

PACIFIC PHONE MARSHALL 5080 | All the Latest and Best Styles Are Here in Ladies' Home Journal Patterns at 10c and 15c Each—Latest Issue of the Criterion at Pattern Counter at 5c a Copy | HOME PHONE A-2112

Sweeping Reductions on All of Our Silks and Dress Goods

An opportunity for great savings that will appeal to every woman within reach of this store—Anticipate your future as well as present needs and purchase NOW—Profit by these Two Great Offerings in English Corduroys.

\$1.50 QUALITY IN 24-INCH WIDTH, SPECIAL, PER YARD 98c 75c QUALITY IN 27-INCH WIDTH, SPECIAL PER YARD 49c

Genuine English Dress Corduroy, full 24 inches wide. A very popular and durable fabric, shown here in the best shades of brown, tan, green, rose, wisteria, navy, cream and black—the best \$1.50 quality. Clearance Price 98c

A fine lot of Corduroys, full 27 inches wide, shown in both wide and in narrow wale—they come in black, browns, blues, wine, scarlet, tans, castor, Copenhagen, cream, beaver, slate, etc. Regular 75c grade. Clearance price 49c

The Business Hours of This Store Are From 8:30 A. M. to 5:30 P. M.—Except on Saturdays, When We Open at 9 A. M. and Close at 6 P. M.



THE MOST IN VALUE — THE BEST IN QUALITY

All Lines Including the Finest Under-muslins at Clearance Sale Prices

Corset Covers, the 43c 65c Kind, Special 43c
Tomorrow we place on sale a fine lot of women's Corset Covers. They are made of fine nainsook, batiste and crepe, in all this season's attractive styles. All are neatly trimmed with fine laces, swiss embroideries, insertions and ribbons. Regular 75c and 65c kind. On sale at 43c

Corset Covers, the 33c 50c Kind, Special 33c
Here is another lot of women's Corset Covers at a special rate. They are made of fine allover embroidery and nainsook. They come neatly trimmed with dainty laces, embroideries and insertions. A fine line to choose from. Regular 50c kind. Priced at this sale at 33c

Drawers, Our 65c Values, Special at 43c
At this sale we offer a fine lot of women's Drawers. They are made of fine quality nainsook and crepe. They come in the popular knickerbocker, circular or plain styles, and all are neatly trimmed with fine laces, insertions and swiss embroideries. Reg. 65c values, at 43c

Only Six More Days Remaining of Our Great January Stock Reductions
Everything at a Reduced Price, With the Exception of Contract Goods**Pre-Inventory Sale****NECESSITY OF REDUCING STOCKS CREATES NECESSITY PRICES**

The burden of carrying too much merchandise over to another business year is not warranted by a steadfast policy that requires us to be "up and coming" with the latest, newest and best in every department. Therefore at this January Clearance Sale you may share in SAVINGS THAT ARE RARELY POSSIBLE—SAVINGS THAT WILL SURPRISE YOU TO GET QUITE AS MUCH AS IT PLEASES US TO GIVE. YOU SAVE BY PURCHASING NOW!

**Radical Reductions on Hundreds and Thousands of Yards Beautiful New Embroideries**

Women who fail to attend this sale will miss the most wonderful Embroidery values offered in this city in many months. Tomorrow and throughout the week you may choose from hundreds and thousands of yards of the most beautiful Embroideries. Practically every kind is included—Edges, Insertions, Flouncings, Corset Cover and Allovers—giving unlimited choice of patterns and qualities. Space will not permit the listing here of more than a small part of the offerings—those we mention here simply indicate the savings. AN EARLY SELECTION FROM THIS LOT WILL BE TO YOUR ADVANTAGE AND PROFIT.



5c YARD FOR 15c INSERTIONS—A great assortment to select from in various widths and innumerable patterns. Bright, new Embroideries in values up to 15c yard. Clearance price 5c

10c YARD FOR 35c EMBROIDERIES—A wonderful assortment to select from in both Bands and Galloons, different widths and dainty patterns, values to 35c yard. Clearance price 10c

46c YARD FOR 1.00 EMBROIDERIES—Exquisite patterns in 27-in. Embroidery Flouncings made of the finest swiss and batiste. All new goods, values to \$1.00 yard. Clearance price 46c

15c YARD FOR 25c EMBROIDERIES—Beautiful Corset Cover and Flouncing Embroideries of fine swiss or cambric, in widths to 18 inches, values to 25c yard. Clearance price 15c

