

DOWN THEY GO

A Straight, Honest Statement of Actual Facts and Conditions

PINCUS BROS. Cookeville's Leading Store

Continue for another ten days the most remarkable, matchless price slashing sale ever held in this part of state.

COMMENCING DEC. 5th-- Read, Reflect, Consider, Read Again and Act

A \$30,000 Stock of High Grade Winter Merchandise, consisting of Men's, Women's and Children's Clothing, Hats, Furnishings and Shoes, is placed on sale without reserve. There are no ifs nor ands about it. We won't reserve a thing. This sale means the best opportunities of the year to buy your winter merchandise—just as winter comes. **COME QUICK**—The best bargains go first. Remember, every item in this stock was bought for this season's selling—no shop worn, out of season goods, but the very best that money can buy—all to be sacrificed at this sale. Our reputation of never being undersold, will be maintained, regardless of the cost to us. Make our loss your gain.

10 DAYS—DON'T WAIT—DON'T DELAY—10 DAYS

Within that time the fur will fly. Never will such selling be duplicated. This sale will be county talk for a generation. Remember the day. Be there. **These Prices Speak Louder than Words.**

Men's Suits
 One lot of Men's All Wool Winter Suits, closing out, worth up to \$5.00. Sale price \$1.98
 One lot of Suits, nice range of patterns, well worth \$8.00. Sale price \$3.48
 Men's Suits, fancy mixed patterns and pure wool worsted, well tailored \$6.89
 Men's Suits, pure wool fabrics, in black, blue and fancies, made up to sell for \$15.00 \$9.89
 Men's Suits, new fall patterns and cut in latest fashion, regular \$18.50 \$11.98
 Men's Suits, made by some of the largest and best clothing manufacturers in the country; none were less than \$22.50. Sale price \$16.48

Overcoats
 One lot of Men's and Boy's Overcoats worth up to \$7.50, while they last \$2.48
 One lot of Men's Long Heavy Overcoats, every one worth twice the price \$3.89
 Men's Cravenette Rain-proof Overcoats in this season's styles, a beautiful range of patterns, none worth less than \$8.50. Sale price \$4.98
 Men's Cravenette Rain Coats with new convertible collars, hand made goods bought to sell for \$13.50. Sale price \$7.88

Men's Pants
 A collection of odd Trousers in cheviots, worsteds and cassimeres, all new goods and styles, worth regular \$2.50. Sale price \$1.69
 Men's better grade Trousers in all wool cassimeres and serges that sell for \$3.50 \$2.89
 Men's \$5.00 and \$6.00 grade of pants, in fancy stripe worsted and cassimere, latest styles \$3.89

Ladies' Suits
 Decidedly the largest selection ever shown in section of the state.
 50 new Tailored Suits in the very latest styles and cloths, coats satin lined and beautifully tailored; every one worth \$15.00. Sale price \$9.88 \$14.98. At this price we show the noblest styles in the market, in all the season's newest cloths and colors. Not a suit in the lot worth less than \$22.50. Sale price \$14.98

Extra Special
 In Men's Rubber Rain Coats, all the leading colors, black, gray and tan, sold regularly at \$5.00 and \$6.00, sale price \$3.98

Ladies' Cloaks
 We were fortunate in securing from a leading cloak manufacturer in New York 200 Beautiful Black Cloaks, plain tailored and some trimmed with braid, worth up to \$10.00. Sale price \$4.95
 One lot of Ladies' Cloaks in black and fancy. This season styles, braid and plain trimmed and would be cheap at \$5.00. Sale price \$2.98
 One lot of Beautiful Plush and Caracal Cloaks, the rage. Sold everywhere for \$10.00 \$6.98
 25 Ladies' Cloaks in fancy mixed cassimeres and cheviots, made with large velvet and cloth collars, the very newest styles of this Fall, worth up to \$15.00. Sale price \$8.89

Blankets
 Now is the time to buy blankets for this winter.
 \$6.00 All Wool Blankets, extra size \$4.89
 \$5.00 All Wool Blankets, sale price \$3.83
 \$3.50 Half Wool Blankets, large size \$1.98
 \$2.00 Blankets \$1.29 \$1.50 Blankets .98c

Dress Goods
 \$2.00 Woolen Dress Goods, all new styles and patterns \$1.19 yd.
 \$1.50 Dress Goods .98c yd.
 \$1.00 Dress Goods .69c yd.
 75c Dress Goods .46c yd.
 50c Dress Goods .39c yd.
 Every yard of Dress Goods has been reduced to coat prices.

