

## CLOTHES OF QUALITY.

Our Clothing is the result of genius. First, the genius of the Men who Design the patterns of the Cloth; next, the genius of the Men who Cut the Garments; and next, the genius of the Tailors who build and mould them into the finest Clothing produced in America to-day.

We've told you much about our Clothing, but all the telling can make but a small impression that actual wearing will give.

You know you can depend on it—you see it's right up to the minute in style. We could not risk our reputation on anything else. You feel, as well as see, it's Perfection.

Poor judgment in the selection of a Suit of Clothes usually accompanies poor judgment in other things. It is as bad to be Underdressed as to be Overdressed. Wear Clothes in keeping with your station. It matters not what that station is we can please you.

The Suits sold here are appropriate for solid, substantial men in any walk of life. Every detail has been studied and planned to be in keeping with the character of the man who is to wear it. The styles are conservative and yet keep pace with the trend of fashion.

The length has been increased, the back made form-fitting, the lapels broadened, shoulders widened and the front shaped to accord with the prevailing fashion without being extreme.

### == Gents' Furnishing Goods ==

We give no less attention to all the rest of a man's wearing apparel than to his suit. That indispensable to the well dressed man, a becoming hat, is a hobby with us, and with a Stetson Hat you are sure to be pleased. They never disappoint in looks nor in wearing qualities. Shirts, Collars, Cuffs, Neckwear, these all receive our best attention, and this season we are better prepared to please with these than ever before, and while that is saying a whole lot, just come and see if it is not so. Shoes for the men, why, of course we have them, that too the very best lot in Fairfield county. This is also true of Shoes for the women and for the children.

### Shoeing the Whole Family,

From the father who works or doesn't work, as the case may be, down to the baby is the great specialty here, and the success that has attended our efforts in this direction in the past is the very best assurance that we are right in the swim at pleasing you this season. When you buy your shoes here, you are sure of comfort, durability and style, and of getting the best shoes for the least money.

### Ladies' Department Full.

Our Ladies' Department has been receiving more and more of our attention each year and the increasing patronage on the part of the ladies of the county is proof positive that our efforts are being highly appreciated. They will find that we have done better for them this season than ever before. We still lead in Black Dress Goods. Our Silk Department should be inspected by every one. In Tailor-made Skirts we have some tempting offerings. In Cloaks too we are right up with the latest styles.

### == LOOKING AFTER THE BOYS. ==

Yes, we are still watching out for them and there is no better proof that we are going to be able to please them this winter than that we are still handling the celebrated Mrs. Jane Hopkins Suits, which has fully established our reputation for being headquarters for Boys' Clothing. If you would please the boys, there is nothing better than to dress them up in these boys-pleasing suits, and no better place to get them than here.

### THE CONCLUSION OF THE WHOLE MATTER

Is that when it comes to getting anything in the way of Clothing for any member of the family, you are pretty sure to find it here? Our whole time and attention is given to studying the wants of the various members of the family for wearing apparel. Not only have we the goods, but we also have the prices. All we need to convince you that you can not do better elsewhere is for you to come here and take a good look at the tempting offerings that we have for you.

# Ketchin Mercantile Co.