

Our Annual January Clearance Sale Is Now in Full Swing, and Unmatchable Saving Opportunities Are to Be Met With at Every Turn
Prices Have Been Reduced in Every Section of This Great Store. It's an Opportunity You Cannot Afford to Miss

Another Silk Sale

Plain and Fancy Weaves in All the Best Colorings, 75c 85c and \$1.00 Grades, Yard **49c**

A great clean-up sale of all short bolts, odds and ends and broken lines at a ridiculously low price. All this season's silks in standard widths and reliable qualities. Fancy jacquard mes-salines, novelty taffetas and louisines, Pekin striped messalines, coin dot foulards, plain Swiss taffetas, changeable tussahs, Persian striped louisines, etc., etc. It is a most unusual opportunity to purchase silks for waists, dresses, or skirts at less than regular wholesale price; regular 75c, 85c and \$1.00 grades, specially priced for Bargain Friday at **49c**

All Remnants of Dress Goods on Sale at One-Half Remnant Prices

Another extraordinary sale of Woolen Dress Goods—all remnants, short bolts and odd pieces—this season's choicest fabrics in lengths from 1/2 to 8 yards each, go on sale tomorrow at one-half the usual remnant prices—included are all weaves, in all weights and colors—fabrics suitable for every purpose—it is an opportunity you cannot afford to overlook. Be on hand tomorrow morning—early—and profit by this sale. Choose from them all at **HALF PRICE**

50 Bolts of New Spring Challies 75c Quality on Sale at 49c

An advance shipment of new Spring Challies that should not have arrived before February 1 are at hand now, and tomorrow we place them on sale at clearance sale prices. Fine pure wool Challies, full 28 inches wide, shown in an endless assortment of new designs in neat and attractive colorings. They come in small rings, pin dots, polka dots, rosebud designs, small figures, etc., on different colored grounds; also Persian and Egyptian designs in rich and effective color combinations—fine washable fabrics that are guaranteed fast colors in usual 65c and 75c grades, are priced for this sale, Bargain Friday, at **49c**

The Best Value



The Best in Quality



And for tomorrow we will emphasize this fact with some of the most pronounced bargains that have been offered in this city for many a season. Just think of purchasing the most seasonable and reliable merchandise at a third to a half less than real worth! Is not such an opportunity worth taking advantage of? Tomorrow will be our 572d Bargain Friday Sale and we have selected some of the choicest of our Clearance Sale goods with which to stack our counters. But you must bear in mind that some of our advertised specials are limited. And if it is possible, do your shopping early, while there is a large selection to choose from. Come and profit by this sale.

Art Goods, Notions

Scarfs and Squares, 40c Values at 19c

Special at the art department tomorrow—a sale of art linen Scarfs and Squares, shown in Austrian drawn-work patterns. They are well made, neatly finished and of good sizes, the kind that sell regularly at 40c each, on sale Bargain Friday at **19c**

Lace Edge Doilies, 85c Values at 19c

An underpriced sale of 12-inch Round Doilies, finished with pretty lace edges; also 12-inch Square Doilies, in a large variety of neat embroidered patterns—both are of splendid quality art linen and are sold regularly at 85c each. Specially priced for Bargain Friday, at **19c**

Silk Hose Supporters, 50c Values 39c

A special offering of 500 pairs of women's fancy pin-top Hose Supporters, made of fancy shirred ribbons and finished with new style clasp, they come in colors red, blue, pink and white; best 50c values on sale Bargain Friday, at **39c**

Fancy Back Combs, \$1.00 Values 49c

A special sale of several hundred fancy Back Combs and Barrettes, at a third to a half less than real worth—an unsurpassed showing of all the new shapes in the best sizes—many in plain and carved patterns, others gold in-laid and with Rhinestone settings, regular values from 75c to \$1.00, on sale Bargain Friday at **49c**

Mennen's and Colgate's Talcum Powder, Regular 25c kinds, on sale at **15c**

Borafoam and Colgate's Tooth Powder, 25c and 35c kinds, on sale at **20c**

Extraordinary Sale of R. & G. Corsets



The season's best models in white and drab colors, in all sizes from 18 to 30. Regular \$2.00, \$3.00 to \$5.00 lines priced for this sale at **\$1.39 Pair**

Only our desire to close out all discontinued lines and to reduce all present stock to the lowest possible limit before stock-taking induces us to announce this extraordinary sale of R. & G. Corsets.

