

THEY BEGAN THIS MORNING
WITH A VIM.

Alexanders

QUALITY SERVICE

TWO BIG EVENTS AT ONE TIME:
JANUARY CLEARANCE AND
JANUARY WHITE SALE

January Clearance Sale

OUR TWO BIG EVENTS, JANUARY CLEARANCE SALE AND JANUARY WHITE SALE BEGAN THIS MORNING WITH A VIM. IN FACT BETTER THAN WE EXPECTED, OWING TO PRESENT CONDITIONS. WERE YOU AMONG THE THRIFTY ONES THAT CAME? IF YOU DIDN'T, BE SURE TO COME TOMORROW. THERE ARE PLENTY OF BARGAINS FOR EVERY BODY. EVERY THING ARRANGED TO MAKE SHOPPING EASY. COME EARLY AND AVOID THE RUSH.



LOT OF MEN'S OVERCOATS IN THIS JANUARY CLEARANCE

Good all wool coats, some long lengths, some three quarter lengths. Values up to \$30. Sizes 35 to 46, Special January Clearance Sale Price \$14.95. 15 Coats in all.



Sale of Womens COATS 1-2 PRICE

Every New Style and all Desirable Colors.

All sizes for women and misses', 16 to 44.

Finest Wool Velour, Rich Broadcloth, Stylish Pom-pom, Elegent Bolivias, Luxurious Plush, Silvertones,

Our Clearance of MENS MACKINAW

Offers you a very timely opportunity to own an all wool proper styled Mackinaw at an unusual Moderate Price. These Mackinaws are the cream of our stock, many pretty colorings as well as plain shades. The lengths are a little longer than last season, making them a more appropriate coat for cold weather. Just look what you can buy an all wool Mackinaw for; they go at \$6.90, \$7.20, \$8.00, \$10.00, \$12 and \$14.00.

FRENCH FLANNEL SILK STRIPE GOLF SHIRTS
A very neat and dressy shirt for winter wear. Come in assorted stripes. All sizes from 14 to 17 1-2. Very special for our January Clearance, at only \$3.95

SPECIAL LOT
Men's Flannel Shirts flat collars. These shirts are not all wool, but have enough wool to make them warm for winter wear. Come in four grades and are priced as follows for our January Clearance Sale

Lot 1, January Clearance Sale \$1.35
Lot 2, January Clearance Sale \$1.80
Lot 3, January Clearance Sale \$2.25
Lot 4, January Clearance Sale \$2.70

MEN'S LAUNDRED CUFF GOLF SHIRTS
These shirts are this season's new patterns. Come in the following makes: E. and W. Beau Brummel and Arrow. They are some of them slightly soiled, hence the reduction

For our January Clearance Sale Prices are in lots as follows:
Lot 1A, January Clearance Sale \$1.35
Lot 2A, January Clearance Sale \$1.80
Lot 3A, January Clearance Sale \$2.25
Lot 4A, January Clearance Sale \$2.70
One lot plain white-pleated front shirts \$1.15
Come in and look at our Helber Wardrobe Trunks, priced at \$35.00, \$37.50, \$40, \$45 up to \$75.00.

The Biggest Silk Event of the Year

ABOUT 1000 YARDS IN ALL

EVERY PIECE of our Fancy Silks, such as Satin, Taffeta, Foulard, Fancy Chiffons, Messaline, of plaids, stripes, checks, etc., are included and cut deep.

There isn't a pattern or color but what is in good style for the coming season.
Worth from \$2.00 to \$2.50 the yard. January Clearance Sale \$1.59

Fancy Ribbons



Included in this Clearance Sale, divided into two lots, including plaids, stripes and floral effects.

Lot 1
All 25c Fancy Ribbons, yd 18c

Lot 2
All 25c Fancy Ribbons, yd 23c

1/2 PRICE FOR VELVET, SILK, SERGE AND GEORGETTE CREPE DRESSES

Worth up to \$75.00.
Not just a few, but lots of them. You will find unlimited style selection of different fashions for street and afternoon. In fact dresses so charming, so unusual, so distinctive you'll be tempted to buy two, three or more.

