 the greatest reduction on ladies and children＇s coats ever made in altoona ：


BEFORE STOCK TAKING． At no time in the whole year can we offer you few week；we take an annual inventory of stock few week，we take an annual inventory of stock
and and wishing to have it at its very lowest when
the painful duty commences，have resolved to reduce the prices on winter goods such as Over－
coats．Heavy Weight Suits，Underwear，Fur coats，Heavy Weight Suits，Underwear，Fur
Caps and Gloves to such a figure that will insnre Caps and Gloves to s
their speedy disposal
This may seem a funny thing to do in the middle of the coldest weather but we well know
that in one month more the demand for such goods is abated and they are then doomed to be carried over for another season．
Our motto is and always will be＂New Season， New Goods，＂and now is the time to strike us for
a bargain that counts．Don＇t take our word for it see for yourselves．Our $\$ 8$ overcoats，our \＄10 suits，our 90
then you＇ll talk．

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