Those in tomorrow's sale are made of fine quality coutil or batiste, with lace and embroidery trimming. They come in new, up-to-date styles and have the flexibility and shape-retaining qualities of the finest custom-made corsets. It is a sale that means a great saving opportunity for those who can come to this store tomorrow—none will be sent C. O. D., no phone orders filled, and none sold on approval—each sale must be final at this ridiculously low price. Remember, you have choice of regular \$2.00, \$3.00 to \$5.00 lines **At \$1.39 a Pair**

We suggest an early visit to avoid the afternoon crowds and for best choosing

Flannel Skirts Values to \$1.00 **59c**

Women's fine heavy Flannel Skirts, made full size and neatly trimmed. They are made of white daisy cloth, with deep pink and blue embroidered flounce—others of heavy tealze down in neat pink and blue stripes, finished with deep flounce with scalloped edge. Regular 75c and \$1.00, on sale Bargain Friday at **59c**

Muslin Drawers Values to 65c at **39c**

An important sale of Women's Drawers, made of good quality cambric or muslin, neatly trimmed with embroidery and lace. All are well made, cut full size and perfectly finished; regular 50c and 65c values, on sale Bargain Friday at **39c**

Extraordinary Reductions in Ready-to-Wear Section

Twelve-Fifty Suits, Values to \$25.00

Greater reductions than ever in Women's Tailored Suits. An exceptional offering for the second bargain Friday of this great clearance sale. The season's best models in coats of various lengths and semi-fitting. Pleated or gored skirts. Fabrics are serges in plain colors and cheviot or tweed suitings in mixtures. Values to \$25.00—**\$12.50 Bargain Friday**

Coat Special, Bargain Friday **\$10.90**

A remarkable Coat offering in a surprisingly wide range of styles and materials. They are full length and semi-fitting, with storm, notch or Presto collar. Tailored in fine quality unspotable black broadcloth, serges in various plain colors and tweed or cheviot coatings in stylish mixtures. Values up to \$19.50, specially priced for this sale—**\$10.90 Bargain Friday**

Rain Capes at **\$1.75**

Good quality Rubber Rain Capes, in a neat gray and blue striped effect. Made with rubber lined hood; \$2.50 values—Bargain Friday **\$1.75**

Good Waists at **88c**

Wonderful Waist values in a great showing of styles and materials. They include tailored waists, pleated or tucked effects, and others prettily embroidered. Materials are lawn, poplin, sateen, madras, percale, linene and flannel waisting. Values up to \$1.50, on sale Bargain Friday **88c**

Sateen Petticoats

Good quality black Sateen Petticoats, made with deep, wide flounce, finished with four stitched straps and gathered ruffle. Underlay of same material; \$1.50 values—Bargain Friday **98c**

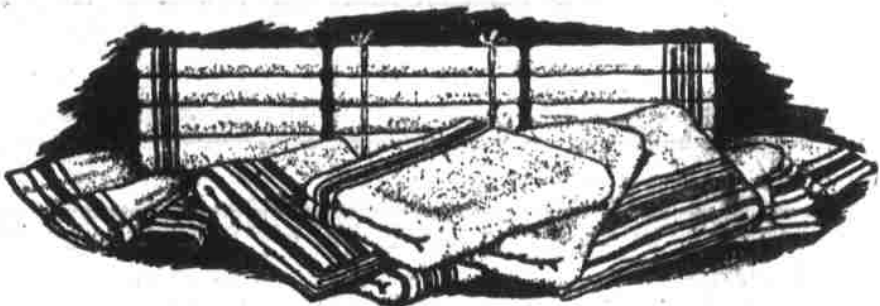
Dressing Sacques

Made with turndown collar and belt or peplum waist-band. Materials are percale and flannelette, in black and white checked, figured and striped effects of various colors. Values up to 65c, specially priced for Bargain Friday **39c**



250 Pairs of Heavy Wool Blankets

In neat colorings, full double size, best \$3.75 values, on sale **A Pair \$2.95**



An extraordinary sale of Woolen Blankets that are true to measure, true to weight and true to value. Only a limited number, though, so if you would profit by this sale we suggest an early visit. Fine Woolen Plaid Blankets that fulfill the most exacting requirements, go on sale tomorrow at a price that should effect the quickest disposal on record. They come full size for double beds—12-4—and are shown in pretty plaid colorings—they are well finished and perfect in every way and are exceedingly good values at the regular price—\$3.75 a pair—buy as many pairs as you wish **\$2.95** as long as they last—Bargain Friday at **\$2.95**

Linon Damask, 75c Grade **50c**

An unmatched bargain offering for tomorrow, a sale of full bleached, all-linen Table Damask of excellent wearing quality. Comes full 66 inches wide and shown in a large variety of neat designs. Our leader at 75c a yard, specially priced for one day—Bargain Friday **50c**

