

Set Your Big Ben Early Tonight--For The Boston Store Again Springs The Unexpected By Joining Two Great Colossal Events In One

BIG SURPRISE

\$ DOLLAR DAY \$

To Begin Wednesday Morning At 9 Sharp For One Day Only

IT'S a Sale within a Sale just to keep the machinery of this Gigantic Event in rapid motion with every cylinder popping away at top speed. It's a clearaway that's a giveaway. Prices have been cut, and cut, and cut---and now comes another Dollar Day cut from prices already so low that it is actually ridiculous to quote them. A Dollar Day after weeks of steady price dropping means bigger sacrifices and certainly more enticing values than ever. That's what awaits you here tomorrow. It will be a day full of surprises. An endless procession of values, with each and every one crowding upon each other as fast as the action in Fairbanks film. It's a ten reel drama of surprises---the big ring show of the Town---so set your Big Ben early to-night and get here bright and early tomorrow morning. Fifty extra salespeople to reinforce our regular sales staff will be ready to serve you quickly and efficiently. All "surprise items" will be plainly marked at the most surprising reductions this town has ever seen.

No Dollar Day That's Ever Happened In Cedar Rapids Holds A Candle With This One

Important!

The Sales engineer orders everything placed on the Bargain block. He does not want any merchandise on hand when the New Boston Store Policy goes into effect. That's why he has slashed prices to the bone and given you reductions equivalent to 35c on the dollar.



Attention!

Understand, we are not picking up the crumbs of the market to keep this sale going. On the contrary we are offering our regular stocks reduced from regular prices---thus you buy here Cheaper---Safer and Better.

All Sales Final

No Exchanges Or Refunds

Store Opens At 9 a. m. Daily