

# STRAIGHT STORY

— Of Straight Goods —

# IN A STRAIGHT PAPER

The monster 10 day sale opened by J. I. Rosenthal, Yale, Mich., last Saturday has never before nor never will again be equaled in this country. It has stirred up the whole community with pent up excitement and eager enthusiasm. An avalanche of bargains! Sale now on in full blast. Will end in 5 days more. Don't get left. You can't afford to miss it. The merchants loss is your gain. The few things we advertise are only a drop in the bucket. We have thousands of others.

## The World's Greatest Sale

WILL BEGIN AT

J. I. ROSENTHAL'S, Main St., YALE, MICH.

LOOK FOR THE BIG RED CANVASS FRONT.

On account of the backward season and disastrous weather conditions, J. I. Rosenthal, Main St., Yale, Mich., will turn his entire \$15,000 stock over to the people for 10 days. Owing to the fact that we find ourselves with an enormous stock of high grade clothing for Men, Boys and Children, Hats and Caps, Furnishings and Supplies on hand, we are compelled to sacrifice our entire stock and place it into the hands of the people to be distributed into your homes. We guarantee the actual cost of the raw material, letting the labor entirely out of the question.

The Sensation of the Day. The Wonder of the Hour

Here will be the most mighty avalanche of majestic bargains in Men's, Boys' and Children's clothing. Reasonable Fall and Winter Overcoats and Suits for the everyday wear. Furnishings and Supplies of every description and the most desirable articles ever brought together in the state of Michigan. We hereby advertise as we advertise and every price we quote is strictly bona fide. Our question absolutely correct. It may be hard to believe that a big concern would sacrifice such an immense stock, to be sold at such remarkable prices, but it is Gospel Truth, and we merely ask you to come and test these statements. This tremendous sale positively begins

Saturday, Dec. 9, at 9 a. m. sharp

.....AND CLOSES IN TEN DAYS.....

Main St. J. I. ROSENTHAL. Yale, Mich.

EVERYTHING SOLD AS ADVERTISED.

Owing to the fact that J. I. Rosenthal will continue in business in Yale and on the same honorable lines that has marked his business career for the public can rest assured of the same courteous treatment and to be supplied with the Highest Grade Merchandise that the world's most skillful industries can produce. The entire stock goes in distribution to the people, beginning December 9th, for ten days. We caution you to note the period of this sale, as everything will go rapidly. This is the first sale (being a strictly legitimate sale, where a well-known and reliable firm is to continue in business) of this kind that has ever occurred in the State of Michigan, and it may never occur again. We merely quote you a few of the many bargains to be offered. But bear in mind there are thousands of other bargains we cannot mention here.

## Prices Wrecked

IN EVERY LINE!

Ten days of Inimitable Bargains before the public, beginning Saturday, December 9th AND CONTINUING FOR TEN DAYS, up till Wednesday, December 20th. The entire stock of J. I. Rosenthal is all new goods and abundant with money-saving inducements that will truly prove a tonic for overworked pocket books. We caution you to come early, as this sale will last for ten days only. Everything must go rapidly. This is the first sale of this kind in this vicinity and may never occur again. In order to prove to you the tremendous sacrifices that must be made we have mentioned a few of the extraordinary bargains that will be offered. Bear in mind there are one thousand other articles we cannot mention here. We advise you to save this and bring it with you so that you get exactly the goods mentioned in this paper. Remember no postponement. SATISFACTION GUARANTEED in every instance or your MONEY REFUNDED immediately. MERCHANTS from this city or county wishing to buy portions of this stock at the same retail prices listed in this paper will be waited on only between the hours of 8 and 9 every morning.

### SENSATIONAL BARGAINS

..IN MEN'S, BOYS' AND CHILDREN'S CLOTHING..

- A FINE SUIT OF CLOTHES, ALL TO MATCH. This suit is positively worth \$7.50, or your money refunded at any time during the sale. **\$2.98**
- A FINE SUIT OF CLOTHES, ALL TO MATCH. This suit is positively worth \$8.50, or your money refunded at any time during the sale. **3.98**
- A FINE SUIT OF CLOTHES, ALL TO MATCH. This suit is positively worth \$10.00, or your money refunded at any time during the sale. **4.98**
- MEN'S FINE SUITS IN CHEVIOTS AND SCOTCH PLAIDS. Worth \$12.00 and up to \$13.50, or your money refunded at any time during the sale if not satisfied. **6.57**
- MEN'S SPLENDID SUITS IN VALOUR FINISHED CASSIMERES, all sizes. These Suits are positively worth \$15.00 or your money back. **7.97**
- AT \$8.49 YOU ARE FREE TO CHOOSE A SUIT OR OVER-COAT worth \$16.00, \$18.00 and up to \$20.00 from 20 lots as finely made and an elegantly finished Suits and Overcoats as the most fastidious dresser could desire. Fine home and foreign Suitings and Overcoatings of style and tone and in a great variety of effects tailored into garments of faultless fashion. Kersey, Melton and Whip Cord Overcoats, Black, Blue, Brown, Drab, Diagonal, Tan, Cheviots, Vicuna, Homespun, Tweed and Cassimere Suits, single and double breasted. **8.49**

