

BLACK FRIDAY



We commence our Third Great Semi-Annual Black Friday Clearance Sale

Friday, February 1st

And continue Three Weeks. Just a few words by way of explanation, so that the people may understand the full meaning of this great trade event. Twice in each year we hold these clearance sales for the double purpose of closing out the season's stock, and of sharing with the people the profits of the season's business. We have, in former sales, surprised this community by the magnitude of our bargains. In this sale there is a complete collapse of prices throughout the house. The ruthless knife of reduction has been plied with equal precision in every department. An early selection counts for much, as first comers fare the best. We can only enumerate a few prices.

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| <p>LOT 1. 15 heavy-weight guaranteed Melton suits, former price \$14.00. Black Friday Price... \$9.75</p> | <p>LOT 6. 20 young men's cassimere suits former price \$7.50, \$8.50 and \$9.00. Black Friday Price... \$5.75</p> | <p>LOT 11. All of our 50c, all-wool, knee pants, going in this sale at Black Friday Price... 39c</p> | <p>LOT 16. All of our 75c winter caps going in this sale at Black Friday Price... 55c</p> |
| <p>LOT 2. 25 best quality Clay Worsted suits (the best clay worsted in Iola) former price \$15.00, \$16.00, and \$18.00. Your choice for... \$12.50</p> | <p>LOT 7. All of our children's suits, at prices ranging from one-fourth to one-half their former prices.</p> | <p>LOT 12. All of our \$5.00 fine shoes, going in this sale at Black Friday Price... \$4.15</p> | <p>LOT 17. A genuine Irish Frieze Ulster, good value at \$12.00. Black Friday Price... \$7.75</p> |
| <p>LOT 3. 18 fancy striped and checked worsted suits, former prices \$12.50 and \$15.00. Black Friday Price... \$9.25</p> | <p>LOT 8. 25 dozen men's undershirts and drawers, former price 40c a garment. Black Friday Price... 28c</p> | <p>LOT 13. All of our celebrated \$3.50 shoes going in this sale at Black Friday Price... \$2.90</p> | <p>LOT 18. Any overcoat in our house at from one-fourth to one-third off of former prices.</p> |
| <p>LOT 4. 15 fancy cassimere suits, former price \$12.00 to \$15.00. Black Friday Price... \$8.50</p> | <p>LOT 9. 30 dozen men's undershirts and drawers former price 50c and 60c a garment. Black Friday Price... 39c</p> | <p>LOT 14. A countless variety of hats at one-fourth to one-half their regular prices.</p> | <p>LOT 19. Every odd pant in the house at from one-fourth to one-third off of former prices.</p> |
| <p>LOT 5. 24 men's all wool cassimere suits, former price \$8.50. Black Friday Price... \$5.75</p> | <p>LOT 10. 15 dozen men's fancy stiff bosom shirts, former price \$1.50 each. Black Friday Price... \$1.00</p> | <p>LOT 15. All of our 50c winter caps going in this sale at Black Friday Price... 39c</p> | <p>LOT 20. Men's and Boys' Duck Coats former prices \$1.00 to \$1.50, Black Friday Price... 75c</p> |

This Will be the Greatest Bargain Giving Sale in the History of Iola Merchandising.

**Remember The Dates:
February 1st to February 22nd.**

SHEPHERD & KITCHEN,
Proprietors.

THE HUB

5 WEST MADISON AVENUE,
Iola, Kansas.