

Astounding! Incomprehensible! Magnanimous!

Has been my first and great sale. So astounding that it has almost swept me off my feet. Far beyond my expectations that it is impossible for me to comprehend its greatness. Magnanimity has been my leading aim, thus blessing those who have visited my store during this great sale. Little did I think when I inaugurated this great sale that I would have any cause to reason to continue it longer than now; but the insistent, persuasive demands of thousands of my friends to prolong it until all of them could visit my store and share in the benefits of the sale, has compelled me to extend it until all my legion of customers might have the opportunity to secure their necessities at this opportune season. Therefore I bow with pleasure to these requests and shall continue this mammoth sale until further notice.

For one-third of a century I have been a buyer of merchandise, having in mind at all times the wants and needs of my customers. And most especially have I put my best foot forward at this time. I have never been more careful in buying the right goods at the right prices, and therefore, I feel that my judgment is paramount in your minds, as evidenced by the great volume of trade you have given me so far. I thank you, and if no other results accrue to me except to serve you right, the pleasure is all mine.

Extensive purchases of new goods constantly arriving bespeaks for a continuance of this mammoth sale--and when I state that further reductions in prices all through my great stock of goods shall become effective so far as business prudence dictates, I am sure you will be made glad.

The season is rapidly approaching when a spirit of softness steals over our souls, reminding us of those in need, and of those dear to us. In my store you will find everything you need, and everything that will make your dear ones happy. And please remember that bargain prices could not prevail except for cash, which I so much need for my business.

Accept this announcement in the spirit in which it is made. It emanates from a man who is glad to serve you.

TROTTER'S
MAXIMUM VALUES