- 203 dozen All Wool Men's Sweaters worth \$1.50 sale price..... **89c**
- Gents' White Linen 16c Handkerchief, sale price..... **7c**
- 105 pair Men's \$2.50 Corduroy Pants, sale price..... **\$1.69**
- 64 dozen Men's Heavy Wool Socks, sale price..... **19c**
- At \$10.83 you are free to choose from 200 Suits worth \$16.00 to \$20.00, equal to custom made **\$10.83**
- 127 pair Men's Extra Heavy Pants worth \$1.50 to \$2.25, sale price..... **99c**
- 59 Young Men's Suits worth \$5.50 to \$8.00, sale price..... **\$2.35**
- 52 dozen Men's Heavy Camel's Hair Shirts and Drawers at..... **19c**
- 103 dozen Men's Heavy Fleece Lined Shirts and Drawers at..... **39c**
- 523 pair Men's Fine Trousers worth from \$3.50 to \$4.50, sale price..... **\$2.59**
- 26 dozen Extra Heavy Police Suspenders at..... **17c**
- 150 dozen Canvas Gloves and Mittens worth 10c, sale price..... **5c**
- 60 dozen Blue and 50 dozen Red Bandana Handkerchiefs, sale price... **3 & 3 1/2c**
- 55 dozen Fine White Handkerchiefs, sale price..... **3c**
- 23 dozen Men's Extra Heavy 10c Hose, sale price..... **6c**
- 115 Men's Long Belt Frets Overcoats, latest styles, worth from \$12.00 to \$18.00, your choice **\$9.99**
- 50 Long Fancy Overcoats, season's latest Swagger, worth \$20.00 at... **\$11.79**
- 82 dozen Men's Heavy 50c and 75c Mittens and Gloves, per pair..... **39c**
- 21 dozen Men's Heavy 25c and 35c Mittens and Gloves, per pair..... **19c**
- 171 dozen celebrated Arrow Brand Linen Collars..... **9c**
- Your choice of any of our 50c and 75c Neckwear for..... **39c**
- 50 dozen Children's Heavy Short Pants, sale price..... **18c**
- 100 Men's Fine Black and Blue Suits of Worsted, Thibet and Cheviot material, sold by all first class dealers in the United States for \$12.00 and \$13.50, sale price..... **\$7.89**
- 118 Men's Extra Heavy Lined Canvas Coats, worth \$1 to \$2.50 at 79c to \$1.79
- 94 Men's Extra Heavy Machine Jackets worth \$3 to \$4, now at \$1.59 to \$2.39
- 75 Men's Extra Heavy Blue Overalls & Jackets worth from 50c to 70c **39c**
- 165 Men's Fancy Sport Bogom Shirts worth 50c to \$1.40..... **39c**
- 79 dozen Men's Working Shirts..... **27c**
- One lot containing 211 Child's Vestee Suits, assorted colors, worth \$3.00 to \$3.40, sale price \$1.40 to \$1.90 **89c**
- 54 Children's Heavy Short Pant Suits, sale price..... **39c**
- Lot Men's Fine Dress Light Weight Suits, stylish and well made, worth from \$10 to \$15 **\$3.94 to \$7.49**
- Men's Heavy Cotton Pants, worth \$1.00, sale price..... **69c**
- 27 dozen Fine Black Sateen Shirts..... **39c**
- 26 Men's Extra Fine Fancy Worsteds Suits worth \$15.00 sale price..... **\$7.87**
- 50 dozen Winter Caps worth 25c to \$1.00, now..... **19 to 89c**
- 50 dozen Ladies Hose worth 18c to 25c, now..... **6c to 17c**
- 54 Ladies Fur Boas worth \$1.50 to \$5.00, now..... **99c to \$2.49**
- 72 Ladies Plush Capes worth \$7.50 to \$10.00, choice..... **\$3.49**
- 50 Men's Blk Clay Worsteds Suits worth \$15 at..... **\$9.99**
- 50 dozen Monarch \$1.25 and \$1.00 Shirts..... **89c**

We could go on for a month and then not be able to quote you all the good things—especially in Shoes, Fur Gloves, Over-shirts, Leather Coats, Umbrellas, Rubbers, Trunks, Valises, Hats, Caps, Fine Shirts, Child's Hose, Trousers, Jewelry—in fact everything handled by first class clothing houses. Come and tell our floor walker your troubles. He will find what you want at your price. Remember the date and place and Look for the Big Red Canvass Front.

Reader, you know me. You have known me for years. You have tested me. I have never failed you. Your money is only on deposit at my store during this sale until you are satisfied. There are no cobwebs on my methods of doing business

## ONLY FIVE DAYS MORE

of this Great Slaughter Sale in Honest Merchandise. Get your share.



# J. I. ROSENTHAL

Your Clothier.

YALE, MICHIGAN