\$1.50 Scrim Curtains at **95c**

About 150 pairs of fine Ecu Scrim Curtains go on sale tomorrow at less than regular cost price. They come full 40 inches wide and 2 1/2 yards long, and are finished with 2-inch hem and neat braid edge—the kind that sell regularly at \$1.50 a pair, on sale for one day only—Bargain Friday at **95c**

Knit Underwear and Hosiery Sale

Extra special price inducements will be offered tomorrow throughout our Knit Underwear and Hosiery Sections. You may judge the values from the few items mentioned below:

Fleeced Union Suits, \$1.00 Garments **69c**

A special sale of women's fine winter weight, fleeced cotton, fine ribbed, White Union Suits in form-fitting styles, neatly finished, well made garments in all sizes. Our regular \$1.00 line, on sale tomorrow—Bargain Friday at **69c**

Vests and Pants, \$1.25 Garments at **79c**

An important sale of women's fine Wool Underwear in white and gray colors. Vests and pants in all styles and sizes—seasonable weight garments that have sold regularly at \$1.25 each, are priced for Bargain Friday at **79c**

Children's Hose, Best 20c Grade at **10c**

A great half-price sale of children's fast black, medium weight, cotton Stockings in all sizes, the good durable sort that wear well. Regular 20c values, on sale tomorrow—Bargain Friday at **10c**

Women's Hose, 75c Values at **50c**

A sale of women's best grade, all wool, Cashmere Hose at one-third less than regular. They come with full fashioned foot and well shaped leg and in all sizes. Best 75c values, on sale Bargain Friday at **50c**



Clearance Sale Reductions in the Men's Section

The price concessions throughout this entire section are enormous as a glance at the following items will prove—there will be no better future time to buy for not again for many a day do we expect to be able to offer values equally as great.

Children's Sweaters Are Reduced

Fine wool and part-wool Sweaters, for boys and girls, in all styles and sizes shown in the most popular styles and great values at our regular low prices are now on sale at great reductions:

ALL 75c SWEATERS AT **49c**

ALL \$1.00 SWEATERS AT **79c**

ALL \$1.50 SWEATERS AT **95c**

Men's fine ribbed worsted Shirts and Drawers, The B. & L. make; all sizes, best \$2 values, at **\$1.75**

Men's heavy, all wool, navy blue, flannel Shirts, in all sizes, best \$1.75 values, at **\$1.49**

Men's heavy blue, mixed wool Socks, in all sizes; best 15c values, **12c** at **12c**

Men's blue chambray Shirts, with two separate collars. Best \$1.00 values, at **75c**

Remaining Ribbon Remnants at Half Price



Tomorrow we place on sale all remnants, short bolts and broken lines of ribbons that have accumulated during the past few weeks at one-half the usual remnant prices—included are ribbons suitable for every purpose in both plain shades and novelty colorings—silk and satin ribbons from 1/4 to 7/8 inches wide—wash ribbons from 1/4 to 1 1/2 inches wide and fancy ribbons from 2 to 8 inches—Come early for best choice.

Swiss Handkerchiefs, 18c Values **5c**

A limited number of fine embroidered Swiss Handkerchiefs in an excellent assortment of dainty new patterns that have become slightly soiled from window and counter display, in regular 10c to 18c values, specially priced, while they last, at only **5c**

Annual Mark Down Sale Women's Misses' and Boys' Shoes Quality and Style at a Big Saving

Scant need exists for us to dwell at length upon values in our Annual Clearance Sale of Shoes, for the bare announcement seldom fails to crowd the store. Suffice it to say that no Shoe sale we have ever held has been half so genuinely helpful in its money-saving possibilities as this. We list only a few of the interestingly large price reductions:

Misses' Shoes in \$1.50 to \$2.00 Grades, Only **69c**

A Final Clearance of All Broken Lines.

Misses' New Style Shoes in all leathers, in blucher and straight lace. They come with light and heavy soles, full length vamp, leather insoles and double toe cap. All are guaranteed solid leather throughout and to wear satisfactorily. Our regular lines in broken sizes—not a job lot purchased for a sale—come and hunt for the size you need, you will be well paid for your trouble. Regular values from \$1.50 to \$2.00 a pair, are **69c** priced for this sale at **69c**

Women's Shoes in button and lace styles. Regular \$3.00 and \$3.50 lines, on sale at **\$2.19** only

Boys' and Youths' Shoes in all styles and sizes; \$2 and \$2.50 lines, on sale at **99c**

Men's Shoes in all styles and leathers. Regular \$3.50 and \$4.00 lines, on sale at **\$2.99** only

Men's Clog Rubbers, in all sizes. This season's goods; \$1.25 grade, on sale at **69c**

