

The Beginning

Saturday, January 28, at 9 a. m., W. W. Berry & Co.
Never before have you seen anything like it, nor has such a sale ever been held in this part of the city. The whole store is full of goods of the highest quality and at such low prices that you will find it impossible to resist the temptation to buy. It is a chance of a life time. The whole store is full of goods of the highest quality and at such low prices that you will find it impossible to resist the temptation to buy.

We will Show You the Best Line of Goods to be Bought in America.

WE WANT YOU To examine them and judge for yourself what they are and how remarkably low they are priced. The price will astonish you. Everything displayed for your inspection.

We will show you that never in your life before have you had such an opportunity to purchase the high class of merchandise at such sacrifice prices.

Simply drop in and examine the goods and the prices, and you will be sure to come every day so long as this great selling event lasts.

WE REPEAT

IF W. W. BERRY & CO WERE NOT FORCED TO THE WALL you would not have had this glorious opportunity of purchasing the finest — at a lower price than you would have to pay for shoddy goods. Cut this out as a reminder so you can be here early Saturday morning.

You Will Be Delighted

At our beautiful selection of new spring muslin underwear, just arrived. Every garment of the 1911 Vintage. Batiste, Nainsook, Swiss—an ideal array, and it can be truly said unexcelled by none, and equalled but by few.

THIS ENTIRE LINE WE ARE OFFERING YOU BELOW COST.

Every garment displayed on our bargain tables marked in plain figures for your inspection. You must not hesitate.

Does Your Wardrobe Need Replenishing?

If so, you can do it during this closing out sale with the latest models and patterns in everything in the ladies' ready to wear line. You can save from 50 to 60 per cent by buying during this time. You will never find better lines than here. You can purchase everything necessary to fit you out from head to foot.

AT A VERY LOW COST.

A whole outfit at about the price you usually paid for one article of wearing apparel. You get a better effect in appearance—here it costs you less. Takes practically but little money, and you do not have to stint yourself at these prices. It is cheaper to buy than to mend.

Silk Underskirts

Black, white and all colors, at such prices as you have never dreamed of. This is a grand lot. It is indeed a shame to sacrifice such beautiful and tasteful garments. But they must go with the rest. We must have the money.

IT HAS BEEN THE CUSTOM

for merchants on opening a sale to give away goods. This we can not do as we are making the price so low that each article is practically a gift. We want all to share in this great profit sharing event. We will treat all alike—guaranteeing entire satisfaction to each and every purchaser who is fortunate enough to attend this sale.

Stop and think what this sale means to you. All the goods are fresh and clean. Everything sacrificed—not one article reserved. All must go and that in a few days. As the entire stock must be turned into cash to meet the demand of avaricious creditors.

When You Enter Your

Examine everything. You will find something at every corner. Come early, as you know these goods are offered at prices we are offering them. The first have the best.

Magnificent Showing and

This line consists of everything imaginable.

Artificial flowers made by the best manufacturers in America. Offer you values at prices never heard of before.

TRIMMED

50 beautiful winter hats sacrificed. Offered to you at this price you can have a beautiful and useful hat for the price of a hat.

Lewis Bros. & Co.

W.W.BERRY