

A Big Clearance Sale for Men's and Young Men's Overcoats and Suits Starts Here Saturday, Jan. 4

It isn't so much WHAT you spend for Clothing as what you GET that counts. We know of Men who count it a personal triumph to boast of always paying top-notch prices, but who never get much for their money after all, not even the individualism they covet. Money brings results only insofar as you keep it in your pocket until the Clothing Man hands over its 100 per cent. equivalent.



Another thing: The Store in which you pin your faith the year round, the store you always find reliable, the store that your experience tells you gives you best value for the price it asks, is the Store that's SAFE when it REDUCES. This House has grown phenomenally with the years because its policy of "every ounce of value" has never wavered, but grown stronger in the pulling power of VOLUME prices.

This is our first Clearance Sale in a number of years.

Clothing manufacturers say we are foolish to have one now. They claim that Clothing CAN'T be lower in price next winter than is now—perhaps it may be higher.

Furthermore, they say it will take in the neighborhood of \$300,000,000 worth of Clothing for the soldiers returning to civilian life within the next year; that the Clothing makers can't produce that much in a year—let alone the millions of dollars' worth needed by civilians at home and the other millions we'll have to furnish France and Belgium.

All well and good. But we have reasons we think JUST as strong for going ahead:

Extension of the draft age, taking in men down to 18 years and up to 45, kept many Men from buying in regular season.

The influenza epidemic during October kept hundreds of others from buying.

The extremely mild weather of October, November and December likewise had its effect—

And as a result we have a larger stock of Clothing on hand just now than we should have, and would have had, if conditions had approached normal.

We know Clothing for Spring is going to be higher than the Clothing on our racks now. WHY? Because we (as well as all merchants) contracted for it months ago. The Cloth is already made up into garments, most of it, and will be ready to ship in a couple of weeks. Nobody four or five months ago thought of an armistice in November!

Notwithstanding, we're going ahead—going to give you the opportunity to buy at a reduced price this month the Suit or Overcoat you didn't buy earlier.

This applies to every Man's and Young Man's Overcoat in the house and about 700 Men's and Young Men's Suits, taking in such famous brands as Hart, Schaffner & Marx, Fashion Park and Rochester Special.

In the same way we have reduced every Boy's Overcoat and Mackinaw and about 200 Juvenile and Knickerbocker Pant Suits.

We're not fond of losing money, but neither are we fond of carrying along too heavy a stock—so here's the Reduction Schedule:

Men's Garments

Were	Now
\$15.00	\$12.00
\$18.00	\$15.00
\$20.00	\$16.00
\$22.50	\$18.00
\$25.00	\$20.00
\$28.00	\$22.50
\$30.00	\$25.00
\$32.00	\$26.00
\$35.00	\$28.00
\$38.00	\$32.00
\$40.00	\$34.00
\$45.00	\$38.00
\$50.00	\$45.00
\$60.00	\$50.00
\$75.00	\$60.00

Boys' Garments

Were	Now
\$ 5.00	\$ 3.50
\$ 6.00	\$ 4.98
\$ 7.50	\$ 5.98
\$ 8.50	\$ 6.98
\$10.00	\$ 7.50
\$12.50	\$ 8.98
\$15.00	\$10.98
\$16.50	\$12.50
\$18.00	\$14.00
\$20.00	\$16.00

EXTRA SPECIAL—
150 Boys' Knickerbocker
Suits, all-wool, fast color
—Blue Serge—During
this sale \$5—were \$8.

Groff & Wolf Co.
26-30 North Queen Street.
Lancaster's Fastest Growing Store