

Our special stove sale will continue until next Saturday evening.

# A Bold Announcement.

Read it and You will be Convinced of its Boldness.

SO many people have got to thinking that they can buy cheaper of the department stores and catalogue houses of Chicago, St. Louis, Cincinnati and elsewhere... They think their home merchants charge more than a reasonable profit, and in too many cases we are sorry to admit it is true. Now, as we state above, we propose to make a bold announcement:---

We Will Meet the Prices of Any Department Store or Catalogue House.

All that we ask is that you deal with us on the same basis that you deal with the catalogue house, and give us the same amount of time to get the goods which it would require to get them from thrm. Plank your money down when you order the goods and we will meet each and every price they make and furnish you the same goods at the same prices they offer you.

**WE WILL GO FURTHER.** We don't ask you to take any goods where mistakes are made in ordering. We'll shoulder the mistakes. If any of you ever had anything come wrong you know what a nice little job it is to get it corrected, no matter how willing the firm is to do so. It takes correspondence, stamps and freight on the goods to get them exchanged, to say nothing of loss of time. Some people prefer to buy away from home because it sounds big to be able to say they ordered from Chicago, etc. We know of one party who is actually paying more for goods bought away from Decatur than he could buy them of his dealer here. This kind of people we can do nothing for, but the kind who are making the dollar go just as far as they can, we can and will do something for. Give us a trial on the proposition we make, if you are one of those who have been buying away from home... Bring your catalogue with you. If we fail to furnish the goods without a reasonable excuse don't give us your confidence again. Try us once. We don't fear the results. We are residents of Decatur. We are your home merchants. We help pay taxes. We have to live and must consume some of your products.

Is there anything wrong about our proposition? The whole trouble with our people about Decatur is the same with which so many communities are suffering. That old, slow coach credit. Some of it is so slow we never get it. No merchant can sell goods cheap on that plan. The dollar invested in goods today and sold for cash tomorrow can be invested in more goods the following day and the same process of sale may be repeated, but the dollar invested in goods today and sold on credit tomorrow is tied up just so long as you don't get it back, and its earning capacity is stopped for the merchant until he gets it back again. Can you wonder why the catalogue house has the advantage in price over most of your home merchants? The catalogue house won't trust you; even demands the money in advance with no goods in sight. Your home merchant often trusts and often to his sorrow, even though 100 per cent sometimes be his profit. Many times a seeming profit of 25 per cent on goods sold to a GOOD man turns out to be merely a small interest on the money invested because of SLOW pay. Treat your HOME merchant like you are compelled to treat your catalogue house and we think you will get better results.

We handle a full line of Shelf and Heavy Hardware, Stoves, Tinware, Paints, Oils, Varnishes, Building Material, Buggies, Wagons, Binders, Mowers and a full line of Farm Implements. Call when in town and make our store your headquarters. We have a few chairs if you want to rest and we keep the store warm and the latch string out.

## BRITTON BROTHERS.

Attend our special stove sale Saturday, and get a free lunch

ATTEND OUR BIG STOVE SALE, THURSDAY, FRIDAY AND SATURDAY, THIS WEEK,

DO NOT MISS OUR SPECIAL STOVE SALE, NOW IN PROGRESS--GREAT BARGAINS.