THE CHALLENGE!

We have assumed the position as "Leaders," and not even the Lion turned loose from his den would make us flinch an inch from that position.

Just to have a little fun and make things hum, we will start the ball with a

$5

SALE!

Five Dollar Suit Sale!

And will throw in enough $10.00 and $12.00 suits to make competitors of the tri-cities exclaim and stare in amazement and ask "O, where did you get that suit?" Of THE LONDON, of course,—the only Bargain House of the tri-cities.

If you intend paying $10.00 or $12.00 for a suit, may be we can suit you for $5.00. Come and see. This may seem perfunctory, but you try it and if you are not too fastidious and don't want the earth with a fence around it

WE WILL SUIT YOU FOR FIVE DOLLARS.

We intend selling every dollar's worth of our Summer Clothing this season.

They Must Go!
Our Neglige Shirts Must Go!
Our Underwear Must Go!
Our Straw Hats Must Go!

Our large stock of Children's clothing will go, for prices cut in half will make them go. If you are wise, you will take advantage of this great clearing sale.

We Must have the Room for our FALL and WINTER Stock.

We intend bringing a stock of goods this fall to Rock Island that you will talk about in your sleep, and make the Clothiers of the tri-cities have the nightmare all next winter. If you look for Bargains in all departments this month you won't be disappointed at

The London Clothing Company.
The People's Protectors and Money Savers, Rock Island, Ills.