25c YARD FOR 50c EMBROIDERIES—18-in. Corset Cover Embroideries and Flouncings up to 27 inches deep, shown in a great variety of pretty patterns, values to 50c yard. Clearance price 25c

\$1.19 YD. FOR \$2.75 EMBROIDERIES—Beautiful 45-inch Embroidery Flouncings made of the finest batiste. Charming new patterns in values to \$2.75 yard. Special \$1.19

\$3.48 YARD FOR \$10.00 EMBROIDERIES—The finest of High-Grade Embroidery Flouncings in crepes, neige, mercerized voiles, etc. Elegant and elaborate patterns in values to \$10 yard. Clearance price \$3.48

\$1.39 YARD FOR \$2.75 EMBROIDERIES—The popular new Crepe Embroidered Flouncings, full 45 inches wide, in a large variety of designs, values to \$2.75 a yard. Clearance price \$1.39

Batiste Flouncings, Vals. to \$1.00 at 59c Yd.
A great lot of 45-inch Embroidery Flouncings made of the finest batiste and shown in elaborate and dainty, well-worked patterns. Regular values to \$1 a yard at 59c

Crepe Flouncings, Values to 85c at 50c Yard
The finest of Crepe and Voile Embroidered Flouncings, full 45 inches wide, shown in an unlimited variety of patterns. Regular values to 85c yard. Clearance at 50c

**A Quick Disposal Sale Before Inventory, All Lines Men's, Women's, Children's Knit Underwear At Extraordinary Price Reductions**

Every garment involved is NEW, made for this season's selling, correctly styled, reliable in quality, faultlessly made, and on this occasion priced lower than the regular figure. You must hark back to the unseasonable weather of last Fall and early Winter for the essential reason—weather that retarded sales and brought about vast accumulations of the most worthy Knit Underwear for men, women and children. It is a problem calling for radical action, if the necessary quick removal of overstocks of these goods is to be accomplished before inventory—hence these decisive, vigorous and determined price reductions. Take advantage and buy now.

Glance Over the Items and See What Extraordinary Savings Are Possible

by purchasing now for both immediate and future use. Although the sale will continue throughout the entire week, we suggest that you attend as early as possible, to insure your securing the style, weight and size garments desired. See window display.

A Few of the Many Offerings for Women and Children

33c GARMENT for Women's Fine Fleece Cotton Vests and Pants in cream color, also fine lisle thread garments, in all sizes. Our regular 50c and 65c lines. Clearance Price only 33c

39c SUIT for Women's Heavy Fleece, Fine Ribbed Cotton Union Suits, in cream color. Perfect-fitting garments in all sizes, regular 75c values. Clearance Price 39c

79c GARMENT for Women's Fine Ribbed Woolen Vests and Pants, all styles and all sizes, in gray and white. Garments that sell regularly at \$1.25 and \$1.50. Clearance price 79c

69c SUIT for Women's Fine Silk Fleece Cotton Union Suits, in elastic rib. Perfect-fitting garments, shown in all sizes, in cream color, \$1.50 grade. Clearance price 69c

25c GARMENT for Misses' Fine Cream-Colored Cotton Union Suits, all sizes. They are well-fleece, durable garments and are regularly sold at 50 cents a suit. Specially priced for the Clearance at 25c

These and a Great Many Other Offerings for the Men

39c GARMENT for Men's Seasonable Weight, Heavy, Standard Fleece Shirts and Drawers, in all sizes. Garments of excellent fit and finish. Regularly 50c. Clearance 39c

79c GARMENT for Men's Heavy Winter-Weight Shirts and Drawers, in all sizes. All our regular \$1.00 lines, including Cooper's and Wright's wool fleeced garments. For the Clearance at 79c

99c GARMENT for Men's Fine Winter-Weight Shirts and Drawers, in all sizes. All our regular \$1.25 lines, including garments from the North Star Mills. Clearance price 99c

98c SUIT for Women's Fine Ribbed Gray Wool Union Suits of seasonable weight, all sizes. Form-fitting garments in Winter styles, \$1.75 grade. Clearance price 98c

\$1.39 SUIT for Women's Extra Fine Wool Union Suits. Shown in all sizes in gray and in white. Elastic ribbed, perfect-fitting garments, best \$2.50 grade. Clearance price \$1.39

