











# SCHONMULLER'S SALE

The Schonmuller Sale declares war on prices! Profits annihilated on the first charge! Schonmuller leads the whole Thumb of Michigan in the greatest value giving sale on the newest and most seasonable winter merchandise. We are here to stay a permanent fixture in Cass City. We will make this the (old Crosby store) the largest and most beneficial department store in this part of the state. Just watch us grow! People, we now present all those who believe in saving money with the magic key to the year's greatest buying opportunity. Offering you the most enormous savings on brand new winter goods possible to give.

Everything within these four walls now on sale. The greatest store full of bargains that you ever feasted your eyes on. Not a sale for gain, but a sale to unload winter merchandise.

## Groceries

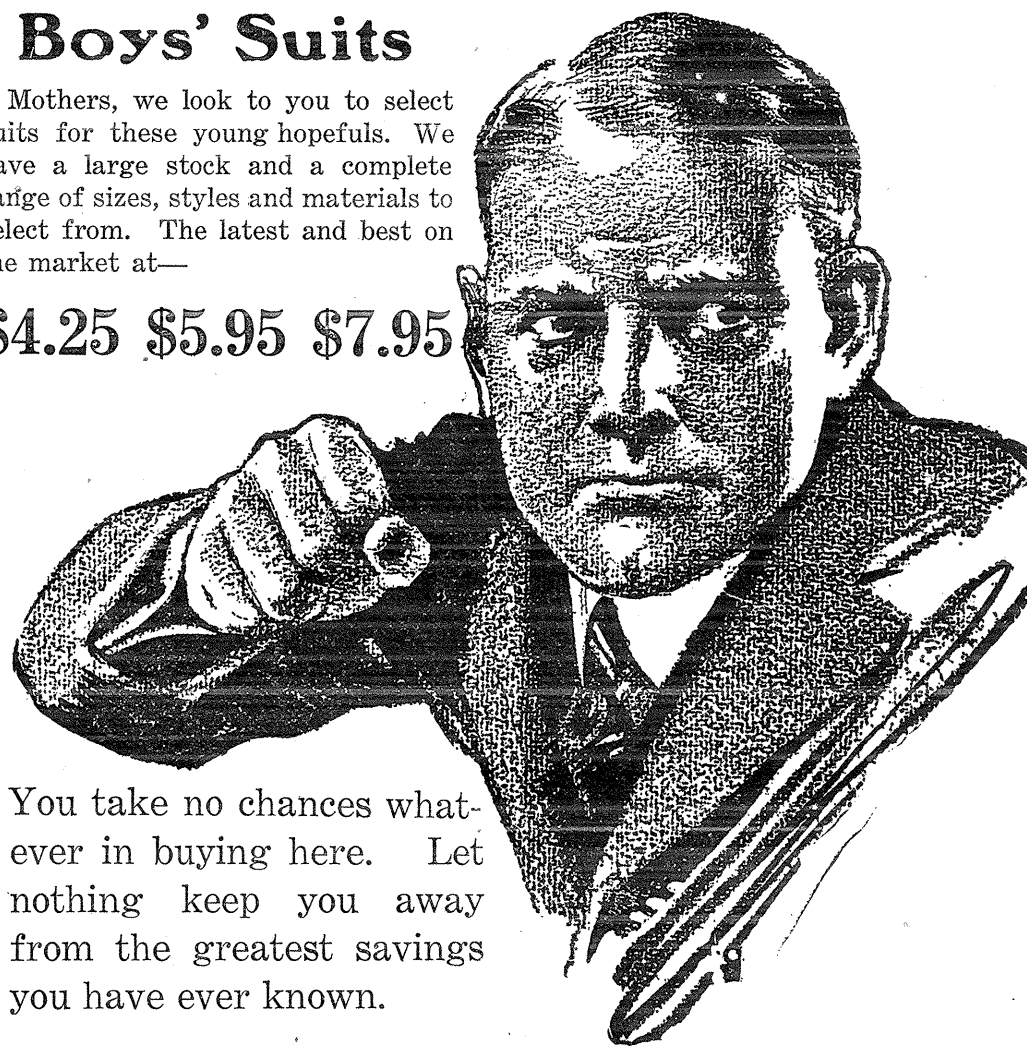
Car load of Sugar, per hundred pounds	\$5.65
Sugar, per 25 pounds	\$1.43
15c Frenches Mustard	9c
7 bars Grandma's White Naptha Soap	25c
6 bars Palm Olive Soap	25c
6 sacks of table salt	25c
10c Yeast Cakes	8c
60c Japan Tea	44c
50c Coffee, per pound	38c
Karo Syrup, 5 lb. cans	26c
25c Cocoa, per quart	17c
15c large Corn Flakes	8c
15c Shredded Wheat	8c
10c Jello, 3 boxes all flavors	23c

CAN YOU BEAT IT?

## Boys' Suits

Mothers, we look to you to select suits for these young hopefuls. We have a large stock and a complete range of sizes, styles and materials to select from. The latest and best on the market at—

\$4.25 \$5.95 \$7.95



You take no chances whatever in buying here. Let nothing keep you away from the greatest savings you have ever known.

## Dry Goods

Ladies, as we intend to put in the largest and most complete stock of Dry Goods in this section of the state. We want you to get accustomed to look to this store for your every want, but for the present we have only these few specials brought in at this time to get you in the habit of buying where you can do better.