CONTINUING OUR DISCOUNT SALE EVERY FUR IN STOCK 1/2 PRICE

Neckpieces and Muffs of Nippon Mink, Marmot, Kit Coney, Jap Kolinsky, Hudson Seal, Black, Brown or Taupe Wolf, Black Lynx, Grey, Red Taupe Fox.



PURSES AND HAND BAGS

These are of the newest styles and as we only have a limited number left of the best ones we can assure you of getting a good one greatly reduced. January Clearance Sale 1-3 Off

WOMEN'S NECKWEAR

A clean up of Women's Collars and Cuff Sets, made of Net Organdie, Georgette and Wash Satin, newest styles, January Clearance Sale One-Half Price.

CLEARANSE SALE OF SHOES

No. 6004—Black Kid, welt sole, 12-8 Military heel \$5.50
No. 92142—Growing Girls' Tan Calf school shoe, made for wear, medium military heel, welt sole \$6.50
No. 27583—Women's Black Kid Vamp, grey cloth top, welt sole, medium leather Louis heel \$6.50
No. 202—Women's All Grey Kid, 9 inch top, welt sole, low leather Louis heel \$9.00
No. 101—Women's All Tan Kid 9 inch top, welt sole, low leather Louis heel, dressy shoe \$8.50
Men's Arctic Sox \$1.50
Men's All Rubber Packs \$4.00, \$5.00
Men's Leather Top, 10 inch Overs, "Hiipress" \$5.50
Men's 4 Buckle Overshoes \$2.75
Men's 4 Buckle Overshoes \$3.50

JANUARY CLEARANCE SALE OF WOOL, WOOL NAP AND COTTON BLANKETS

In this January Clearance Sale we offer you an opportunity to stock up your blankets at a liberal saving. Some of these blankets are slightly soiled and only one pair of a kind. Every one of them are good values at the price we offer them. Following are the price quotations:
Dark colored Wool Blankets, in dark grey, mottled and vicune, go at these prices \$7.65, \$9.00 and \$11.00
Wool Nap Blankets in plain colors and plaid colors, full double bed sizes. Go at \$6.45, \$6.75, \$7.65 and \$8.35
Beautiful Plaid Wool Blankets in pink, blue, grey and orange Plaid, extra large sizes for double beds. These weights at our January Clearance of \$12.15, \$13.50 and \$14.85
EXTRA SPECIAL LOT OF PLAID COTTON BLANKETS.
Come in blue, grey and tan plaids, bound edges, 66x50 in size. Extra fine, soft quality cotton. We have about 48 of these blankets to offer in this January Clearance at the pair \$4.95

We have a big assortment of Georgette and Crepe De Chine Waists at \$3.75

Our January White Sale

PHILIPPINE UNDERMUSLINS

These are made of a splendid quality of Filipino cloth with the finest and most perfect hand embroidery and seams hand sewed. These come in combinations and gowns. We have a splendid assortment for this sale which we are offering at a 20 per cent reduction.



LOT 1—98c

This lot comprises of combinations, corset covers and gowns, all well made.

LOT 2—\$1.15

In this lot there are pretty combinations trimmed with emb. or lace and ribbons; made of soft nainsook.

Gowns in slipover style, either plain tailored, trimmed with pink or blue stitching.
Gowns trimmed with lace and emb. medallions.

LOT 3—\$1.35

Combinations, corset covers, gowns. These garments are of long cloth trimmed with French val laces and ribbons.

LOT 4—\$2.59

Combinations, gowns, corset covers, petticoats, Normandy val laces, Swiss emb. and ribbon roses are used on these garments.

LOT 5—\$3.29

In this lot you will find undergarments of the different kind with unusual trimming and touches of hand work.

ONE SPECIAL LOT WHITE COTTON BLANKETS

Double, large sizes, slightly soiled. All to go in this January Clearance Sale at the following prices.

