

# A Remarkable Two - Weeks' Final Clean - Up Sale Of OVERCOATS

From Saturday, Feb. 7th Until Feb. 21st.

Every Winter Overcoat in our entire stock will be subject to the most radical, price--cuts in our history. We want a quick clearance--and we're willing to "pay the piper" to get it. The prices below mean a **VERY ACTUAL LOSS**-- not only of profit (which, in fact, we have not considered at all for a month past) but on **COST PRICE** to us. Yet with Cleared Racks and Invested Money returned, we figure such natural end-of-season Losses as Eventual Gains.

**W**E DON'T WANT to pack away one Overcoat, if we can dispose of it at anything near like its cost. We have enjoyed the largest regular season, business in our career--had a percentage of **INCREASE** as great as many stores might feel satisfied to show for their **ENTIRE** business.

We **HAD** our legitimate profit in regular season, which was sufficient and encouraging, even though at **ORIGINAL** prices we can say we charged \$2 to \$5 less than the average store.

Now what **WE** want is clear racks and a clear sweep of floor space. **SPRING** stocks are pressing us on one hand--other contemplated charges to our building are pressing

## SEVERAL HUNDRED FINE GARMENTS

\*Are left. Can we clear them at **THESE PRICES**? Surely, if price ever had anything at all to do with selling a garment. They're the **VERY LOWEST** that **WE** have ever given, which goes the whole way in proving they're the **LOWEST** offered anywhere in this city. As said before, individually these prices are a **LOSS** to us--yet to pack the the garments away, use up much-needed room and tie up the invested capital would be only **FURTHER** loss. So by clearing them out in this two-weeks' sale is **REALLY AN EVENTUAL GAIN**.

Every Winter Overcoat Included

You may want a Conventional Black

LOGICAL CURI-  
MEXICO

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900 Feet in  
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