THURSDAY EVENING,

HARRISBURG TELEGRAPH

JANUARY 31, 1918.

11



We have listened to all kinds of arguments from manufacturers throughout the land advising us not to hold MARK-DOWN SALES this year, because, they tell us, we will be selling our stock for less than they can replace it at wholesale prices—but contrary to their valued opinions we decided to follow our usual custom and reduce everything in our entire stock except Arrow Collars, Overalls and Interwoven Hose.

Never has a sale been presented to the people throughout Pennsylvania that carries more "dollar value" with it than you will find at this "Live Store" during our Semi-Annual Clearance Sale—The able merchant like the able general is successful because he plans and prepares his campaigns in advance and then puts them in operation —Tomorrow we are "putting over" the biggest merchandising event Harrisburg has ever seen.

Why shouldn't we render a service to our loyal patrons this year more than ever before? Why put the thumb screws on merchandise just because it's an easy matter to hold it for higher prices? If ever it has been right to reduce merchandise this is the time for real merchants to show their colors, providing, of course they have the stocks on hand—prices are steadily climbing but with our immense stock we will be able to render a real service to those who appreciate saving a few dollars.

Pajamas - Night Shirts - Hosiery - Gloves - Neckwear - Shirts Reduced All \$15.00 Suits and Overcoats . . . \$11.75 All \$20.00 Suits and Overcoats . . . \$15.75 All \$25.00 Suits and Overcoats . . . \$19.75 All \$30.00 Suits and Overcoats . . . \$23.75 All \$35.00 Suits and Overcoats . . . \$27.75

