

PUBLIC SALE!

Don't forget the Opening Date
Saturday, Nov. 15

AT CRESCO, IOWA

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The Nichols Clothing Company

Seventy-Five Men's Suits, Actual \$10.00
Values, Sale Price
\$2.95

CRESCO'S MOST RELIABLE CLOTHIERS
\$30,000

Fifty Dozen Work Shirts, Best 50 Quality
Sale Price
29c

Worth of High Grade Tailor Made Clothing, Shoes, Hats, Caps, Furnishings, Ladies' Coats, etc., to be sold at less than the actual cost of the raw material to manufacture in the NEXT TEN DAYS.

The Cause of this Slaughter -- A Sale With a Purpose

Circumstances have combined to make this sale advisable at this season of the year. We bought heavily this fall, anticipating a big trade, but disastrous weather conditions have left us heavily overstocked, and we are compelled to sacrifice our big stock in order to sell while merchandise is in demand. We must sustain our immediate loss or risk a greater loss later, so have prepared to face the situation right in the heart of the season, just when other merchants are charging you big profits. The loss we sustain in this sale will be fully compensated by the accomplishment of our purpose—turning our surplus stock into cash as soon as possible.

Men's Suits	Furnishings	Men's Overcoats	Shoes! Shoes!	Ladies' Furs	Ladies' Shoes
The self same \$10 Suits, now in such popular demand for business wear, suits that always sell here at \$10.00 \$2.95	Men's Handkerchiefs, white or fancy border, reg. 10c sale price 2c	Men's black and blue Cheviot Overcoats as perfect in fit and wearing qualities as the finest grades, very warm and heavy; regular price \$10.00 \$2.95	For Men, Women and Children 100 pairs of Men's \$2.50 and \$3 Shoes and Oxfords, while they last at 98c	Black Coney Muff, \$2.50; sale price \$1.79	The famous Julia Marlowe in all lasts, regular \$4.00, sale price \$3.59
Buchanan Cheviot Suits, like you have always bought here at \$12, the same handsome patterns and plain black; price 4.85	Men's fancy Silk Embroidered Suspenders, reg. 25c, sale price 9c	Melton and Kersey Overcoats, warmly lined, silk velvet collars, many styles, all lengths, regular price \$10.00 4.95	Men's Kangaroo, Box Calf, Vellow Calf, Vici Kid and Colt Skin, single and double sole, good for dress or business. This is positively the greatest bargain ever offered to men in the history of footwear; original price \$3 sale price 1.98	Blue Wolf Muff, \$4.50; sale price 3.48	Regular \$4.50, sale price \$3.98
Men's Suits in high grade dark silk mixed Cheviots, dependably lined, splendidly tailored, best for business wear. Regular price \$13.50, at 6.95	Men's 10c Hose, sale price 4c	The best \$15 Overcoat values in America, heavy vicuna cloth, genuine Cheviot, fancy or plain, an excellent stylishly appointed Overcoat, regular price \$15.00 7.95	Men's up-to-date Shoes and Oxfords in tan and black, patent Colt, Russia, Vici Kid, Kangaroo, Vellow and Box Calf. The newest fall styles and lasts, worth from \$4.00, 2.98	Brown Martin Muff, \$12; sale price 9.98	The C. P. Ford Co. Shoes, regular \$3.50, sale price \$3.15
Not what we say here, but the values themselves, will about the lowest for this Sale; values like these \$15 pure silk and worsted Suits, hundreds of them included and money back for any garment returned, regular \$15.00 8.95	Men's best Work Shirts, a snap at 50c; sale price 29c	Were anyone to tell you at only \$9.95 you can buy a genuine St. Andrew's Kersey or fancy cheviot Overcoat you might well doubt it. The wonder of it is that we have plenty of them in all styles, regular \$18 and \$20 values 9.95	Men's Elk Skin Shoes for work, in tan, black or olive, all sizes; brand new stock; the best \$2.75 and \$3.00 values ever shown; sale price 1.98	Black Coney Sets, \$10; sale price 7.98	Regular \$4.00, sale price \$3.59
Handsome Black Tibets and unfinished Worsted Suits, also Richfield brown and brown stripes. Suits that sell elsewhere at \$13.50, price 9.95	Men's 50c Shirts, while they last 39c	Men's Fur Coats	The finest, newest, most up-to-date imported Gun Metal Calf Shoes, in the fashionable toes and lasts, also our fine Vici Kid and hand turned patent leather, original price \$5.00, sale price 3.69	Blue Wolf Set, \$8.00; sale price 5.98	Regular \$4.50, sale price 3.98