Lot A—January White Sale \$2.25
Lot B—January White Sale \$2.61
Lot C—January White Sale \$2.94
Lot D—January White Sale \$3.60

MILDRED STOUT UNDERMUSLINS



Envelope chemise, night gowns, corset covers and petticoats, all made of fine nainsook or cambric, prettily trimmed with embroidery and laces.
Night gowns made of good quality muslin, slipover models. Embroidery edge and ribbon. Regular \$1.00, now \$1.28
Corset Covers, well made of best grade of muslin, reinforced armholes; regular \$1.25, now 70c.

Envelope chemise, made of fine nainsook, trimmed with Swiss medallions and finest of laces and emb., \$2.00 values \$1.49; \$2.50 values \$2.50.
White Petticoats, extra full size, adjustable fitted belts, emb. or lace trimmed 90c, \$1.50 and \$1.98.

TABLE LINENS

Napkins, Cloths, Lunch Sets, etc., all included. An opportunity to make a saving on your linen needs.

DAMASK
75c Quality, January White Sale 63c
\$1.00 Quality, January White Sale 70c
\$1.25 Quality, January White Sale 98c
\$1.50 Qual., January White Sale \$1.25
\$1.75 Qual., January White Sale \$1.19
\$2.00 Qual., January White Sale \$1.69
\$2.25 Qual., January White Sale \$1.95
\$2.50 Qual., January White Sale \$2.10
\$3.00 Qual., January White Sale \$2.25
\$3.50 Qual., January White Sale \$2.95
\$4.00 Qual., January White Sale \$3.25

NAPKINS, CLOTHS, LUNCH SETS

75c Qual., January White Sale 63c
85c Qual., January White Sale 70c
\$1.00 Qual., January White Sale 78c
\$1.25 Qual., January White Sale 98c
\$1.50 Qual., January White Sale \$1.25
\$2.50 Qual., January White Sale \$1.98
\$2.75 Qual., January White Sale \$2.10

\$3.00 Quality, January White Sale \$2.25
\$3.50 Quality, January White Sale \$2.90
\$4.00 Quality, January White Sale \$3.25
\$4.50 Quality, January White Sale \$3.75
\$5.00 Quality, January White Sale \$4.10
\$6.00 Quality, January White Sale \$5.14
\$6.50 Quality, January White Sale \$5.40
\$7.50 Quality, January White Sale \$6.48
\$8.50 Quality, January White Sale \$7.49
\$10.00 Quality, January White Sale \$8.23
\$11.50 Quality, January White Sale \$9.54
\$12.50 Quality, January White Sale \$10.70
\$13.50 Quality, January Clearance Sa Clearance, kl \$11.20
\$15.00 Quality, January White Sale \$12.69
\$18.50 Quality January White Sale \$13.60



LONG CLOTH

Needs no introduction as it's a household need at all times.

25c Quality, January White Sale 19c
30c Quality, January White Sale 24c
35c Quality, January White Sale 27c
40c Quality, January White Sale 32c
45c Quality, January White Sale 37c
50c Quality, January White Sale 43c
60c Quality, January White Sale 49c

WHITE SKIRTING

25c Quality, January White Sale 19c
35c Quality, January White Sale 27c
40c Quality, January White Sale 32c
50c Quality, January White Sale 43c
60c Quality, January White Sale 49c

NAINSOOK

The Lingerie fabric de luxe. We are offering one of the largest stocks of Nainsook we have ever had. All qualities.
25c Quality, January White Sale 19c
30c Quality, January White Sale 24c
35c Quality, January White Sale 27c
40c Quality, January White Sale 32c
45c Quality, January White Sale 37c
50c Quality, January White Sale 43c
60c Quality, January White Sale 49c

DIMITY

Best in quality, and offered in every size, check and stripe. Suitable for lingerie and baby dresses.
20c Quality, January White Sale 16c
25c Quality, January White Sale 19c
35c Quality, January White Sale 27c