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PEOPLE'S COLUMN

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PEOPLE'S CJLUNIT
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Show Good Taste in Dress And You Show Character

## Economize In Dress

 And You Show Sound Judgment any characters can be read by a man's dress. His economizing. With the smart ready-to-wear clothes of to-day it is not necessary that a man should have his clothes made-to-order. The ready-to-wear aremade of the very same fabrics and patterns and are made of the very same fabries and patterns and are
designed by tailors of no less skill and taste as those that make to measure. The ready-to-wear have the same snap and air as that made to order, and at a saving of $\$ 5.00$ to $\$ 10.00$ on a suit. The slim man ing just as well as the man that's built regular. Then why give your order and wait for days, and where
can you come nearer getting just such clothes than at Little-Long's?
Michaels=Stern's and Alder's are O. K.
We have the spring styles in now. Prices $\$ 15.00$ to

## The Little Fellows.

Ve don't forget these folks, for they get to be men some day, and stern mothers don't seem to forget that our Boys' Clothes are of the best makes. Our spring line Boys Suits from 4 to 17 years is alread
stock. The styles are right, and the prices, too.

## A Man's Shoe.

Has a lot to do with his appearance and feeling, too. Well, our shos are god They hit, they wear well Specialty of Men and Woman's Fine Shoes or Ladies, at $\$ 3.50$ and $\$ 4.00$. Artistic" and "American Lady," at $\$ 3.00$.
"Knox" for Men, at $\$ 5.00$ and $\$ 6.00$. American Gentleman" and "Crossett," \$3.50 and $\$ 4.00$.

The Hat.
Our three brands can't be turned down for style or Dilworth," \$2.50.
Hawes, \$3.00.
New Shirts, Pretty Shirts, Telling Shirts
The "Emery.
all sleeve lengths, Colored or White, soft or stiff bosom, full dress or plaited bosom; Coat Shirts or open back and front; Cream Negligee, with or without attached collars, $\$ 1.00$ to $\$ 2.50$.

Seriver's Drawers;
ummer or winter weight, the genuine, newest patent, $\$ 1.00$ to $\$ 1.25$.

