Three Classes of Pecple have been attending our August Sales. ing of former sales, but had heard that "good stuff" was to be had at low prices
There were those who had come before and had proved the ruth of conservahive statements of values
There were those-and these our old customers-who came as confldently as they would go to a bank-sure of getting a full equivalent for their money-and each of these representative types have been satisfled.

## THE PRECISE MOTNES OF THE AUUUST SHLE

1st-Much pride in serving the people as no other store can. 2nd-Desire to mest the expuctations of our appreciative customers who expect better things of this than any other.
3rd-Because a genuine sale is in the interest of the mercantile
August Sale News for Today

|  |  | Chpped Bowls, 20c, 35 c . and 45 c . <br> SOME GOOD VALUES IN <br>  |
| :---: | :---: | :---: |
| A Part of the Basement is a Regular 5c and 10c Store in Itself. |  |  |
|  |  |  |



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