

played for quick selection, you find hundreds of useful articles at prices that will actually be an insult to the quality of the goods. It will be easy to buy here because you can make your own selection quickly without any unnecessary loss of time. You can get just what you want here as we do not employ any smarty Aleck clerks to persuade customers to buy something different from what they want or something "just as good."

## Important

This sale will be of the utmost importance to every man and boy within a radius of fifty miles. It will be a ruthless and wanton sacrifice of the best stock of mens and boys clothing, furnishings, hats and shoes. Jones & Robison will lose thousands of dollars. The Gordon Sales Co. does not care a snap about the loss but they must convert the goods into cash in 15 days. "It's an ill wind that blows nobody good;" Jones & Robisons' loss will be your gain in immense savings on fine apparel.

## Warning

Please do not confuse this sale with the ordinary so-called sales or do not be misled by small fry or unscrupulous concerns, who may, owing to the magnitude of this sale, try to lure the public with similar signs and fictitious advertising. Look for the name "GORDON SALES CO." and the red signs, then you will make no mistake. Every statement in this advertisement can be relied upon with absolute confidence, as Jones & Robison value a good name above mere money and would not consent to any misrepresentation whatsoever.

**15**  
Days of  
Marvelous  
Value Giving

is now going on in full blast

# Bargains Galore for Everybody

## Quality the Paramount Factor

The high character of merchandise handled by this store makes it unnecessary to dwell upon this subject; it suffices to state that an absolute guarantee of satisfaction will be given to every purchaser. Every deal will be strictly on the square, none will be urged to buy as the prices will be so low that it will be impossible to resist laying in a supply for your present and future use. One visit will be sufficient to convince even those who may be skeptically inclined. Please remember we have no old shopworn undesirable goods to sell as everything in the entire stock is clean, fresh and of the very best quality; anybody can sell trash at low prices, we have none to offer at any price but if you want to get the best at prices that are lower than would be asked for imitation goods elsewhere, then you will surely follow the crowds to Jones and Robinson's.

## Plain Facts and Plain Figures

Every article will be marked in plain figures and strictly one price to all, and that one price will, in every instance be the lowest ever quoted on first class merchandise without exception. We will not and do not want to make one cent of profit, as we must sell out the entire stock in fifteen days utterly regardless of loss. All other merchants must sell at a profit; therefore it stands to reason that our prices will be the lowest. It's up to you to hitch your Dollar to the biggest load of value it has ever pulled; it's up to you to quit paying high prices for your goods; it's time for you to get wise to the fact that the "Dollar" is your best friend. Don't waste your hard earned money, but spend it wisely, spend it where you can get the most, compare prices and then you'll notice the difference not only in money saved, but in the quality of merchandise. Remember the place.

## Kompetiotin Kompletely Krushed.

All attempts at opposition will be swept aside, even the other merchants will be astonished when they learn the extent of the reductions that will be made on the best high class stock of merchandise ever shown in Montpelier. The Town will be in an uproar and the store will be ablaze with bargains in strictly up to date Clothing, Shoes and Furnishing Goods. No goods will be sold to merchants as we are determined to give the people the full benefit of this sale. The sale will last only fifteen days and will not be continued—GET BUSY—now is the time.

# A sale absolutely without Parallel

EXCELLENCE OF QUALITY, DESIRABILITY AND LOWNESS OF PRICE,

These Potent Factors will make this an occasion that will linger long in the pleasant memories of the people of Southeastern Idaho.

The Gordon Sales Company is the largest in North America and actually knows no limit when cutting Prices. Their reputation for integrity and square dealing is backed up by a record of ten years of Merchandising in the U. S. and Canada, which has justly made them famous and known as the World's Greatest Bargain Givers

LOOK FOR THE BIG RED SIGN **GORDON SALES COMPANY** LOOK FOR THE BIG RED SIGN  
SELLING OUT JONES AND ROBISON  
**Idaho**  
Montpelier,

## Special Notice.

The store will be closed all day Tuesday and Wednesday in order to rearrange the stock and mark down everything in the house. Nothing will be sold on credit or laid away but goods will be cheerfully exchanged and all comers will receive courteous treatment whether they come as purchasers or visitors. Mothers will do well to bring in their boys and select a new outfit while the assortments are complete. Wives should not let their husbands overlook this great opportunity.

**15**  
Days of  
Glorious  
Opportunities