



Sale of Undermuslins



Those Who Value Savings Without Sacrifice of Quality Will Buy a Full Six Months Supply of Undergarments During This Annual Event.

The new Undermuslins for our great January Sale are spreading over counters and tables like a mantle of snow.

From the best manufacturers in the trade we have secured their choicest products at the most advantageous prices we have ever paid for garments of equal worth. The judicious placing of orders during dull seasons, heavy-quantity buying and spot cash payments have all combined to make possible the great values which this Sale affords. AND THE DETERMINATION TO MAKE IT A RECORD BREAKER HAS CAUSED US TO NARROW OUR USUAL FAIR PROFITS TO THE LAST DEGREE.

Briefly here are the points that give the Sale highest importance. QUALITY—every garment is new and perfect, made from best materials, accurately sized, daintily trimmed and finished with the most painstaking care. VARIETY—assortments include all good grades in scores of styles ranging from the simple to the elaborate. SAVINGS—the prices represent actual and substantial savings under prevailing retail values. Everything considered, it will be a thrifty thing to buy a liberal supply for far-ahead needs. All these claims are easy for you to test by inspection and comparison.

Final Selling Prices Named on Women's Suits and Coats

As we never carry goods over, the Suits and Coats offered are late season styles. They're now marked to go at the lowest price quotations--affording you rich savings on fashionable garments.

Dress Goods and Silks Priced Far Below Regular

Hundreds of Remnants at just half price. The clearance of these lines demands drastic price cutting--a big stock to be disposed of. Never so great a sacrifice in prices as now prevails here.

The Sale Begins Today and Continues Through January



Night Gowns
48c to \$3.92
Worth from 75c to \$5.50

White Skirts
33c to \$7.92
Worth from 50c to \$10.00

Drawers
19c to \$1.29
Worth from 35c to \$2.00



Corset Covers
16c to \$1.63
Worth from 25c to \$2.50

Chemise
48c to \$4.92
Worth from 75c to \$7.50

Combinations
\$1.33 to \$3.92
Worth from \$1.95 to \$5.50



Men's and Boys' Clothing at Amazing Reductions

Winter goods in this department must go--products of leading manufacturers are offered in cost to the extreme limit of low pricings. You know how good our garments are--come and buy them now at prices you never believed possible. Read the items.

JANUARY CLEARANCE SALE

Previous prices now deeply reduced to clear all departments of Winter Goods.

While the weather-wise predict that Winter will linger in the lap of Spring we plan to positively prevent our Winter stocks overlapping the arrival of Spring goods. Their complete clearance is the purpose of the mightiest merchandise movement of this mid-winter month. The deeply reduced prices present powerful reasons for your ready response to economy's most eminent event.

The sale is held in accord with our policy of carrying no goods over--what we buy to sell this season must be sold this season. Thus every article of Winter merchandise now in this store is marked down to a point where its speedy sale is assured.

Immediate investigation is invited.

This unmatched January Clearance Sale runs right through January.

Men's Suits

\$30.00 Suits, now	\$24.00
27.50 " "	22.00
25.00 " "	20.00
22.50 " "	18.00
20.00 " "	16.00
18.00 " "	14.40
16.50 " "	13.20
15.00 " "	12.00
12.50 " "	10.00
10.00 " "	8.00

Men's Overcoats

\$30.00 Overcoats, now	\$24.00
25.00 " "	20.00
22.50 " "	18.00
20.00 " "	16.00
17.50 " "	14.00
15.00 " "	12.00
12.50 " "	10.00
10.00 " "	8.00
8.00 " "	6.40
6.50 " "	5.20

Boys' and Youths' Suits and Overcoats at Reductions You Never Dreamed Of.

FRANK A. CRAM

LADIES' WAISTS IN A SALE THAT IS UNMATCHED IN VALUE-GIVING

We offer Waists of Superior Style and Quality in large assortments at lowest cost.

Through special cash purchases made in between season when manufacturers were eager to keep their shops busy we are enabled to present an array of waists that is unequalled in every detail of style, quality, variety and price.

Every waist offered accurately expresses the latest fashion tendency in waist designing and making. The assortment is wide--choice ranges from plain effects to exquisitely trimmed styles. Materials are just what you would select if having the waists made up and the workmanship is perfect.

Summed up in a few words--these are waists of surpassing excellence to be bought at unmatched low prices.

Each item is a genuine bargain that wise women will hasten to profit by.