## EASTERN LEAGUE OFFICIAL AVERAGES

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## The Triumph of Modern Storekeeping

THE tremendous demonstration of Saturday at the opening of The Great Store's "Pure Food Exhibit," illustrates what modern science, progression and energy can do. It proves that the great and good people of this big community believe in methods that are up-to-date-methods that are far in advance of the times. No business house in the world ever conceived and carried out a project so elaborate, so beautiful, so entertaining, or so instructive as this one, which will draw tens of thousands to The Great Store during the month of February. During this wonderful Food Carnival, the store will be full of

## Tremendous Bargain-Giving in Every Department.

No store in America sold goods at such prices as we did during January: We prove this assertion by referring to the thousands who came, saw and bought so freely. We promise even greater things for February. It's a short month, at the most, but its sales must surpass Janu-
ary--and they will. No going backward here. Forward is the cry. Every day greater, grander, better. Stocks are at their best. Prices are always so
We absolutely guarantee satisfaction on every article that leaves the store. We absolutely guarantee that our
prices are twenty cents on the dollar less than any other store. Your money back every time--cheerfully $\mathbf{~ i f ~ s t a t e m e n t ~}$ prices are twenty cents on the dollar less than any other store. Your money back every time--cheerfully--if statement
we make concerning goods and prices, is not, in every instance, true to the letter. Nothing could be more fair--could it?

Special Concerts This Week by Bauer's Celebrated Orchestra.
Wednesday Afternoon at 2.
Saturday Afternoon at 2.
Saturday Evening at 7

## JONAS <br> LONG'S

