

Edited for
the People's
Good.

SIM, THE CLOTHIER'S Individual Newspaper.

Delivered
Free.

It contains facts that ought to interest you--that is worth your while to read from beginning to end. **NO MURDERS, ROBBERIES OR FIRES**, but a few of the many reasons why we can save you money while giving you newer and better goods than you can obtain elsewhere. Our patrons observed this, that is the cause for us gaining one of the largest clothing businesses in Bellefonte in but a trifle over a year. Think of it! The greatest of all establishing records. It did not take long for intelligent people to see that we offered more advantages for them than any other clothing and furnishing store in Central Pennsylvania. We started right by giving them big values; we have continued it and always will. We never put on a big price at the beginning of the season--expecting to sell the tail-end of the stock at 50 per cent. reduction, but will give as good values at the first of the season as we possibly can.

We Buy Our Merchandise for Cash

--the "King of Prosperity,"--from only the best manufacturers of the country--manufacturers who employ skilled tailors that are capable of cutting and finishing a garment; from legitimate houses who stand back of their goods and see that it gives the wearer satisfaction. It is not our method to save trifling sums at the "sweat shops" where cheaply made, poor fitting and commonly lined clothing is made--**WE WANT THE BEST THAT OUR MONEY CAN BUY**. The dearest commodity in the world is this poor "sweat shop" clothing. It is neither profitable to buyer or seller, and the wrong is usually done the man who can least afford it--the man with the moderate sum to spend. We have more at stake in every transaction than the buyer. We do not merely sell you once, we want you as a life-long customer. We must protect you; we must sell you merchandise that gives you satisfaction, and we are doing this. Have you ever noticed that some men, even though their clothes are not of the best grade, look nobby and genteel. The reason is, their clothes were bought at the right place--the place where the seller paid attention to the fit, make and style. It is to our interest to see that each garment fits and pleases the customer. When we fit you correctly, suit your taste and sell you at a money-saving price a suit or hat that becomes you; certainly you will advertise us. Hundreds of our best dressed men are advertising our Clothing. By the aid of triplicate mirrors we can give the customer any view of himself he desires. Let him form an idea from the appearance--not from the salesman's remarks. A child can do as well here as a grown person--pays the same price.

Everything in the store marked in PLAIN FIGURES--not several prices for an article. When you get home, if you think it has been misrepresented, if it don't fit, if you don't like the design, if you think you could have done better elsewhere,--no matter what the trouble--not a question asked, but "Your money is yours if you want it." We cannot afford a displeased customer; our clothes must suit you or you can't have them. We now have better Clothes than we ever offered; a larger and more varied assortment than any preceding one; the largest assortment of **NEW** goods within 50 miles. Last year we disposed of almost all our summer suits--not more than 40 remaining on our hands, and these were disposed of during last fall and winter to people whose time is mostly spent within doors who desired light weight suits. Thus we were able to buy a complete, clean, up-to-date stock for this season. By this we enable you to purchase new, stylish Clothing at prices far below (considering quality) what others charge for their old clothing--the accumulation of odds and ends of years of business.

We invite an honest comparison of saving in prices--considering quality--in each and every line with those of our competitors. See for yourself, don't believe us.