"Happy Week"

We announce the Merriest, Jolliest,

Most enjoyable Occasion of the Year

To open Monday at 9 a. m.

If there is anyone within one hundred miles of this store who feels blue—theyshould come here—to be made happy.

We're going to hold a "Happy 2eeks"—a sale that is pleasantly unlike any sale event you've ever known. You smile at the name—and the idea—already. You'll smile for a very different reason within thirty seconds from the time you enter our doors. How will we do this? How do we expect to send hundreds and thousands of people away smiling? Very simply—and effectually---by selling to each visitor during "Happy 2eeks", one or more needed articles for prices that will insure so much real and unusual saving that the merriest kind of a smile will be the natural and sure result. All broken lines---all short lots---will be gathered together---every garment---every yard of goods, every bit of merchandise thus assembled will be worth every penny it was the day before "Happy 2eeks" struck this store---and the whole store will turn into the biggest kind of a bargain bazaar. This will continue for 2eeks as the bargain lines become still shorter, new "specials" will be added, that the jollity of the sale may continue until the last moment of the sale has passed away, and 'Happy 2eeks" is only a memory-- to be recalled, talked about, and smiled at for a year to come. Come and have a good time---we promise that you will smile as broadly and enjoyably as will every friend you meet here---and even every single member of our salesforce who will wait on you. **"Happy 2eeks" begins at 9 o'clock Monday Morning Next, January 7, 1907, and continues for 2eeks.**

Underwear to Make You Happy--

50 to 75 cent Value for 39c

Women's Extra Heavy Fleece Lined Vests and Pants and Union Suits,—And Boys' and Girls' Heavy Underwear in gray and white flat goods—50 to 75c value **39c**

Ladies' Suits at Smiling Prices

15 Ladies' Suits, all colors and styles values **4.25**
12 Ladies' Suit 10.00 to 15.00 values **6.75**
10 Ladies Suits values to 22.50 for **9.85**

You'll Sure Get Happy at the Lace and Embroidery Counter

Laces 8 to 15c values for **5c**
Embroidery 7c to 15c values for **5c**

Your Mind Will be at Ease With Your Feet in Our Hospital Shoes

Women's Hospital and House Shoes—like walking on velvet—Soft yielding sole. Hub gores, rubber heels—In dongola kid—Regular price $2 pair—Just to make you happy **1.69**

Happy Prices for Notions

Back Combs 25 to 50c values **15c**
Black and White Tape, all widths per yd **1c**
Tooth Brushes, 20c values **9c**
Manila Shopping Bags, 35c values **19c**
20th Century Notion Handy Book 15c val **9c**
Toilet Soap "Jergens" 25c values **9c**

Percale Pleasantries

Big assortment of Dress Percales, very fine, light, medium, and dark colors, bargain at 10c yard, for **8c**
Figured Sateens, blues and blacks extra good quality 20c values **12 1-2c**

Bed Clothing Specials to "Warm the Cockles of Your Heart."

Full Bleached Pillow Cases 36x45—20c values **15c**
Full Bleached Sheets, 72x90 size good 85c value, for **73c**
Extra Heavy Fleeced Blankets, in tan with colored borders, short fine nap, $1.50 value, a pair for **1.19**

Girls Made Happy—

Warm 4.50 Coats, full length, loose back, fancies, ages 6 to 14, happy price **2.98**
6.00 to 7.50 values **3.98**
Child's all wool Coats, ages 2 to 5, regular 3.50 to 4.50 values **2.45**

A Smile Behind a Pretty Veil

Made Crepe Chiffon Veils, all colors, 1½ yards long,—Just for a little joke marked, each,
$1.50 to **75c**
1.25 to **62 1-2c**
98c to **49c**

White Bed Spreads at 98c

Fringed White Bed Spreads, full size heavy, fine, handsome.—$1.25 value **98c**

Merrymaking Millinery Quotations

Women's dressy trimmed. Every hat in the house, prices 3.00 and 3.50, happy price **1.29**
4.50, 5.00, 5.50 values, happy price **2.29**
6.50, to 8.50 values " " **3.29**

39 to 65 cent Dress Goods for 29c Yard

A big assortment of fine wool Dress Goods, in novelty mixtures, oxford mixtures, checks and plaids, all good colors. 39c, 50c and 59c grades, your choice for **29c**

Smiling Prices on Table Linen

Warrant all pure linen 65 in. wide bleached 60c values **39c**
70 in. Bleached All Pure Linen, 90c value **68c**
72 in Pure German Linen free from starch grass bleached, $1.25, to make you smile **88c**
Turkish Towels, 22x36, 15c values each **9c**

A Smile for the Boys

Boy's Reefer Overcoats, 5 to 8 years, values 4.50 to 6.00 ..... **1.98**
Boy's Ulsters, 4.50 to 5.00 ..... **1.98**
Boy's wool Underwear, 24 to 34 size **60c**
" " Sweaters, 1.25 to 1.50 values **75c**

Shoes to Tickle Your Sole

Lot Men's 5.00 and 3.50 Shoes go at **1.95**
" " " first quality Artic overshoes 1.75 values **1.45**
100 pair heavy wool sox asst 35c values **25c**

Underwear to Tickle Your Back

5 entire lines to clean up, all wool garments but broken lines, regular 1.25 and 1.50 **85c**

Lot 2.25 to 3.00 Men's Sweaters **1.45**
Free if you don't smile.

HAPPY 2'EEKS

The Fair

THE PLACE TO SAVE MONEY.

Phone Black 1301 Vergere No. 32

HAPPY 2'EEKS