

THIS CLEARING SALE ENDS

Saturday January 9th

SPECIAL OVERCOATS



I'm not offering these overcoats to you as stylish coats. They are good serviceable coats for everyday wear for men who ride constantly in a car and for men who do out-door work and need a warm coat for protection and hard wear.

Some of these coats cost me \$20.00—and more. If they were up-to-date styles I could get a lot more money for them. The fabrics are good.

All coats in this lot,
\$8.75

BOYS' KNICKER SUITS

Most of them with 2 pants, sizes 8 to 14 years.



Those of us who have boys know only too well that they are mighty hard on clothes. They wear them out in a dozen ways.

These boys' suits are good, substantial clothes and are exceptional bargains at the prices. Most of them have two pair of pants.

I don't believe you can possibly duplicate the values at the prices. I'm sure you will agree when you see them.

Prices now.
\$4.75—\$7.75—\$10.75

BOYS' WASH SUITS

Sizes 2 1-2 to 8 years.

Everywhere mothers know Kayanee brand wash suits are standard quality and are worth all they cost.

Perhaps your little one is not wearing wash suits at present but you can save money by buying now and putting the suits away for later use.

\$2.00 values, now
\$1.40
\$2.50 and \$3.00 values, now
\$1.75

All Kayanee brand.

BOYS' BLOUSES

Kayanee brand only. Sizes 5 to 12 years
\$1.00 values, now

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Greenville, North Carolina.

January 4th, 1926

To My Friends and Customers:

My Clearance Sale has caused much comment. Many people don't seem to understand the drastic reductions.

I overheard one man say—who was looking into one of the store windows—that a particular overcoat at which he was looking must be very old stock to sell it at a price of \$14.75. He was mistaken. The coat was not old. It was delivered to me by a manufacturer last October. The regular price of it was \$25.00.

A friend of mine stopped and asked me to give him "the straight of it about my sale." He said "people can't understand why you are selling clothes at such low prices. I repeated to him the reason I had given when I had made my general newspaper announcement of the sale. There is no other reason.

I wish again to state to you the reason for this Clearance sale—

For a long time I've been considering the adoption of a new merchandising policy which would enable me to get better stock turnover. To put the policy into operation meant I had to greatly reduce my stock. This meant I had to sell my excess stock at sacrifice prices to make the new policy effective. I hesitated about doing this. I finally decided it would pay me in the long run. That's the reason I started this Clearing Sale.

Another thing, every suit, overcoat and topcoat which I'm selling at \$14.75, \$19.75, \$24.75, \$29.75 were a part of my 1925 Fall Season's stock.

Last Saturday was the first day of my Clearing Sale. It was the largest day's business I've ever done during any sale which I've ever had. That surely proves that the quality of my merchandise is right and the prices are entirely satisfactory.

You can convince yourself of these facts if you will visit my store now.

Sincerely yours,
FRANK WILSON

Suits-Overcoats-Topcoats

Values up to \$25.00, now **\$14.75**
Values up to \$35.00, now **\$19.75**
Values up to \$40.00, now **\$24.75**
Values up to \$50.00, now **\$29.75**

Some suits have 2 pants.
Every garment guaranteed.

The reputation of this store has been built by selling quality merchandise at fair prices. That will be my policy in the future as it has been in the past. During this Clearing Sale you can buy clothes at less than cost. After the sale is over all clothing will be priced so I can make a fair profit.

When I tell you every suit, overcoat and topcoat in this sale from \$14.75 to \$29.75 were a part of my 1925 Fall Season's stock I give you who trade with me regularly a clear picture of the values I'm offering.

You know that my stock consists largely of Kuppenheimer and Styleplus clothes, both of which are standard quality lines and are accepted everywhere as such by merchants and consumers who know clothing values.

Young men will find in suits the new ideas in fabrics, the snappiest patterns and the smartest models of the season. You may have in overcoats and topcoats a selection of the popular box backs, half belted coats and the swagger all around belted models.

For the men who dress more conservatively there are suits in splendid worsteds and cassimeres which will give long service in models to their liking. The overcoat and topcoat models are comfortable and are made in good, satisfactory wearing materials.

SAVE MONEY

BUY NOW

TERMS: Strictly cash. Small charge for alterations.

FRANK WILSON
GREENVILLE, NORTH CAR.

SPECIAL SUITS



I suggest these suits to parents of young boys who have just past the knee pants stage. Most of them are tweeds and other good fabrics, in belted back models. Nearly all these are Kuppenheimer and Styleplus clothes which assure you that they are good suits and well tailored.

I don't offer these as the latest style idea. I do recommend them as good serviceable, attractive suits for growing boys—the best dollar's worth in this sale.

Small sizes only—33, 34—a few 35s and 36s.

All suits in this lot,
\$8.75

BOYS' OVERCOATS

Sizes 8 to 10 years



These overcoats were bought with the understanding that they would be worn by sturdy boys who give overcoats especially hard wear and take none too good care of them.

When these coats were sold at regular prices they were good values but at these prices they are just plain bargains. You will agree when you see them.

Values up to \$7.00, now
\$3.75

Values up to \$8.50, now
\$4.75

Values up to \$12.50, now
\$6.75

SWEATERS

All Sizes

Values up to \$12.50, now
\$6.75

Values up to \$7.00, now
\$4.75

Values up to \$5.00, now
\$3.75

MEN'S SHOES

Odd and ends,
Howard and Foster brand

\$1.95

Edwin Clapp Shoes
\$3.75

