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| and |  |
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| Women Take | 边 |
| mith Hughes |  |
| ork This Year | Himo ori |

## argain Basement

## Thrifty Thursday

 SALEA day of unusual Bargain-Giving Activities ntimit

## UNUSUAL

in the Big Values we give
In the Low Prices they are marked
Downstairs

|  | 15c Mercerized Crochet Thread Special at 8c |
| :---: | :---: |
| 36 inch Columbia Window Shades Special at 53c | 15c Blue Seal Vasaline Special at 9c |
| 15e Thin Glass <br> Tumblers <br> Special at <br> 9 c | Regular 10c <br> Twink <br> 6 c |

Ladies All Wool, 35 c Value Jersey Cloth


Bargain Basement

| AF_BUNCH STAE GROCFRIES |  |
| :---: | :---: |
|  |  |
| Has been taken from our regular stock and moved downstairs for a big Clean-up Selling. EVERY ITEM HAS BEEN |  |
| Shop Early-Although the Quantities Are Big, They Won't Last Long at These Prices. |  |
| Diamond Wi Tea Green or Black 25 c per $1 / 2 \mathrm{lb}$. |  |
| Youn pay twied ans much for Litp- tons, you will thind this as good. | Shad, flat cans, will |
| $\underset{\substack{\text { 40e Quaker Oats, large } \\ \text { package, new } \\ \text { netock }}}{ } .28 \mathrm{c}$ |  |
| $\begin{aligned} & \text { berty Bell syrup, } \\ & \text { Cane and maple }\end{aligned} . . .65 \mathrm{c}$ | ${ }_{\substack{\text { Clams, } \\ \text { flat can }}}$ |
|  |  |
| ${ }_{\substack{1 \\ 1 \\ \text { 1 } \\ \text { lib paramage } \\ \text { Liptons } \text { Tea }}}$ |  |
|  |  |
| Ball Bluing, | this sale only |
|  | Ivory Soap. small bars |
| (1). 1 cans. Wesson, oil for your cook- | Ivory soap. large bars |
|  | A limited supply of creme on |
| diamond w. catsup, the 24c | Soap, 3 to customer, each 5c |
| best you can buy | 22 bars crystal $\quad \$ 1.00$ |
|  |  |
|  | Libbyeks spinach, value |
| $\underset{\substack{\text { Raisiss, Del Monte } \\ \text { per package } \\ \ldots \ldots \ldots . .17 c}}{ }$ | Fresin Eraied cocoanut, |
| FREE with | in w |
| ounget one package |  |
|  |  |

## Slipover and coat styles, with tuxedo and shawt collars, in various color comtinations.

 Sizes 28 to 36 . Colors are turquoise andgold, Ameriean beanty and green, cardinal gold, American beaty and green, cardinal
and green, navy and red.
Rasement

NASHUA BARLAN Heatherplaid
BLANKETS


Visit the
BASEMENT
CAFETERIA


THE SALE OF GRANTEEWARE

 49c


No man comes into this world and passes on with his duties discharged suless he recos: nizes what he ownes to others.
Sometime-if not now-in YOUR life, others may be financially dependent on you. The duration of your life and your earning capacity are uncertain. By taking out life insurance you can provide for this Great Uncertainty.

While you are young and in good health is the time to take out life insurance. You can celebrate Life Insurance Day-today, Jantuary 19th-by acting!

If you already carry life insurance, give thought as to whether it is adequate. Perhaps you have friends upon whom you could confer a real favor by calling their attention to the need and importance of life insurance.

Connecticut Mutual Life Insurance Company BOHRNSTEU

The Kansas City Life Insurance Company E. L. BUCHANAN

The Missouri State Life Insarance Company The Metropolitan Life Insurance Company AMES H. NICHOLSON


## Fimerg julles

 Annual GeAnnual Gathering of Agricul SMARI PLAID SKIRIS


There is seemingiy no end to the delightfully varied ways of plaids, checks and pleats in these skirts. This group is a special purchase which was just unpacked and the skirts represent much greater values than the price indicates.
There are side pleats, cluster pleats, panels and box pleats in a won derful array of blue, brown, tan and black plaids and checks.

## $\$ 3.98{ }^{\mathrm{a}_{\mathrm{n}}} \$ 6.75$

Our Prices Always The Lowest
GALE \& CO.

