

Who Gets the Benefit, You or the Dealer?

That is the Point.



Some people claim that they buy in very large quantities, that they are rich and pay cash for all their goods, but how does this benefit you if they charge high prices for their goods? What interests you is not what the merchant pays, but what you pay. We claim that we sell better goods for the same money or better goods for less money, than any other store in Crawford county. We are the originators, others copy. We make the prices, others follow us, because they have to. We ask the people who is entitled to your trade under these circumstances, the man who makes things cheap or the imitator who charged high prices until we forced them to come down?

We leave this question to your own good common sense. As an instance—Fruit of the Loom Muslin sold from 8 cents to 10 cents per yard until we came here, in half a day, or as soon as our figures were learned by one of our competitors, the price fell to 6 cents, (the cotton market must have busted mighty quick that day.) Think of the profit you must have been paying, no wonder they can pay cash. We could buy a farm every year if we got such profits. We do not get these profits, we divide the profits with the purchasers. When our competitors found that we undersold them they began to run down our goods. They said our kerosene was not good. We wish to inform the people that we buy our kerosene from the Standard Oil Company, that the oil we sell for 10 cents is just as good as the oil they sell for 12 cents. We wish to say that our oil has all passed the inspection of the State of Iowa, the same as their oil. The difference is, we're content with small profits and they are not. See?



Another thing. We sold a certain flour too cheaply to suit the combine, so they joined together and compelled the manufacturer to stop selling his flour to us. How do you like this? They were bound to get their big profits. Some of the smaller merchants in Denison seem to be content to follow the prices of the bigger merchants. We are not, we are here to do business on our own hook and we are not afraid of any firm that ever grew rich out of the big profits they have charged the people.

Here are Prices, Let Others Duplicate Them if Possible

Special Prices in Cloaks for the Next Fifteen Days.



One lot Silk Plush Capes, others charge \$2.95. Our price only **1.98**
 One lot short length Capes, others would call it cheap at 1.25 Our price **69c**
 One lot ladies all wool Kersey Jackets, lined, others ask 7.50 Our price **4.95**
 One lot Capes made of finest Venetian cloth, finished with fine fur, satin facing, others sell them at 10.00. Our price **7.95**

One lot fancy Capes, heavy embroidered back and front, very nobby, a bargain at **5.75**
 One lot light tan, Venetian cloth strictly all wool, silk velvet collar, tailor made jacket **5.95**
 One lot silk plush Jackets, lined throughout with Surrey silk, stylish makes, a thoroughly first-class garment, cannot be duplicated for 15.00, our price **9.95**

Baby Cloaks cheap at 1.00, our price **69c**
 One lot ladies' Jackets, velvet collars, a special bargain at **3.35**
These are special Reduced Prices
 From 25 to 50 per cent. We have too many on hand and they must be sold.



OUR VERY LOWEST DRY GOODS PRICES.

Black Dress Goods Sale.

One lot extra fine Imported Crepon strictly all wool, worth \$1.75, our price **\$1.25**
 One lot very fine Brocaded Dress Goods, worth \$1.25, our price, **85 Cents.**
 One lot all wool black Serge dress Goods, worth 40 cents, our price, **25 Cents.**
 Novelty Dress Goods, in seven yard lengths, our price, **49 Cents.**
 One lot of Plaid Dress Goods, double fold, worth 20 cents our price **12½ Cents.**
 One lot of Trimming Silk, worth 75 cents, our price only **49 Cents.**

One lot Fleece lined Calico, this is your opportunity, our price only **6 Cents per yard.**
 One lot Fleece lined Calico, suitable for dressing saques, our price **9½ Cents per Yd.**



One lot of Silkelene, suitable for drapery or comforts, our price only **A Nickel A Yard.**

We carry the best assortment of Dress Linings! We guarantee to save you from 15 to 25 pr ct.

Special prices on Table Linens, Napkins, Bed Spreads, and Towels for the next 15 days.
 One lot Unbleached Table Linen, a good value at 45cts. **29cts.**
 72-inch Linen, German Table Damask, good \$1.50 article, **98 cts.**
 A good 25 cent Red Table Linen, our special price only **19 cts.**
 Twenty-five Bed Spreads, which are worth 1.00, we sell **69 cts.**
 One lot napkins worth 1.35 per dozen, we will sell for **98 Cts.**
 50 doz fringed towels, 5 cents each, 38 cents per dozen. Sheeting, size 9x4, we place on this sale, at the low price **of 12½c**
 Very fine Eider Down, worth 40c, we will sell at only **25cts per yard.**

Seven Cent Tennis Flannel, **4¾**
 One lot of Shirting, worth 7½, **05**
 Best Table Oil Cloth, per yard **10**
 Good standard Calicoes, the five cent grade, per yard **03**
 Just received a new lot of Comfort Calico, all the newest designs worth 6 cents **4¾**
 One lot odd size Kid Gloves worth up to 1.25, choice **69**
 One lot Window Curtains, each **07**
 Floor Oil Cloth, per yard **19**
 Two-bushel grain sacks, only **15**
 One lot Wool Black Hose, per pair **05**
 One lot fine plaid hose, per pair **19**
 10 Bales Cotton Bats, per roll **\$ 03¾**
 Good Size Cotton Blankets a leader at **39**
 One lot extra heavy, extra size Cotton Blankets, worth \$1.25 **95**
 One lot strictly All Wool Blankets in Red and Grey worth \$2.75, per pair **1 95**
 1,000 yards Towelling, per yard **02¾**
 Just received a new lot of German Head Shawls—to get you to learn their value we will make special low prices from 49 cents to **1 25**

One lot Bed Comforts, each **69**
 One lot Nursing Corsets, worth 75 cents **50**
 White Carpet Warp, per lb **16**
 Special Prices on Ribbons and Hankerchiefs. Come and See.
 We carry the best line of Hose in this part of Iowa. Remember the Topsy Brand.
 One lot Children's Wool Mittens, per pair **\$.09**

Even this large space is not enough to tell you all the bargains we offer.

The Grocery Department

Is still the envy and regret of all our competitors.

Standard Oil Co's Kerosene per gallon **\$ 10**
 Gold Dust **15**
 Yeast Foam 2 packages **05**
 Battle Axe Tobacco 16 ounces **29**
 20 lbs C Sugar **1 00**
 Good Rio Coffee per lb **12**
 25 cent Peaberry Coffee **19**

OUR SHOE DEPARTMENT.

Our Shoe Sales have been Enormous because we carry the best makes, and the neatest, best made stock. We guarantee you a saving of from 15 to 20 per cent on the same brands as carried in other stores, on Rubbers, Arctics and Felt Boots.
 One Lot Oil Grain Ladies Shoes, sole leather counters worth \$1.50 **\$.98**

A Great Underwear Sale.

For the next 15 days, we will sell you underwear cheaper than ever before.
 50 dozen Men's Fleece-lined Shirts and Drawers, the kind you have always paid 50 cents for, our sale price **\$.37½**
 Men's heavy Shirts and Drawers worth 40 cents, sale price **.25**
 1 lot of Ladies' Vests and Pants worth 40 cents, sale price **.25**
 1 lot of Ladies' Union Suits, good value at 50 cents, sale price **.39**
 1 lot of Children's Underwear worth 15 cents going at **.05**
 Boy's Fleece-lined Underwear good value 40 cents going at **.25**