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We've cautioned you not to pay too little-now it's time to speak about paying too much.

Why should you write a check for $\$ 40$ when you can find the same garment here for $\$ 35$ ?

No man's name is worth $\$ 5$ in your pocket if it doesn't count for anything in the pants-and no label stands for more than "Michaels-Stern" whose clothes we feature. $\$ 25, \$ 30, \$ 35$.

Here's a test: We are willing to lay our $\$ 35$ suits and overcoats down against any in the city at $\$ 40$ and let you find the difference-for there isn't any.

Competition is the life of trade and comparison here will bring you the trade of our life.

## Lalley \& Schneider

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