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J. DIAMONDD, prineux

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 What Pittsburg is to America industrially, Kaufmanns' is to Pittsburg commercially. The beehive of industry. The home of enterprise. The synonym of growth and greatness. The busiest house in the busiest city in the busiest country on the giobe. That very ceaseless hum, activity, energy and progress, so characteristic of Pittsburg, pervades every inch of Kaufmanns' great store. Indeed. Kaufmanns' advance is even more phenomenal than that of Pittsburg itself. Since Kaufmanns moved to their present location, in the year 1885 , which previous to that time had been a dead and dreary spot, occupied by a lot of old rookeries--the eyesore of Pittsburg-their career has been one continuous chain of successes. Every year witnessed an increase of room and an increase of business, but ithas remained for 1892 to cap the climax. The latest and greatest achievement of Kaufmanns (an idea of which may be gained by the above illustration) is the chef doeuvre---the crowning triumph of Pittsburg commerce. When a few months ago it was learned that Kaufmanns had acquired the big six-story Power Hall Building on Diamond street, people wondered; but, when shortly afterwards this intelligence was seconded by the announcement that Kaufmanns had also secured a 25 -years' lease of that old land mark, the First Methodist Protestant Church, on Fifth avenue, popular wonder gave way to general amazement. Here was a mammoth site running clear from Fifth avenue through to Diamond street, and back to Cherry alley. Can it be that Kaufmanns mean to add this vast space [ $80 \times 230$ feet $]$ to their already gigantic building? But the time for conjecture has long since passed. The old familiar church has disappeared, and in its place a magnificent seven-story business block is now nearing completion as rapidly as men and money can make it. This, together with the adjoining Power Hall Building, now in course of remodeling, and the old store building, on Smithfield street, will compose one mammoth mercantile institution-by far the largest in Pittsburg, and equaled in the United States by five establishments only. The above diagram shows that these united buildings, when completed, will have a floor space of nearly 250,000 square feet-an area equal to five acres. Again, conjecture is rife. What will Kaufmanns do with all this space? Rumors of new departments are busily discussed, and (this is official) the rumors may [will] soon be facts. But that is further on-a matter of the near future. For the present an even more important subject concerns us-and you. Here it is: We have been badly disappointed by our contractor. In anticipation of an earlier completion of our new addition-the contract calls for October 25 -we bought an unusually large stock. The old store, already encroached upon by the builders, is packed from basement to roof with fall and winter goods, the reserve stock rooms being. literally. choked. And yet additional shipments are arriving daily. We are in a dilemma. A great danger threatens us. Unless we seek and find immediate relief, the very aisles and entrances--the whole store will be crowded and piled full of boxes, bales and bundles. This blockade would completely stop all business, but that is out of the question---a financial impossibility. It can't be done. But here is what CAN BE DONE! MUST BE doNe! shall be done! We will open the floodgates of reduced prices and let the goods stream out to the people, regardiess of cost or value. We will sacrifice a fortune to save our business. Commencing to-morrow and continuing until permanent relief shall have been obtained, we will sell the choicest fall and winter styles at any price they may bring. Nothing will be considered but the immediate clearance of our overcrowded floors, shelves and counters. It will be an unconditional Forced Sale, at which the latest, choicest and freshest styles will be sold for less money than old or shopworn goods are usually sold at bankrupt or auction sales. It will pay dealers as well as consumers to come hundreds of miles to attend this forced sacrifice sale. The best qualities of Men's and Boys' Clothing, the finest novelties of Ladies', Misses and Children's Cloaks, Wraps, Jackets and Suits; the most popular styles of Ladies' and Gentlemen's Hats and Furnishing Goods; the most reliable makes of Boots and Shoes, and all kinds and kinks of Art Pottery, Chinaware, Glassware, Housefurnishing Goods, etc, all, all are yours at your own price. Come! Buy them for present or future use, but take them away! Come! Come at once!

