

The Dependable Store

AMES MERCANTILE CO.

Merchants, Not "Giants of the North."

The Store That Gives You A Square Deal

TEXT:-- DAVID AND GOLIATH

This ancient biblical fact expressed in modern phrase would read, "How Goliath got it in the neck." It is easily understood how a 20th Century Goliath (or Sandow) in his enormity might prove to be so large as to be unwieldy, thus being very susceptible to the sling and shot in the hands of the 20th Century David.

MORAL

When a concern made large (in the sense of combining vast accumulations of Old Merchandise) undertakes to win favor with the public by extolling the virtues of this kind of greatness, one should accept such statements only when accompanied with the proverbial "Grain of Salt," and more especially when compared with merchants who are clean cut, up-to-date in methods and wares, carrying sufficiently large stocks of New Goods and conducting their business at the smallest possible cost.

Our steady, constant growth hurts—we know it and even you, our "Great Giant of the North" "infinitely superior in size and strength" (and antiquities) must concede that "there are others."

A FEW SHOTS FROM DAVID'S SLING:

Grocery Department.

St. Charles Purity Milk, per case.....	\$9.50	Japan Rice, Best Quality, per lb.....	11 1/2 cents
California Flour, per sack.....	\$3.65	Sugar, Best American, per lb.....	12 cents
Roast Beef, per case.....	\$4.75	Evap. Fruits, Ex. Quality, per lb.....	15 cents
Roast Mutton, per case.....	\$4.75	Coffee, Prime M & Java, per lb.....	42 1/2 cents
Pork Sausage Meat, per case.....	\$4.75	Tea, Eng., Bfst. & Japan, per lb.....	37 1/2 cents
Ex. Standard White Asparagus, per case.....	\$8.00	Baking Powder, Cleveland, 12 1-lb. per case.....	\$5.00
Extra Fine Asparagus Tips, per case.....	\$7.00	Maple Syrup, Ex. Quality, per tin.....	\$1.00
Tomatoes, Solid Pack, per case.....	\$6.00	Fancy Pickles, Mixed and Plain, per kit.....	\$4.00
Sweet Potatoes, per case.....	\$7.00	Jams, Cross & Blackwell, per doz.....	\$3.00

Shoe Department.

Men's Felt Shoes, Asbestos Soles, per pair.....	\$2.50	Wales, Goodyear & Woonsocket Rubber Shoes, per pair.....	\$2.50
Gold Seal Hip Boots, per pair.....	\$10.00	3 Buckle Arctic Overshoes, per pair.....	\$3.00
Gold Seal Shoes, per pair.....	\$3.00		

Dry Goods Department.

5,000 Yards Handsome Twilled Cretonne Draperies, per yard.....	12 1/2 cents	Best two-ply All Wool Ingrain Carpets, per yard.....	\$1.25
Ladies' Fine Lamb's Wool Jersey Ribbed Underwear, per suit.....	\$3.00	Best Brussels Carpet, per yard.....	\$1.75
Ladies' French Cashmere Wool Hose, per pair.....	50 cents	Fine White Cotton Bed Comforts, each.....	\$3.50
56-inch Wide Pure Linen Table Damask, per yard.....	\$1.00	Large Sized Honey Comb Towels, per doz.....	\$2.50
Linen Napkins, per doz.....	\$1.50	Large Sized-Turkish Towels, per doz.....	\$3.00
250 Ladies' Handsome Wool Waists, each.....	\$4.00	11 1/2 size Bed Blankets, per pair.....	\$4.00
Pillow Slips, White Muslin, Hemmed and ready for use, each.....	50 cents	10 1/2 size Sheet Blankets, per pair.....	\$1.50
		3 lb. Feather Pillows, each.....	\$2.00
		Good Quality House Linen, per yard.....	8 cents

Furniture Department.

Good Dining Room Chairs, each.....	\$2.50	Handsome Hall Trees, Sideboards, Cheffoniers, Dressers, Bedroom Suits Iron and Brass Beds, Folding Beds, Office Chairs and desks at equally attractive prices.	
Oak and Cherry Cobler Seat Rockers, each.....	\$8.00		
Full Spring Velvet Couches, each.....	\$35.00		

Clothing and Furnishing Goods

Men's Handsome All Wool Scotch and Cassimere Business and Dress Suits, each.....	\$15.00	Men's Camel Hair Underwear, per suit.....	\$2.00
Men's Double Breasted Storm Ulsters, each.....	\$15.00	Men's Natural Wool, Double Breasted Underwear, per suit.....	\$4.00
Handsome Dress Overcoats, each.....	\$15.00	Men's Heavy Blue Flannel Shirts, each.....	\$2.00
Your Choice 50 dozen Men's Nobby Silk Neckwear, in Tecks, Bows and Four-in-Hands, each.....	25 cents	Men's Fancy Poreale-Colored Shirts, each.....	\$1.00
Men's Dress and Walking Gloves, per pair.....	\$2.00	Men's 4 ply Linen Collars, all styles, per dozen.....	\$2.50
Men's Buck Finished Mitts, per pair.....	\$1.00	Good, Heavy German Sox, per pair.....	75 cents
		Men's Blue Denim Overalls, per pair.....	75 cents

Hardware Department.

Cross Cut Saws, Best Quality, each.....	\$3.50	Galvanized Buckets, each.....	75 cents
Good Handled Axes, each.....	\$2.00	Air Tight Heaters, each.....	\$16.50
No. 7 Cast Iron Cook Stoves, each.....	\$22.00	Handsome Decorated Dinner Sets, 13 pieces.....	\$13.50
Granite Iron Tea Kettles, each.....	\$1.00	Handsome Toilet Sets.....	\$3.50
Granite Iron Coffee and Tea Pots, each.....	75 cents	Fine Glass Tumblers, per dozen.....	\$1.25
Wash Boilers, each.....	\$1.50	Lamps, complete.....	50 cents

SPECIAL

50 Ladies' Handsome Tailor-Made Gowns, Former Price \$25.00 to \$40.00, Your Choice \$10.

Fur Department

Special attention is called to our stock of Ladies' and Men's Furs--Robes, Coats, Jackets, Collarettes, Caps, Gloves, Mitts, Etc., Etc.