Particularly in this grade of Suits we have the greatest surplus. Here we have prepared a line of which we are truly proud. Picture to yourself a handsome blue serge lined worsted or silk mixed tweed Suit, perfectly tailored. It seems a pity to sell them so low, but necessity knows no mercy; regular price \$18.00, at 12.95	Men's red or blue Handkerchiefs sale price 2c	Men's dog fur Coats, \$25 values, sale price \$15.95	100 pairs of Boy's School Shoes, all sizes and styles; shoes that sold from \$2.00, \$2.50 and \$3.00; while they last 98c	Gray Fox, \$25.00; sale price 19.48	Regular \$5.00, sale price 4.49
Black Suits, for the best dress wear, and those fashionable diagonal gray effects with long lapel, finest hand tailoring throughout. You might go to every store in the country trying in vain to duplicate them under \$25.00 18.45	Men's Fleece Underwear; regular 75c; sale price 39c	Men's dog fur Coats, \$30 values, sale price 19.95	Men's Elk Skin Shoes for work, in tan, black or olive, all sizes; brand new stock; the best \$2.75 and \$3.00 values ever shown; sale price 1.98	Sensational Bargains	The Selby, the best American made Shoes in all the New Fall Styles. regular \$3.50, sale price \$3.15
Rain Coats	Men's 50c Silk Ties, in all shapes and styles 19c	Men's dog fur Coats, \$35 values, sale price 22.95	Men's Pants	In Ladies', Misses', and Children's Fall and Winter Coats.	regular \$4.00, sale price \$3.59
Men's English Slipon Rain Coats, \$8.50 and \$10 values, sale price \$4.48	Men's all wool Underwear at 1.79	Sweater Coats	Men's Pants of waterproof material, perfect fitting 98c	50 Ladies' Coats, some are 54 inches long, good styles and sizes worth \$10.00 \$1.95	regular \$4.50, sale price 3.98
Men's English Slipon Rain Coats, sale price 5.95	Men's all wool Underwear at 79c	One lot of Australian wool turtle neck Sweaters worth from \$1 to \$3; sale price 48c	Men's pure worsted Pants, in narrow gray stripes, and plain shades for dress wear; regular price \$2.50 1.39	Ladies' Coats, one lot that sold up to \$12.50 and \$15.00, new styles 4.95	regular \$5.00, sale price 4.49
Men's English Slipon Rain Coats, sale price 7.95	10 doz. Men's and Boys' Caps worth 50c 19c	Men's and Boys' Sweater Coats worth \$1.25 79c	Men's finest quality Trousers of a handsome new stripe and checks, guaranteed to keep perfect shape, regular \$5.00 3.98	Ladies' Coats made in all the new materials, the latest styles, worth \$12.50 5.95	regular \$3.00, sale price \$2.69
Men's English Slipon Rain Coats, sale price 9.95	15 doz. Men's Soft Hats, worth \$1.00 39c	Men's and Boys' Sweater Coats worth \$1.50 and \$2 98c	Ladies' Underwear	Ladies' Coats, elegant new Fall and Winter garments, made of Persian Lamb, Shawl Collars, turn back cuff, fully 52 inches long, worth \$15.00 7.95	regular \$2.50, sale price 2.24
Men's English Gaberdine Coat, \$25.00 values, sale price 13.45	25 doz. Men's Sweater Coats, worth 75c 39c	A big Stock of Ladies', Misses', Men's, and Boys' all wool Sweater Coats worth up to \$10.00 will be sold at reduced prices. All new Fall and Winter Goods.	Ladies' heavy fleece lined Underwear, 50c value, sale price 29c	Ladies' Coats in 2 or full length, materials fancy Cheviots, Broadcloths, Beavers and Heavy Serges, newest styles, worth \$18.00, 9.95	This is your opportunity. Take advantage of it.
	25 doz. Men's Hats worth \$2.00 98c	Trunks and Suit Cases	Ladies' Union Suits, ribbed, fleece lined, \$1.25 values, sale price 89c	At \$11.85 we offer you the choice of a dozen different models in the newest Fall and Winter styles that we bought to sell at \$20.00. They are garments that are copied from the latest New York and Paris styles, sale price 11.85	
	Boys' Clothing	Hundreds to choose from at your own Prices.	Ladies' Celebrated Swissian Underwear will be included in this Sale.		
	One lot of Boys' Suits, worth up to \$3 98c	10 Days of Incomparable Bargains			
	One lot of Worsted and Scotch Plaids, worth \$5 \$2.45				
	One lot of Boys' Suits, sold at the actual worth \$4, go at 1.95				
	Children's Overcoats 98 & 89c				
	Children's Knee Pants, worth 50c; price 19c				
	One lot of Boys' Suits and Overcoats, worth \$5 2.95				
	One lot of Boys' Suits and Overcoats, sold at actual worth \$7, price 4.98				

Sale Opens Saturday, Nov. 15th, at 9 a. m. and runs for ten days only

Our Guarantee

We assure each and every customer absolute satisfaction. We guarantee every price, every statement, every article and will take back, exchange or refund the money on any article not satisfactory for any reason any time during the sale.

The Nichols Clothing Company Cresco, Iowa

Twenty-five Salesmen and Sales Ladies wanted. Inquire at Store. Look for the Big Blue Sign. This store will be closed Thursday and Friday to arrange stock.
FREE TRIP TO CRESCO. R. R. Fare paid both ways to out of town buyers on purchases of \$20 or over