Shoes
 Men's 1st quality Tap Sole Brogans, sold everywhere for \$1.50, sale price \$1.24
 Men's Water-proof Shoes, regular \$3.50, \$2.89
 Men's high cut, chrome leather, Waterproof Shoes, regular \$6.00 shoes, sale price \$4.98
 Men's \$3.00 Winter Shoes, sale price \$2.49
 Men's \$3.00 Shoes in patent or gun metal, lace or button, sale price \$2.29
 One odd lot of Keith Konqueror \$3.50 and \$4.00 Shoes in all leathers \$1.98

LADIES' SHOES
 Ladies' Home-made Shoes, unlined, regular \$1.65 value, sale price \$1.39
 1 Lot of Ladies' Fine Shoes, worth up to \$3.00, sale price \$1.39
 Ladies' Gun Metal and Patent Leather Shoes, both button and lace, sold for \$3.00, price \$2.19
 Children's Shoes at prices that you will wonder at their cheapness.
 O'Brvan Overalls, sold everywhere for \$1.85c

Extra Special
 \$1.25 quality Taffeta Silk, black and colors, sale price 83c

Underwear
 Men's Extra Heavy Fleece and Ribbed Underwear, regular 75c value, sale price 42c
 Men's Heavy Fleece Underwear, regular 50c quality, sale price 32c
 Men's Woolen Underwear, \$1.25 value 98c

LADIES' UNDERWEAR
 Heavy Fleece Underwear, cut full size, white, gray and tan, regular 35c quality 21c
 55c quality Union Suits 42c
 75c quality Vests and Drawers 42c

CHILDREN'S UNDERWEAR
 Boy's and Girl's Union Suits, fleeced, regular 35c, sale price 21c
 65c value Union Suits 41c

Hosiery
 Ladies' all wool winter weight Hose, regular 35c quality 19c
 35c quality Heavy Fleece Hose, sale price 21c
 20c quality Fleece Hose 14c 15c quality 9c

Ladies' Coat Sweaters
 \$5.00 Ladies' Coat Sweaters, all the newest styles and colors, sale price \$2.98
 \$4.00 Sweater Coats, red, navy, white and grey, all wool, splendid values, sale price \$2.19
 \$2.50 Sweater Coats, all colors, price \$1.79
 \$1.50 Sweater Coats, sale price .98c
 Prices reduced on all Children's Sweaters.

All standard calicoes, in assorted patterns 4c
 10c Heavy Outing Flannel, dark & fancy patterns 7c
 Hope Bleached Domestic, standard 13 yds. \$1.00
 8c Outing Flannel 5c 6c Brown Domestic 4c
 8c Heavy Brown Domestic 6c
 6000 yds. Dress Suiting, worth 15c, price 7c
 \$1.00 Table Linen, sale price 59c
 4000 yds. Linen Lace, worth 10c, sale price 4c
 Good Pins, a paper 1c Safety Pins, a card 4c
 5c a dozen Pearl Buttons, 3 dozen for 5c
 Men's White Hemstitched Handkerchiefs 3c
 Men's 15c Suspenders 7c Men's 10c Sox, pr. 5c
 Men's 75c Dress Shirts 49c 10c Talcum 7c

Men's Hats
 \$4.00 John B. Stetson Hats, all shapes at \$2.98
 \$3.00 Hats at \$2.19 \$2.00 Hats at \$1.49
 \$1.50 Hats at \$1.23 \$1.25 Hats at 89c

Have you read these prices carefully? Nothing exaggerated, we positively guarantee every article we offer. Remember this is no ordinary sale, its a real bargain sensation for a legitimate purpose.

Our Bargain Basement is crowded with the most beautiful line of Toys and Christmas goods ever shown in this part of the Country.

PINCUS BROS.

Cookeville, Tennessee

NOTHING CHARGED

THE CASH ONLY