

FROM-

 SATURDAY



Yes, this will be the last week of our celebrated free distribution of merchandise. We can't keep it up any longer. No, we can't. The strain is too hard on our cash drawer. Why, we actually have given away a small fortune during the past two weeks. A little calcula-
tion will prove it. A purchase free every 5 minutes means 12 purchases free every hour or 108 each day ( 9 A. M. to 6 P. M.), and I 56 on Saturday ( 9 A. M. to 10 P. M.) It will thus be
seen that since the beginning of this distribution (July 20) thirteen hundred and ninety-two seen that since the beginning of this distribution (July 20) thirteen hundred and ninety-two
customers have received their purchases (aggregating in value to over $\$ 0,000$ ) free of any customers have received their purchases (aggregating in value to over $\$ 9,000$ ) free of any
charge whatever, Oh, there is no denying the fact that this stroke of enterprise, much as the public may profit by it, IS THE MOST EXPENSIVE ADVERTISEMENT we have ever indulged in. Nobody knows better than we how many fine suits, trous shes hats, dresses, jackets, dinner sets, etc., we gave away free of charge every day during the past two weeks, but, on the other hand, we also have the satisfaction of knowing that we rained. It means a saving (to us) of $\$ 200$ for fire insurance about $\$ 6,000$ point gives us plenty of room to display our new fall and winter goods, and (this is the most important point of all) enables us to lay before you an entirely new and fresh stock next thing in the store, we inaugurated this gigantic free distribution? But we have nearly reached the limit of the amount set aside by us for free distribution. Don't look for any additional appropriations. We can't afford to make any. Under no circumstances, there-
fore, will this free distribution be continued after next Saturday. This must, shall and will e the last week. Now, then, don't miss this final opportunity. Make your purchase during the next six days, and you will probably get it for nothing. Somebody is bound to get a purchase free every five minutes. That somebody may be YOU. At any rate you risk greatly reduced price-a price that we guarantee away below any competition them at a greatly reduced price-a price that we guarantee away below any competition.

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The biggest reductions of all will be found in our Millinery Department. Here's an example: 1,000 Ladies' Untrimmed Hats and Bonnets, in fine Milans and Fancy Braids, worth $\$ 1.25, \$ 1.50$ and

KAUFMANNS'
FIFTH AVE. AND SMITHFIELD ST.

