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## Refilections Meet For the Day Hfter.



## GOLDSMITITHS



## Blame It

## To the Weather

## Blame it to what we will, this fact stares us coldly in the face: we're overstocked on

 certain lines of winter wearables. Now this is all opposed to our ideas of progressive merchandising, and we have determined to unload the surplus at short notice. We've made a perfectly plain and above board statement of existing conditions; now for the remedy. It seems a pity to call the price pruner's services into play thus early in the season, but there's no help for it, so here goes for the biggest merchandising event of the season. Of Course You're Watching:
## We'll Start with Cloaks

It takes nerve to smile when you're cut to the quick; it takes nerve to see legitimate profits go glimmering, but they'll go just the same until this big handsome stock of garments is reduced to its proper proportions

Now for the Bargeains
At $\$ 1.98$-Children's Long Cloth Coats, with sailor collar, braid and pearl buttons. 2.98-Ladies' Seal Plush Capes, silk lined, trimmed with Thibet fu 3.98-Misses' and Children's Reefer Jackets that were $\$ 5.0$
4.98-A magnificent line of Jackets and capes that were $\$ 7.00$
6.98 -Ladies' and Misses' Jackets and Capes that were $\$ 10.00$
6.98-Ladies' and Misses' Jackets and Capes that were $\$ 10.00$,
7.98-Ladies' and Misses' Jackets and Capes that were $\$$ ro.00

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| Down Blankets is always complete. <br> Pabe and Vrapper Blankets (Feversible). brocaded patterns for Ladies Wrappers,Gentlemen's Bath-Robes and Smoking Jackets. <br> Comfortables. <br> Full size Comfortables, both sides fancy at $98 \mathrm{c}, \$ 1.50$, $\$ 2.25, \$ 2.75, \$ 3.25$. <br> French Satine Down Quilts at $\$ 3.98$; special price for this week only. <br> Also a choice line of Silk |
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