 us,in 1911.


FLOOR COVERINGS AND DRAPERIES
 The Morgan-Atchley January Clearance Sale Overshadows All Others in Value-Giving
A store's power to undersell is determined by the amount of its fixed expenses, such as rent, taxes, etc. We own our building and A store's power to undersell is determined by the amount of its and interest on the money invested
don't have to pay rent. Our fixed charges, therefore, are taxes
pies. We built on the East Side and thereby save at least $\$ 25,000$ every year in taxes and interest. pies. We buit on the East side and thereby save at east is a well-known fact to those who have taken the time to investigate. If you


Oak Library Table \$4.45

are not one of those it will pay you mighty well to do so. We know that if you do you
will want to be one of those who share in the $\$ 25,000$, our annual savings in taxes and interest because we built on the East Side.

## Everything (chara cul) Reduced



Cotton Layer Felt Mattress



## Important Announcement

## Ladies and Gentlemen

Having purchased the interest of Mr. A. L. Cain, we take this means to inform you that we will open in our new location at 349 Alder Street, in the Medical Building, Thursday, January 4, 1912.

We have leased the new location at a much lower rent. We will therefore be able to give our patrons much better values in all grades of footwear.

We have always taken particular pride in fitting footwear for both ladies and gentlemen who are delighted with classy, dressy Shoes.

## Cain-Rice Shoe Company

New Location--Medical Building--349 Alder Street


## HORLICK'S

Original and Genulne MALTED MILK The Food-drink for All Ages, More healliful than Tea or Coffiee
Agree witl he weaken digetion
Deicoun Deticious, invigorating and nutritions,
Rich milk, malled grain, powdef form. A quick lunch prepared in a minite.


When nothing else will start dirt You KNOW

## SAPOLIO

WILL DO IT
Works Without Waste CLEANS-SCOURS-POLISHES

