## A Co-Operative Profit-Sharing Sale-In Which We Want You All to Benefit

We have set upon ourselves a gigantic task for the months of July and August. Beginning to-morrow and ending Saturday, August 28th, we have determined to sell

## One Thousand Men's and Boys' Suits

## Here Is Our Plan

For the past week we have been busy making great preparations for our Half-Yearly Clearaway Sale. Then the thought occurred to us how to arrange even better values for our customers, and we hit upon this plan.


In addition to the REDUCED PRICES that prevail in every department throughout the store, if we succeed in selling ONE THOUSAND MEN'S AND BOYS' SUITS within the time specified we will refund to each purchaser of a suit $5 \%$ of the suit purchase price.

Every customer's name will be registered together with the amount of the purchase of either Men's or Boys' Suit, so that in the "BONUS DISTRIBUTION" no person will be overlooked.

Every purchaser will help boost the sale. Every buyer will be an advertiser. You'll get your reward in the "BONUS DISTRIBUTION.

## This Is a Decided Innovation in the Merchandising Annals of Harrisburg

We will not claim this to be an entirely original idea, as we are to some extent emulating the progressive ideas of Henry Ford, the great automobile maker, however, to our knowledge, the general plan has never been used in retail merchandising.

We are not egotistical. We believe in giving the other fellow credit for a good business thought and in our judgment this is "one of the best."

But-we intend to "go Henry one better." Not every man can afford an automobile, but every man must buy clothes.

We start this great sale with broader choice for customers than most stores offer at a season's beginning.
IT'S A BIG JOB-WE ARE GOING AT IT IN A BIG WAY-

Suit Values up to $\$ 25.00$, now $\$ 19.50 \quad$ Suit Values up to $\$ 30.00$, now $\$ 22.50$



150 PAIRS OF Men's and Young Men's TROUSERS
Worth $\$ 2.50$ and $\$ 3.00$, at $\$ 1.95$
MEN'S TROUSERS worth to $\$ 4.00$, at $\$ 2.95$

Men's Linen Auto Dust Coats worth $\$ 2.50$, now $\$ 2.00$
Men's Gray and Black Cravenetted Raincoats values to $\$ 20$; special, at \$10.95

