Sweaters

Special Opening Prices on

NEW LACES and RIBBONS

One new assortment of Laces, 10c and 12½ values, now per yard, 5c

New Fancy Ribbons, 65c and 75c values, per yard 38c

Be sure to see the Great Bargains in our Furniture Department on the second floor.

New Home Opening of the

Breckenridge Merc. Co.

Breckenridge, Minn.