

## Pre-Inventory Clearance

Our object of this slaughter of staple standard merchandise at this stage of the game with business good and prospects better: We buy differently than the ordinary merchant. To get the price down, we have to buy out of season and take the whole lot, if it is $\$ 100.00$ or $\$ 10,000.00$. This way of buying leaves us with unbalanced stocks at times and to get the proper turn-over we have to level our stocks so often. We also want to be able to show one of the cleanest financial statements ever turned in by a retail store doing business in a city of this size, operating $91 / 2$ months-at a time when the ordinary merchant stands still-or breaks even. December and January are the two best months in the year for us-one for selling, the other for buying. To be able to accept all real bargains offered $u$ s, we must have a steady stream of goods flowing out.

You can take hold of this merchandise with full confidence that it is offered as low or lower than highly colored 10 page big city circulars will offer you and the selecting will be with less effort and less expense

Notions, Etc.


