

Choose Furniture, Rugs, Carpets and Linoleums Now at Our Clearance Sale Prices—Mail Orders Will Be Carefully and Promptly Filled
Our Phenomenal Sale of "Ajax" Hosiery for Men, Women and Children Continues—Entire Stock Must Be Cleared—1st Floor Sections

CHAMPION CAT SHOW, held on the fifth floor January 23, 24 and 25. Saturday the last day that entries are taken at store, sixth floor. Entries mailed received January 19, the date of closing.

THE CHILDREN'S NURSERY, on the fourth floor, is for the convenience of mothers who wish to come to the store to shop. Here the children may be cared for by the trained nurse who is in charge.



SPRING BUTTERICK FASHIONS now here, 25c, including any 10c or 15c Butterick Pattern free. February Delineator 15c. First Floor Pattern Section.

FOR YOUR NEW "NEMO"—the self-reducing Corset with the new lastiecurve back—visit our second-floor section and let one of our expert corsetiers fit you to the model suited to your figure. Introductory price, \$3.50.

OUR 1198th FRIDAY SALE

Out-of-the-Ordinary One-Day Offerings

Old-Time Friday Surprise Offerings In Our Gigantic January Clearance Today

OUR GIGANTIC JANUARY CLEARANCE

Every Article Reduced Contract Goods Excepted

Never Before and Never Again These Prices on Sterling Bags

DISCERNING women and misses who purchase from a standpoint of quality, will be quick to appreciate what an unprecedented offer we make for today only on Sterling Silver Mesh Bags! The intrinsic worth of these Mesh Bags shows how unusual is this sale. Already greatly reduced for Clearance we make another never-before-heard-of cut in prices of this one group. Every Bag guaranteed Sterling Silver and every link soldered. Choice of plain or hand-engraved frames. Remember, it's our prophecy—you'll never purchase Mesh Bags again at such low prices!

Size	Clearance Price	Surprise Price
2-inch	\$ 5.00 Sterling Mesh Bags,	\$ 3.50
2-inch	\$ 6.50 Sterling Mesh Bags,	\$ 4.50
3-inch	\$12.50 Sterling Mesh Bags,	\$ 7.75
4-inch	\$15.00 Sterling Mesh Bags,	\$10.00
5-inch	\$22.50 Sterling Mesh Bags,	\$15.75

—First Floor, New Building.—Mail Orders Filled.

Women's \$3 to \$4 Shoes

\$1.19 **Pair** **I**NCLUDED in this Surprise are over 700 pairs of Shoes for women! Just the grades for which you'd ordinarily pay \$3 to \$4 the pair. And nearly every wanted size in the lot. Of tan Russia, gunmetal calf, patent colt, glazed kid and black suedes. Hand-turned and Good-year welt soles. Lace or button styles, with Cuban or military heels. For Friday only, pair, **\$1.19**.

Our Entire Stock of Shoes Now Reduced for Clearance
—Third Floor, New Building.—Mail Orders Filled.

Aluminum Rice Boiler \$1.37



Regular \$2.25 Size

ALUMINUM Cooking Utensils are fast gaining preference with housewives! The Aluminum Rice Boilers we specially price for this Surprise are made of 99 per cent pure aluminum. 2-quart size, light in weight and will not tarnish. They're the double boiler style and seamless. No solder or enamel to flake or wear off. See them in the 5th-street window. \$2.25 Aluminum Rice Boilers at **\$1.37**

O'CEDAR MOPS AND POLISH—afford the housewife great assistance in the cleaning of furniture and woodwork. Come to The Big Basement Store today and have the superior qualities of this famous Mop and Polish explained to you.

—The Big Basement Store.—Mail Orders Filled.

End Lengths of Lace Curtains

Grouped Into Three Lots **F**ORTUNATE, indeed, was our Drapery chief in purchasing this manufacturer's entire line of sample ends of Lace Curtains! And for Friday only, we've grouped them all into three special lots to sell below actual wholesale cost.

- At 49c** You'll find fully 1000 designs of Irish Point and Cluny Braid, Serims and French Nets. 36 to 45 inches wide and 1 1/2 yards long.
- At 74c** You may choose from at least 1500 curtains, in Brussels, lace, Cluny, Irish Point, Battenburg, serims and curtains of braided effect. Several hundred styles can be matched in pairs. All 45 inches wide, 1 1/2 yards long.
- At 98c** We include 1000 sample Curtains. In lace, Brussels, Serims, Guipure and Venise lace. Can be matched in pairs. 45 inches wide, 1 1/2 yards long.