18c EXTRA QUALITY APRON GINGHAMS in beautiful plaids at choice, per yard **12 1/2c**

ASSORTED GINGHAMS 25c and 30c fancy assorted Gingham, light and dark shades, checks and plaids—

**14 1/2c**

25c OUTINGS in several very pretty patterns—a very good heavy outing at yard—

**15 1/2c**

25c 36-INCH BLACK ROCK SHEETING A great bargain at yard

**15 1/2c**

25c HOPE BLEACHED SHEETING 36 inches wide—a very good buy at yard

**15 1/2c**

## 200 Pounds of Sugar Given Away Free Every Saturday Afternoon at 4 O'clock Sharp. Come!

<b>MEN'S SUITS</b> This great price slaughter on Men's Fine Suits should interest every man from far and near, who likes pure all wool clothes and likes to buy them for less than half the price they should bring. Yes sir! Lots of these suits are actually selling during this sale at 25c on the dollar. Can you expect more? <b>\$6.95 \$9.75 \$15.75</b>	<b>Boys' Dress Shoes</b> Boys' \$3.00 Dress Shoes in black and brown calf, extra strong, well made, bound to give satisfaction, at choice <b>\$1.89</b>	<b>Ladies' Shoes and Oxfords</b> Shoes and Oxfords from the Crosby & Son stock on sale at the time we closed this stock out at from \$1.98 to 98c, now down to your choice of the entire lot at only <b>39c</b>	<b>Men's Oxfords</b> Men's \$4.50 Oxfords with crepe soles, the best wearing material ever put into shoe soles, now at choice <b>\$2.45</b>	<b>Ladies' Hose</b> 50c ladies' cashmere hose.....29c 60c Butterfly Rayon silk hose.....29c 85c silk hose all new colors.....49c Nightingale silk hose, now.....79c World Beaters.	<b>LADIES' COATS AND DRESSES</b> Ladies, our Ready-to-Wear Dept. is loaded with the season's rarest values, selected with the greatest care, as this department has a reputation to maintain for the newest, nicest, smartest garments the American market produces. The newest shades, the modes of the hour are here. Mi Lady has a chance to indulge her fondest desires, at prices that were never before known for such fine materials. Coats and Dresses at <b>\$7.45 \$7.98 \$10.75</b>
<b>MEN'S OVERCOATS</b> Men, our sales on overcoats the opening days of this sale far exceeded our fondest dreams. But is it any wonder when we put them up at about 33 1-3 cents on the dollar? Pure all wool coats at that. We still have lots more of them at the same price <b>\$3.98 \$7.95 \$13.95</b>	<b>Boys' Overcoats</b> Grouped according to size and quality, they are dandies that will gladden the heart of any youngster. Three groups at choice <b>\$2.98 \$4.45 \$5.45</b> Real luck for the boys!	<b>Men's Shoes</b> Buy enough to last a while. Men, we defy competition to beat us on the price of Men's Shoes. Men, remember that 90 per cent of our shoes are brand new, not 30 days out of their packing cases. All that's left of the Crosby & Son stock is just a few pair, all put into one lot at choice, Shoes and Oxfords <b>98c</b>	<b>Men's Shoes</b> Men's \$5.50 Shoes in black and brown calf, rubber heels, welt sewed, wearflex soles, now on sale at <b>\$3.19</b>	<b>Arch Supports</b> Dr. Scholl's nickel plated steel arch supports \$4.00 to \$5.00 values the world over, now on sale for men and ladies at choice <b>75c</b>	<b>Ladies' Slippers</b> \$3.00 tan strap sandals, sizes 3 1/2 to 7, new late spring styles at choice <b>\$1.85</b>
<b>Boys' Shoes and Oxfords</b> All the Boys' Shoes that are left of the Crosby & Son stock put into one lot. Take your pick at, choice <b>95c</b>	<b>Work Shirts</b> Men's blue chambray work shirts, the kind that gives excellent service at choice <b>53c</b>	<b>Men's Shoes</b> Men's \$4.50 tan calf oxfords, rubber heel, Goodyear welt, sewed soles, brand new styles, just unpacked, now go at choice <b>\$1.95</b>	<b>Men's Shoes</b> Men's \$5.00 Endicott Moccasin Work Shoes, the finest work shoe made, on sale at <b>\$2.55</b>	<b>Ladies' Oxfords</b> Ladies' \$5.00 arch support oxfords in all the newest styles, cut for this sale to only <b>\$3.19</b>	<b>Ladies' Pumps</b> Ladies' extra quality \$5.00 Skinners' satin pumps now <b>\$3.19</b>
<b>Boys' Work Shoes</b> Boys' \$3.50 Moccasin style Work Shoes, rubber heels, sewed soles, heavy calf skin, at choice, according to size <b>\$1.95 and \$2.35</b>	<b>Men's Dress Shirts</b> \$2.00 and \$2.50 dress shirts, plain and fancy stripes with and without collars attached at choice <b>83c</b>	<b>Men's Shoes</b> \$2.50 American Standard Elk Work Shoes. Some bargains, I'll tell you at <b>\$1.45</b>	<b>Men's Sox</b> Men's 20c Mercerized Cotton Dress Sox, now on sale, at the pair <b>9c</b>	<b>Men's Underwear</b> Men's heavy fleeced ribbed union-suits, cut for this sale, \$2.00 values at <b>\$1.29</b>	<b>Ladies' Shoes and Oxfords</b> \$4.50 black kid cumfy shoes and oxfords, cut for this sale to <b>\$2.45</b>
	<b>Men's Overshoes</b> Men's \$4.00 4-buckle Jersey top overshoes. Just what every one needs in this deep snow at only <b>\$2.19</b>		<b>Men's Work Sox</b> Regular 15c Cotton Work Sox now going at ye old time prices, 3 pairs for <b>25c</b>	<b>Boys' Shoes</b> Mostly all new shoes carefully selected for their reputation to wear, \$3.50 good strong school shoes, at choice <b>\$2.39</b>	

The Reliable Store

# I. SCHONMULLER, Cass City

Successor to Crosby & Son



