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## KAUFMANNS'

FIFTH AVE. SMITHFIELD ST

KAUFMANNS'


#### Abstract

In Kaufmanns' interesting and enterprising business career every day marks an interesting event-every week an important epoch. The week just passed marked the most important and exciting epoch in Kaufmanns' entire history. From Monday morning until Saturday night there was one ceaseless stream of anxious purchasers to the great establishments-one continuous scramble for goods. That announcement in last Sunday's papers did it all. Never was an appeal to the public responded to more liberally. But it's only natural. The people know that Kaufmanns avoid sensationalism and never abuse public confidence, hence, when in terms straightforward, but positive, they told of the urgent and imperative necessity to rid their building of the overflow of Fall and Winter goods, which found its way there in anticipation of the opening of the New Building last Tuesday (as promised, but, alas! not carried out by the contractor) the public knew that an unparalleled chance was at hand to buy merchandise at any price the purchasers saw fit to pay. In every instance the prices were lower than the closest-fisted buyers had expected. This week will be a repetition of last week. If anything, prices will be even lower, and the excitement run higher. Be sure and be on hand.


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## the greatest of the age <br> 

CHESSMAN OPTCAL COMPANY,



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