A frank statement

REGARDING OUR

"GO-THE-LIMIT" SALE

A very wise man once stood on London Bridge and tried to sell guineas at sixpence. He didn't get one customer. The proposition was out of the ordinary, and coming from a stranger, nobody was willing to risk even twelve cents on the genuineness of the coin.

But if he'd agreed to remain in the custody of a policeman until the piece was tested, the first passer-by would have bought his goods. His guarantee didn't count—because he couldn't guarantee his own reliability. You don't trust folks you don't know—no matter how alluring their propositions.

Established in 1876, this store has steadily grown, not because it has made the greatest effort to attract patronage---but to HOLD it. We have sold only the finest merchandise the market produces. You have known where to find your money when you didn't find satisfaction. You've traded here without a risk for 56 years. We have lived up to every pledge on every sale. Our warrantry is as sound as legal tender.

NOW—merchandise is declining in price and we are very much overstocked. The weather since last fall, together with financial conditions, has kept the public from buying as freely as they have in the past. There was only one course left for us to take---that was to unload. First we consulted our clothing manfacturers, then one of the leading Advertising Sales Co. in the country. Both advised the same thing---to forget profits, forget costs, even replacement values, that the usual 20% to 25% discount would not attract buyers in large numbers under present conditions, that we must slaughter prices.

At first we hesitated, partly because of the enormous losses that it would incur, but mainly because we were afraid that many would assume the attitude of the people who were offered a guinea for a sixpense, and not believe it if we told them that we were losing from $5.00 to $10.00 on nearly every suit in this sale.

We are staking our past reputation of 56 years of honest dealing on the result.

SUITS AT

$18.75

Your choice of any suit in the house. Suits that formerly sold as high as $42.50. Suits that cost us wholesale up to $30.00. The finest makes on the market—

HART SHAFFNER & MARX
MICHAELS - STERN
ADLER - ROCHESTER
WORSTED - TEX & GRIFFIN

SUITS AT

$15.25

50% of our entire stock is in this group, made by the same famous makers.

Many with two pants or long pants and knickers in cashmeres, cheviots, worsters and tweeds.

Suits that sold at $25.00, $30.00 and $35.00.

SUITS AT

$13.25

Many very desirable patterns are to be found, some with two trousers, and all of good wearing, all wool fabrics that formerly sold at $20.00 and $25.00.

SUITS AT

$10.25

The selection here is somewhat limited, being mostly broken lots and patterns and odd sizes.

All, however, are sturdy all wool fabrics which will give splendid service.

Special! 50 Mens Suits in Small Sizes, 34, 35 and 36, Which Have Been Carried for Several Seasons, now **$5.95**

On any item not listed in this advertisement you may deduct 25% from regular price other than Friendly Five Shoes.

Boys Two Pants Suits

Here is an opportunity to save a lot of money on boys clothing. We are going to discontinue carrying boys suits altogether and have priced them far below wholesale cost for quick disposal.

$10.00 Qualities now $5.99
$12.00 Qualities now 7.29
$15.00 Qualities now 8.99

Friendly-Five
SHOES
are the only items of merchandise in our store not included in this sale.

Bostonian Shoes

Every pair of Bostonian Shoes in our stock is included in this great sale at the following savings.

$6.00 SHOES now $3.99
$7.50 SHOES now 5.39
$10.00 to $12.00 SHOES now 7.29

Owing to weather conditions we will continue our sale another week. It will positively end Saturday, May 21, after which date regular prices will prevail.

Sale Prices on Furnishing Goods Throughout the Store

50c SHIRTS now 2 for 69c
$1.00 SHIRTS now 69c
$2.00 MANHATTAN SHIRTS now $1.29
$2.50 MANHATTAN SHIRTS now 1.69
50c NECKWEAR now 2 for 69c
75c NECKWEAR now 2 for 99c
$1.00 NECKWEAR now 2 for 1.29
$1.50 NECKWEAR now 99c
$1.00 GOLF HOSE now 69c
$1.50 GOLF HOSE now 99c
$1.00 PAJAMAS now 79c

75c Manhattan SHIRTS & SHORTS now 2 for 99c
50c B. V. D. SHIRTS & SHORTS now 2 for .. 69c
25c INTERWOVEN HOSE now 4 prs. for 69c
35c INTERWOVEN HOSE now 3 prs. for 79c
50c INTERWOVEN HOSE now 2 prs. for 69c
$3.50 LaSALLE HATS now $2.29
$5.00 SCHOBLE HATS now 3.29
$1.00 SWEET ORR WORK SHIRTS now 69c
$1.50 SWEET ORR KHAKI PANTS now . $1.09
50c BOYS GOLF HOSE now 3 prs. for 69c
$1.50 PAJAMAS now 1.09

$1.50 SWEATERS now $1.09
$2.00 SWEATERS now 1.29
$2.50 SWEATERS now 1.69
$3.00 SWEATERS now 1.99
$5.00 RAINCOATS now 2.99
$6.50 RAINCOATS now 4.49
$12.50 RAINCOATS now 8.99
$10.00 SUEDE JACKETS now 5.99
50c UNION SUITS now 2 for 69c
75c UNION SUITS now 2 for 99c
$1.00 UNION SUITS now 69c

TERMS STRICTLY CASH

BORDLEY & SON

"The Store for the Lad and His Dad"

Established 1876 CHESTERTOWN, MARYLAND

ALL ALTERATIONS CHARGED FOR

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