—Third Floor, Main Building.—Mail Orders Filled.

Remarkable Suit Surprise--\$13.85

Sizes 16 Years to 40 Bust Measure--for Women, Misses and Juniors—Sizes 42 to 52 Bust--for Large Women



OUR good, old-time Friday Surprise Sale brings with it a wonderful choice of tailored and fancy suits for women, misses and juniors and an unusual offering in plain tailored models for large women.

The Suits for Large Women Assuredly the greatest opportunity of the season is in this special group of plain tailored suits. In sizes 42 to 52. Finely tailored models. In black and navy serges and gray and brown mixtures. Made with full skirts. Ordinarily you'd pay \$20, \$22.50 and \$25 for these suits we price at \$13.85 for this surprise.

Suits for Women, Misses and Juniors Seldom, indeed, is such a group of pleasing and modish styled Suits offered to women, misses and juniors for only \$13.85! They're our regular \$25 models, and all of latest fashion. You'll find plain tailored and novelty Suits. Also cutaway and Norfolk styles. Of tweed, homespun and worsted mixtures. In gray, brown, tan and blue. Sizes 16 years to 40 bust measure.



\$13.85 Our Friday Surprise Price for **\$13.85**
Women's, Misses' & Juniors' Suits

\$7.50 to \$15 One-Piece Dresses at \$4.85 **\$3 and \$3.75 Tailored Waists at \$1.85**

'Twill be the early shoppers who will benefit in this extraordinary Dress Surprise. Only 50 in the group, and your choice for \$4.85. Dresses that sell ordinarily at \$7.50 to \$15. Of serge, charmeuse, satin and fancy worsteds. High or Dutch collars. Plain tailored or lace-trimmed.

Flannelette Kimonos—In full-length style. Hava kimono sleeves. Medium and dark-colored materials. **72c**

Few women who would not pronounce these Tailored Waists of exceptionally fine finish, style and fit. In the lot are Waists of madras, linen, pique, cotton and linen repp. Choice of shirt style or tucked and plaited. With soft or stiff collars and cuffs. Waists that particularly appeal to the business woman.

Petticoats—Of sateen and spun glass. Flounces have pin tucks and bias bands. Special today for only **52c**

\$3.75 for Trimmed Hats That Sell Regularly From \$5 to \$15—Today Only \$3.75

Pretty Winter Hats—you'll wonder that we offer them at such a low price as this. Of soft and stiff felts, of velvets and silk and with trimmings of ribbons, fancy wings, etc. Colors to match the Winter suit or coat—choose actual \$5 to \$15 Hats today only at **\$3.75**.

\$3 TO \$8 HATS—Grouped for quick selling in our Friday Surprise today. And many a neat and attractive model is here for your choice. Special for **\$1.95** Friday Surprise Sale at only **\$1.95**

\$2 TO \$3 HATS—Trimmed and plain ready-to-wear styles, of soft and scratch felts. Small, medium and large shapes to choose from. For the Friday Surprise Sale at the low price of only **75c**

—Second Floor, New Building.

23c for Phonograph Records 23c

Fitting "Victors" or "Columbias"
Here's an offering that owners of Phonographs will greet with delight. Over 500 Records to select from, and we've priced them for this one day at only 23c each.

Phonograph 1000 best Steel Needles, 33c—that's our Surprise Sale price today! Soft, medium and loud tone. Purchase the supply today.

Record Albums, 85c—Another splendid special in our Fifth Floor Parlors—well made, convenient Record Albums, that hold 16 records—special at only 85c.

—Fifth Floor, New Building.—Mail Orders Filled.

Fine French Undermuslins

Gowns, Chemise 1/4 Less & Combinations

IHERE'S a dainty simplicity in the style of every garment in our immense and varied stock of beautiful French Undermuslins! All hand-embroidered in exquisite and pleasing designs. For one day only—Friday, we include our entire stock of French Gowns, 1/4 Less Chemise and Combinations in the Surprise at

\$3.50 & \$4 French Drawers, \$1.50 Women and misses appreciating the simple beauty and charming grace of French Hand-embroidered Drawers, in \$3.50 and \$4 grades, will display unusual interest in this offer! Many styles are included; for today only, at **\$1.50** Entire Stock of Undermuslins Now at Clearance Prices
—Second Floor, New Building.—Mail Orders Filled.

