

HOUSE OF FASHION

Former Premises of The American Boot and Shoe Store

OPENING SALE!

g Which is Now on at Full Swing!

ly invite t public to visit Our up-to-date Wearing Apparel and Boot and Shoe Store, comprising

Three Spacious Floors

ES', MEN'S and CHILDREN. LADIES' COATS, SUITS, DRESSES, BLOUSES, HATS, SWEATERS, SKIRTS, WOOLLEN SCARFS and SHAWLS. also BOO SHOES FOR THE ENTIRE FAMILY.

prepare t at Event and we are pleased to say that we are sure our efforts will not be in vain once you visit Our Store during this great Value-giving

FREE! FREE! FREE!

To the first twenty-five men making a purchase in Our Men's Department, we will give free

One Pair Striped Trousers worth 3.50
So try and be on time and get one pair.

S ON OUR GRAND OPENING SALE, YOUR ECONOMY OPPORTUNITY!

which promise economies, but do not deliver them; Sales of that kind are unknown to us; there are Sales which promise and deliver economies, this is the only kind of Sale our Opening Sale will be, so that do a wrong thing, likewise it is impossible—for us—to make a Sale without REAL VALUES, REDUCTIONS, QUALITY. True Values, Reductions and Quality speak louder than words. Reading the

ND FOR PRICE MUCH LOWER THAN IF WE HAD TO BUY BEFORE WHEN PRICES WERE MUCH HIGHER

le of the Year

At Savings of 1-4, 1-3 and 1-2

**STORE OPEN
TILL 9.30 p.m.
Every Evening**

SEE OUR
WINDOW
DISPLAY.

**WATCH
OUR
WINDOWS**

SEE OUR
WINDOW
DISPLAY.

**MEN'S
COATS and SUITS**

—SECOND FLOOR—

You will find one of the Best Assortments of SUITS and COATS for the young Dressy type, for the more conservative type men, for the stout man—in fact for EVERY MAN young or old we have an assortment in COLORS and CLOTHS which will be a REVELATION to every man. In this Great Assortment you will find for the young men SUITS with 2 PAIRS of PANTS, so that the wearer gets the benefit of practically TWO SUITS.

PRICES RANGE

From **11.95** up

ALL THESE SUITS AND COATS ABSOLUTELY THE FINEST AMERICAN MAKES.

Boot & Shoe Department

FREE! FREE! FREE!

On Opening Day we will give away FREE to the first twenty-five customers who make a purchase in this Department

Pair of Children's Slippers

ENTIRE STOCK OF THE AMERICAN BOOT AND SHOE STORE COMBINED WITH A GREAT ASSORTMENT OF OUR OWN ALL PUT TOGETHER IN ONE GREAT VARIETY TO PLEASE THE ENTIRE FAMILY.

BOOTS AND SHOES FOR MEN.

BOOTS AND SHOES FOR WOMEN.

BOOTS AND SHOES FOR BOYS AND GIRLS

AND IN FACT FOR THE ENTIRE FAMILY.

ALSO, A GREAT ASSORTMENT OF LADIES' SPATS, RUBBERS AND SLIPPERS; ALSO, CHILDREN'S SLIPPERS, MEN'S AND LADIES.

ALL REDUCED TO PRICES WHICH INSURE GREAT SAVINGS.

COME AND VISIT OUR BARGAIN BASEMENT

WATCH OUR ADS.

**BOYS'
SUITS and COATS**

—SECOND FLOOR—

A Great Assortment for the youngsters in ONE and TWO PANTS SUITS. Also a great variety in COATS. All our SUITS have FULLY LINED TROUSERS, which insures DOUBLE SERVICE. They are also made in a good quality of CLOTHS for which we absolutely guarantee ENTIRE SATISFACTION. Our COATS, you will find, are fully lined and inter-lined so that they give the youngsters Warmth and Comfort.

PRICES RANGE

From **5.98** up

YOU SIMPLY MUST SEE THEM TO APPRECIATE THE VALUE AND QUALITY.