

66 piday.9 $\begin{aligned} & \text { To the thrifty housekeeper in this vi- } \\ & \text { cinity there is something very fasci- }\end{aligned}$ nating about the sound of the sixth day of the week. This is especially so when spoken of in connection with the BIG STORE. It has the sound of the jingling of money---of money that is saved by our unmatchable bargains. What a satisfaction to feel that after all your wants are supplied, that you have money left which you would not hảve had if you had traded elsewhere.


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