

Standing of the Little League Baseball Teams
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 HOSIC STOPS STOKES

# Lifting the Lid 

IWAS told yesterday that if I announced my price this Fall at $\$ 3.85$, it would turn the hat industry upside down and inside out-but I'm going to lift the lid and take the consequences. Tm going to sell hats without profit this Fall, and give the final wallop to the High Cost of Living in the High Price of Hats.
The public have been on a "Buying Spree" for the last couple of years, but they're on a "Buying Strike" today. Tm going to break that strike by breaking the price WEDNESDAY NIGHT

## ORDER MODERN SPORTS HOME

 THE ICE PALACE



Winter Trip to CALIFORNIA SUNSET LIMITED

 SOUTHERN PACIFIC LINE


If you'll help me bring 100,000 new customers in my stores this month you'll see the High Price of Hats begin to tumble, and you can get under cover right now for $\$ 3.85$. Ind like to have the Flying Squadron of the Department of Justice investigate my Prices and Profits this Fall, and compare the Style and Quality of my hats with other hats selling for twice my price. If they don't stop me for under selling the market, you can have any new Fall color or style,

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1307 Market Street

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