

THE NEW IDEA CO.'S RESOLUTION SALE

BEGINS TUESDAY MORNING, JULY 20, 1920



WHEREAS that there is a general waive all over the country to force prices down, enagurated and carried on by the leading merchants;

And, WHEREAS, We feel honorably bound to co-operate and assist in this movement for the well-fare of the public, being also duty bound to our loyal patrons and the public in general to offer such chance like all well meaning merchants do.

RESOLVED, That we shall place before the public our entire stock at such reduced prices warranted by the decline on the merchandise, regardless what the loss may be in offering our goods below cost or to stand the chance to have to pay more for same merchandise as the market is sure to advance again, if not to the highest prices corrent before this waive took place, to be sure to be almost reaching its level.

(Signed)

M. M. KRASNOFF, Secretary.

The above resolution has been unanimously adopted, in good faith, by the directors of THE NEW IDEA COMPANY since two months ago. But the management being well aware of the condition of the eountry, that during the dull summer months, when money is scarce, when the public would not be in a position to avail themselver of such great opportunity, this sale has been postponed to begin with the openiug of tobacco season to give this rare chance to the public in proper time when they can reap the full benefit of this offer.

From past records of twenty years' successful business in this commanity we are confident that the public will trust us with what we claim, that we mean what we say and will conform to a letter to what we offer. We are sure not to be classed among those who are trying to hunt game in stormy weather or catch fish in hazy water. **Our Bargain Offerings** are genuine. Our mammoth stock of seasonable and clean merchandise is at your disposal at such reduced prices as will be proven on each article marked down in plain figures.