33c GARMENT for Boys' Fine Fleece Cotton Shirts and Drawers, all sizes, in ecru color. Garments of durability and warmth, best 50c grade. Clearance price 33c

25c GARMENT for Misses' Fine Combed Peeler Fleece Cotton Vests and Pants in all sizes. Standard quality garments, regularly sold at 40c. Clearance Price 25c

\$1.15 GARMENT for Men's High-Grade Shirts and Drawers in all sizes. All regular \$1.50 lines—Cooper's, Glasterbury, Winsted and Four Star Mills. For the Clearance, price \$1.15

\$1.15 SUIT for Men's Heavy Fleece-Lined Cotton Union Suits. Neatly finished, form-fitting garments in all sizes, best \$1.50 grade. Clearance price \$1.15

\$1.98 SUIT for Men's Fine, Heavy Wool Union Suits in all sizes and the best styles. Garments that are both warm and durable, best \$2.50 grade. Clearance price \$1.98

Everything at a Reduced Price in Domestic Section

Hundreds of prudent housekeepers daily profiting by the unusually low prices that prevail throughout our Domestic Section. Now is the time to save worth-while amounts on your purchases of Bedding, Curtains, White Goods, Flannels, Wash Goods, Linens, etc. Check your needs from this list:

Choose From These Four Lots of Curtains and Save
LOT 1—Values to \$2.00 a Pair \$1.19 LOT 3—Values to \$4.00 a Pair \$2.95

A great many styles to select from in Scrim, Madras and Scotch Lace. They come in white, cream and ecru and from 36 to 50 inches wide. All are 2 1/2 yards long; broken lines in \$1.50, \$1.75 and \$2.00. Qualities, clearance sale price... \$1.19

LOT 2—Values to \$2.50 a Pair \$1.79
Very attractive are the styles shown in this fine lot of Scrim, Cable Net and Scotch Lace Curtains. They come in white, cream and ecru and from 38 to 50 in. wide; 2 1/2 and 3-yd. lengths, in \$2.25 and \$2.50 qualities at, the pair... \$1.79

Pillow Cases, 42x36 in., 12 1/2c grade 10c
Pillow Cases, 42x15 in., 15c grade, 12 1/2c
Pillow Cases, 45x36 in., 18c grade, at 15c
White Spreads, \$1.75 grade, price at \$1.48
Bleached Sheets, 72x90 in., 50c grade 42c
Bleached Sheets, 81x90 in., 68c grade 55c

Exceedingly fine Scrim and Madras Lace Curtains in 2 1/2 and 3-yd. lengths and from 38 to 50 inches wide. This season's styles in white, cream and ecru. Regular \$3.50 to \$4.00 qualities, clearance sale price, the pair... \$2.95

LOT 4—Values to \$5.00 a Pair \$3.49
The finest of high-grade Curtains of Scrim, Madras, Lace and Cable Net. Included are the best styles in white, cream and ecru. They come 2 1/2 and 3 yards long and from 38 to 50 inches wide. Regular \$4.50 to \$5.00 grades, clearance... \$3.49

Huck Towels, 10c grade, this sale at 8c
Huck Towels, 15c grade, this sale at 10c
18-inch White Toweling with red border, 8c quality, priced this sale at, yard, only 5c
18-inch Half-Linen Brown Toweling, best 8c quality, priced for this sale, at, yard, 6c

A Very Timely Sale of Women's Cravenette Raincoats

Fashionable New Models in Sizes 16 to 44—Regular \$18.50 Grade—Clearance Price Only

\$13.85

QUALITY RAINCOATS, made by manufacturers whose names stand for reliable waterproof fabrics and cautious workmanship, are the garments offered at this sale at considerably less than regular price. Made of the finest English cravenettes and shown in the most popular styles, with satin or raglan sleeves. All sizes, 16 to 44, in shades of tan. Reg. \$18.50 line \$13.85

Messaline and Taffeta Silk Waists
Samples and Broken Lines in Sizes 36, 38 and 40—Values to \$5.00—Choice \$1.98

Those who can arrange to attend this sale will indeed secure wonderful values. The assortment includes a great variety of styles in both low and high neck models in most any desirable color—black, navy, blue, gray, brown, etc. They are finely finished, neatly trimmed waists, made of the finest taffeta and messaline silks. Samples and broken lines in sizes 36, 38 and 40. The kind regularly sold up to \$5. While they last at \$1.98