

Doing What The Ad. Man Told Us!

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Here are four Suits—Light Brown Cashmere, made by Alfred Benjamin-Washington Co., sizes 35, 36, 37, 38. They cost us \$16.50 when we bought them, but we have not found the right buyers at the regular price, \$25.00; if you are the right person to wear them, take one-home for.....

\$15.15

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Three other Suits in Brown Tartan Check that cost us \$17.00 and sold at \$25.00; made by Alfred Benjamin. If you like the pattern and can wear a size 36, 37 or 38, you can have one for.....

\$15.35

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If you wear a 34, 35 or 36, we have these sizes in a dark gray with a small stripe, which should be sold at the regular price, \$25.00, but you can have them far below cost, at, each.....

\$13.65

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If you like a Brown Mixture, a good serviceable Suit—originally marked \$20.00—we will close the two Suits left, size 35 and 36, at, each.....

\$11.85

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Are you a small man? We have four Brown Striped Suits, sizes 30, 31, 32 and 35, which sold before at \$12.50 each, which we will sell now at.....

\$8.35

Doing What the Ad. Man Told Us

Do you want a neat Brown Norfolk, size 36? It formerly sold at \$18.00, but we will close it out below cost at.....

\$10.85

Doing What the Ad. Man Told Us

And don't forget, we are selling all Alfred Benjamin-Washington Suits at a 25 per cent discount, and all "Clotheraft" \$15.00 Suits at.....

\$10.85

No Scraps Included.

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There seems to be no real reason for cutting the price on Men's Fur-in-Band Caps, just as the cold weather starts, but we will sell the 75¢ Caps for 55¢, the fancy \$1.25 Wool Cashmeres at 90¢ and the 50¢ Caps for.....

40c

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You have lost some opportunity to wear new heavy Underwear this winter, but Cooper's Klosed-Krotch Men's Union Suits will last you "over to next" winter—if you buy them now and save our carrying them over you can get \$1.75 values at \$1.35, \$4.00 values at \$3.15, and \$2.75 values at.....

\$2.25

No Alteration Included in Prices of These Suits

He says he knows you'll come into our store and buy at our Under Price Cash Sale if we give you a bargain opportunity of an entirely new sort—one you've always wanted and never had before

Here's What He Told Us to Do:

"Mark your stock very carefully—instead of usual straight cut on the whole of a line of shirts or clothes, mark each lot separately."

"Fix a price on every lot that means exact value according to number on hand, condition of goods, lateness of season, popularity of the style of pattern, and so on. Then no matter what your customer's taste he'll see a bargain somewhere in the store."

"Here's a lot of suits that haven't sold very well. But they are made of the finest material, they are in good style and somebody will find in them just what he wanted. Mark them right down below cost if necessary. The customer has a right to a good discount on lots that haven't been among the most popular."

"Now here's a lot of odds and ends—short sizes, and so forth—you don't want them on hand when Spring goods come, so clean'em out by making the price attractive."

"Those seasonable lines over there are still in demand but you can afford to reduce the price because two months have gone and the purchaser gets that much less use of his purchase. He's entitled to a price that represents the real worth of the goods."

"Staples, though, are in demand all year round; don't slash prices there. They are mostly well known goods that always sell at very close prices and give splendid value. Still you may find that you can give a small discount on some of them."

"Now arrange your stock so people can find what they want, easily. Mark old and new prices plainly. Put some of the best values in your windows. Have lots of cards to help folks locate what they want and tell every clerk to be up on his toes every minute."

We took the Ad. Man at his word and did what he told us.

Come in and tell us if we did right.

M. Mandell
"THE LIVE CLOTHIER"

Doing What the Ad. Man Told Us

Work Shirts, the kind you usually pay 50¢ for, Blue, Tan, Gray or Mixed, at.....

45c

No Alterations Included in Prices of Suits

Doing What the Ad. Man Told Us

We want to just give you an idea of what we are doing with Overcoats, just when you really need a new Overcoat:

3 Oxford Gray Dress Coats, size 36, 37, 38, were \$25.00, now.....

\$17.15

5 Blue Chinchilla Overcoats, sizes 35 to 40, were \$25.00, now.....

\$16.15

2 Mixed Gray Standard Overcoats, size 37 and 38, were \$20.00, now.....

\$14.75

One Gray Diagonal Overcoat, size 38, was \$16.50, and is now.....

\$9.85

And dozens of other Overcoats marked the same way to sell them to the person that needs them at a price that makes buying them now worth while.

Doing What the Ad. Man Told Us

Does this hit you? An Eclipse and Knotie Shirts, stiff or soft cuffs, which sold for \$1.25, at.....

90c

Doing What the Ad. Man Told Us

Do you like a Manhattan Shirt? You can buy the \$1.75 grade at \$1.50, the \$2.00 grade at \$1.75, the \$1.50 grade at.....

\$1.35

Doing What the Ad. Man Told Us

Do you need a Flannel Shirt? Ours were bargains at the regular price, but they are more so now. Our \$1.75 grades are now \$1.45, our \$2.50 grades are now \$1.85, our \$2.75 grades \$2.05, our \$3.50 grades \$2.65 and our \$1.25 Shirts are now.....

\$1.00

Doing What the Ad. Man Told Us

Do you need any Shirts? Maybe some of this lot is what you want. All sizes, fine fabrics, fancy pleated, retailed at \$2.00, \$2.50 and \$3.00, now reduced to actual cost.

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How about a Trunk, Suit Case or Valise? You can buy any one of them at 20 per cent below the regular price.

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How about a nice Hat? Our regular \$4.00 Hats are now \$3.00 and our \$3.00 and \$3.50 Hats are now.....

\$2.25

Doing What the Ad. Man Told Us

The prices quoted today only give you a limited idea of what you can get at real reductions at this sale. Drop in the store and also watch the papers.

This Sale is for Cash Only