Women's \$1 Silk Hosiery

I HINK of purchasing Silk Hosiery for women at this extremely low price! It's the well-known "900" quality, for which you've always paid \$1 the pair. All staple colors to choose from, and for Friday only, 59c the pair.

50c to 75c Lisle and Silk Lisle Hose, 25c To be assured that this entire lot of Imported Lisle and Silk Lisle Hose will be disposed of Friday, we offer your choice at 25c the pair. Sizes for women in plain and fancy colors, with lace and embroidered boots.

—First Floor, Main Building.—Mail Orders Filled.

Cut Glass Nappies at 89c

RICHNESS, beauty and brilliancy are all combined in American Cut Glass. And for Friday only we offer 200 Cut Glass handled or unhandled Nappies for 89c each! They're the popular six-inch size. In choice variety of deep cut designs. See them in the Sixth-Street vestibule window. They're regular \$1.50 Nappies. Friday only **89c**

—First Floor, Main Building.—Mail Orders Filled.

Boys' \$3.75 Winter Suits

FEW mothers are there who won't appreciate the importance of this splendid offering! Think of purchasing good, serviceable, good-wearing and neat-appearing Winter Suits at \$2.65. And they're grades that sell regularly at \$3.75 and more. They're broken lines—in sizes of 7 to 16 years—that's the reason for this phenomenal reduction. Some 35 of the Norfolk style and 100 of the double-breasted Suits to choose from. Choose at \$2.65 the Boy's Winter Suit today.

—Third Floor, New Building.—Mail Orders Filled.

Corsets SPECIAL GROUP \$1.49

EVERY Corset included in this special lot is an up-to-date model, and cut on the most desired and pleasing lines. All of good quality fancy materials, and sure to give excellent wearing satisfaction. All have the much-wanted long skirts. Sizes 18 to 30. Special for Friday only, pair, **\$1.49**.

La Grecque Surgical Corsets—Take the place, in every instance, of belt or bandage where definite support or pressure is prescribed. Cut low above waist-line, or high for bust support, as desired, the boning being very flexible, though firm. Specially priced for this great Friday Surprise Sale at only, the pair **\$2.98**

Women's \$3.50 to \$6.00 Fancy Bags \$1.98

Dainty hand-made Party and Work Bags. Of beautiful silk and satin Dresden Ribbons. Trimmed with imported braids, guimpes and fringes. —Third Floor.

Regular \$3.50 to \$6.00 Sofa Pillows \$1.98

Hand-embroidered and mounted Sofa Pillows, trimmed with silk fringes and have silk backs. Finished complete, ready for use. —Third Floor.

Reg. 25c and 35c Silk Ribbons, Yd. 12c

Specially priced for this Clearance is one lot of high-grade plain and fancy Ribbons, suitable for hair bows and fancy work bags, 4 to 6 in. wide.

Regular \$1.25 to \$3.50 98c Flounces, 45-in. Wide 98c
Truly an unusual Surprise is this we offer for Friday only on 45-inch Flounces. Of Baby Irish and floral design, on sheer Swiss. For the making of lingerie gowns. Only 98c the yard for grades that regularly sell at \$1.25 to \$3.50.



Butter In the Surprise Sale
Jersey Butter, 2-lb. 66c
Butternut Butter, two-lb. 70c.
Avondale Butter, two-lb. 70c.
Cloverleaf Butter, two-lb. 70c.
Royal Banquet Butter, 2-lb. 82c.
Special Coffee, lb. 27c
Victor Coffee, lb. 30c
Early Dawn Coffee, lb. 32c.
Meierfrank Coffee, lb. at 35c.
Tea Room Coffee lb. 39c

Women's 65c and 85c Union Suits 33c

Women's Union Suits, of fine ribbed, fleece-lined cotton. Made high neck, long sleeves and ankle length. In white, cream, gray. Reg. and out sizes.

Women's 35c Neckwear 19c

Women's Robespierre and stock collars, made of silk and satin, with jabots attached. Jabots of lace edges and insertion in combination of black and white.
Women's 20c and 25c Kerchiefs—Of pure linen, with hand-embroidered corners and initials. They are broken lines, and some slightly soiled from handling. Priced for Friday only at, each **10c**