## PEACR AND PLENTT




## OldHonesty we. woulo. rather. move MONEYand ACCOUNTS

## MERCHANDISE

PRERRRMOOY YO OUR REIOOHLL 723 and 725 Liberty street, neno of woo strier.

WE OFFER OUR ENTIRE STOOK FURNITURE CARPETS
BELOW : COST
EASY PAYMENTS as usuat.

HOUSEHOLDCREDITCO.
405 WOOD STREET.
Acknowledged Champions of Low Prices.

## "WELL : BECUN : IS : HALF : DONE."

If this saying is as true as it is old, then, judging from the lively manner the high piles have been melting down since the inauguration of our Great January Mark Down Sale, we shall succeed in the tremendous task of Closing Out our entire winter stock, regardless of the weather. Talk as you please; argue till doomsday, but the fact remains that such big, genuine reductions as we have made all over our establishment during the past few days will cause a buying fever among the people every time. And there is nothing more contagious than the buying fever. Even the glorious Influenza must take a back seat in this respect. The buying fever, once aroused, catches on everywhere. It spreads,
from house to house, from street to street, from town to town. And this accounts for the busy times at Kaufmanns', and the dull, dreary hours in the establishments whose proprietors are waiting for the cold weather to sell their winter

## There will be no abatement, but a decided increase of purchases this week, for, commencing to-morrow morning,

 OUR GREAT JANUARY MARK-DOWN SALE
## OUR ANNUAL INVENTORY COUNTER CLEARING.

This double attraction will undoubtedly draw big houses every day this week, and, it is safe to predict that every patron will save a snug sum of money-according to the amount of his purchase.

With an unusually large winter stock still on our counters, and stock taking being but a week off, it stands to reason that we will this week make greater exertions (i. e. bigger reductions) than ever to turn merchandise into money.

SELL at froir one-half T0 Two-Thirds regular prices
Any Suit, Any Overcoat, Any Cloak. Any Wrap, Any Hat,
Any Cap, Any Shirt, Any Scarf, Any Pair of Shoes in our establishment. We didn't take an undesirable lot here and there and mark it Now, then, if you have any spare change (and who hasn't) bring it forth and invest it in this great combination closing out sale. Every dollar invested earns an immediate dividend of from
need the goods just at present, it will pay you to buy them at these prices.
Do not, if you have your own interest at heart, buy a cent's worth of goods elsewhere before having visited our establishment. Compare our goods and prices with those offered by o
INIOSE whowould gain an idea of our reductions should take a look at the Men's Suits and Overcoats arked \$4 98 and now displayed in our large corner window.

## $\therefore$ KAUFMANNS' $\quad$

## GRAND DEPOT, $\therefore$ FIFTH AVE. AND SMITHFIELD ST.

 THE ONLY HOUSE THAT ACTUALLY CARRIES OUT THE REDUOTIONS IT ADVERTISES.