HOW GOLF IS
MANIPULATED
hereg just the way you piAY IT.
Although Everybody Talks Golf Few Not Among the Initiated Know
Mueh About It and This Article will Inform Them-America Now Golf Crazy.


If you're too busy to read a long "ad" jump the introduction and get down to the facts and figures that lle below it.
Our Out-of-the-Way Temporary Premises at 508 Lackawanna Avenue, Next Door to Finley's Dry Goods Store, Have Compelled Us, Much Against Our Will, to Start Business with an Unavoidable

## EMERGENCY SALE OF "J. J.C." CLOTHING

You know the reason why our new store, which we had advertised to open on Saturday next, is not nearly ready for occupation and won't be for a month to come. We had our stock all made to our special order all ready for delivery. Being Custom Tailor Made Clothing, we could not throw it The word "stick" is not in our business vocabulary. Realizing that we were in a "tight place," we at once faced the difficulty with a determination to keep faith with the people at any rate, even if it cost us a heavy sacrifice. Of course we could not get a store to our liking, but we did the best
we could under the circumstances, leased the out-of-the-way premises at so8 Lackawanna Avenue, for a month, and made up our mind to abandon the idea of maki2g a profit on our matchless "J. J. C." Clothing till we had it housed in a bullding worthy of its merits. It takes a genuine inducement in dollars and cents to take people from the beaten path of Central City trade, and go out of the way to do their buying. The store we have temporarily rented is the best we could do under the circumstances, and if buying the finest ready-to-wear custom tailored clothing at the cost of manufac-
ture, will recompense you for going a couple of blocks out of your way, come along and get it. After trial of "J. J. C." Clothing, you'll gladly pay ture, will recompense you for going a couple of blocks out of your way, come along and get it. After trial of "J. J. C." Clothing, you'll gladly pay
the price asked in our new store when we get there in October.

Price Facts That Will Stand Investigation.

| ats for Fall Suit Buyers $\qquad$ |  |  |
| :---: | :---: | :---: |
| Stricty allwowl chevive "j. . . C", Suits for men |  |  |
|  |  |  |
| \$10.00 Suts for..ect.................. \$7.50 | bby. Emergency Sale Price... \$10.00 |  |
|  |  |  <br>  |
| (laty |  |  |

## The Emergency Sale of Trousers

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| Trousers, worth | $\$ 2.50$ | $\$ 3.75$ | $\$ 4.00$ | $\$ 5.00$ |
| :---: | :---: | :---: | :---: | :--- |
| Emergency Sale Price, |  |  |  |  |
| E1.95 | $\mathbf{\$ 2 . 4 5}$ | $\mathbf{\$ 2 . 9 5}$ | $\mathbf{\$ 4 . 0 0}$, Etc |  |

Just One Word on Boys' Clothing.
The Great Emergency Sale of the "J. J. C." Clothing Begins Today
JOHN J. COLLINS,
Clothier and Men's Furnisher, 508 Lackawanna Avenue.

NEWS OF FIRE
DEPARTME


126 and 128 Franklin Ave.


