

Your Opportunity is Here Now!

STORE WIDE IS THIS PRICE MASSACRE

These wonderful slashed
Prices are for
Week of Nov. 1

FREE

We will give to any one driving in 25 mile or more, 3 gallons of gasoline off the purchase price of goods to the value of \$25.00 or more.

GILK.

FREE!

—To the first 25 (25 only) we will give (absolutely free) certificates worth 25c and 50c on any purchase you may wish to make and will be accepted as cash by W. S. Gooden.

Men's Suits All Cut and Slashed

The regular prices are buried. The funeral all over, but the old price is the only part of these suits that is gone. Now the regular prices were \$35.00 to \$75.00. Cut Sale Price:

Regular Price	Cut Sale Price	You Save
\$35.00	\$23.59	\$11.41
40.00	25.59	14.41
45.00	30.15	14.85
50.00	33.50	16.50
55.00	36.85	18.15
60.00	43.00	19.80
65.00	43.55	21.45
70.00	46.90	23.10
75.00	49.95	25.05

Money saved is money earned—Men get busy. GILK.

MEN'S LEATHER TOP SHEEP-LINED STORM COATS

Beaverette Collar. Regular price \$28. Cut Sale price:

17.95

MEN'S HEAVY RIBBED GREY HOSIERY

A wonderfully good strong stock. Regular price 65c per pair. Cut Sale Price:

39c

Another lot of heavy, strong, durable Men's Grey Sox. Regular price 50c. **29c**

Men's Heavy Winter Overcoats

Storm collar, ulster style, both young men's and conservative models.

Reg. Price	Cut Price	You Save
\$50.00	\$33.59	\$16.41
60.00	43.59	16.41
70.00	46.95	23.05

These are wonderful coats at this Cut Sale price. I am sure you will appreciate these wonderful bargains.

MEN'S HEAVY WINTER UNDERWEAR

Regular \$6.50 per suit. While they last:

3.95

The quantity is limited. Be here sharp at 9 a.m. Buy your underwear now, supply your wants. Stanfield's in three different makes. We have it, and at Cut and Slashed Prices. Mothers, buy your boy's underwear now. Winter never failed us yet, and you never will buy cheaper. Hurry, hurry. GILK.

MEN'S SWEATERS

We went down in our basement reserve stock and out they had to come, and, believe me, we have slashed the prices. Read them:

Regular \$6.00	Regular \$8.00	Regular \$12.00
Cut Sale Price	Cut Sale Price	Cut Sale Price
\$4.95	\$6.95	\$8.95

This is wonderful merchandise. Your opportunity, grasp it. GILK.

OVERHAULS

Men's Label Overhauls. Regular \$3.50. Cut Sale Price:

2.95

We have just received a late shipment of Men's tSo. m Ulsters, regular values up to \$40.00. They must go, s ohere is your opportunity at the ridiculous Slashed Price

\$29.50

These are wonderful Coats. GILK.

Be sure and read our advertisement in the Brandon Daily Sun for Bargain surprises. It will pay. We have elegant assortments. GILK.

Well, it came off as advertised—the Sale of W. S. Gooden's opened like a flash, with seemingly all the country scrambling for admittance to the store. It was crowded, packed, jammed, filled to suffocation from opening hour until closing time at night, the Sales Manager had his hands full to handle the stampede of bargain seekers. Although a force of 35 salespeople has been employed, they were utterly swamped, covered up with people from north, south, east, and west. The doors had to be locked at times to give those fortunate enough to gain admittance a chance to be waited upon. A great crowd waited in the street for their turn to get in. Long before the time to open, people crowded in front of the store. Enthusiasm was a fever heat, goods went out like greased lightning, furious was the selling. The sale is advertised until November ??, and Mr. Gooden, by that time expects to have sold about half of his big stock. Altogether it was by far the biggest day's business ever done here, while thousands of dollars worth of merchandise was sold. The big stock did not show the slightest signs of depletion.

GILK., Merchandise Doctor.

MEN'S ALL-WOOL MACKINAWS

Men's Mackinaws, all-wool. Made by the well known firms, Grant Holden and Graham, and Carrs, 32 ounce all wool cloth. Regular selling price is \$21.00. Cut Sale Price:

14.95

All new colorings and styles

Another lot, regular selling price is \$16.50. Cut Sale Price:

11.69

These come in all the new shades and colorings and will be on sale.

FREE

We will pay your railroad fare one way to Brandon, if you purchase goods to the amount of \$25 or more.

W. S. GOODEN

640 ROSSER AVENUE