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LYONS' Shoe Store


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"DANDERINE"
Stops Hair Coming Out;


Curtis Brown Co.-The Kuppenheimer House in Tulsa

## A Time to Build Good Will in the Clothing Business

Rather Than a Bank Balance
The last four months we have trebled the volume of business that we did in the same four months of last year; and yet so slight was our mark-up, from the viewpoint of net profits, it was the least satisfactory period in our history.
"A very poor showing" would be the verdict of most merchants.
"One of the most successful four months in our career," is our opinion.

For thousands of new customers are wearing clothing which will impress them with its sterling wearing power.

In brief, we are building good will rather than a bank balance. We are building for the future. This has always been our policy. But now that increased living costs are bearing heavily upon the public, we are shaving our mark-up more closely than ever. Now is the time to make friends at any sacrifice of profits.

In every department, Clothing, Hats, Shirts, Hosiery etc. etc. The new lower price levels are ready. Welcome news to the over burdened buying public.

## Curtis Brown Co. <br> Tulsa's Livest Leading Men's Store



