For the Purpose of Boosting Our Sales for the New Year at the Beginning, when Money is Scarce and Sales are Slow,

## TUESDAY, JANUARY 2nd, 1912

We will start the Biggest Advertising Sale ever put on here, strictly regardless of cost. Every reduction in price after the first day will mean a positive loss to us in money, but we are out for the advertising.

## Sale Closes SATURDAY, January 6

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ST what it may the sale will continue until the close of business hours on that day. During that time every customer who enters our doors will be given advantage of an Automatic Price Slashing Carnival never before attempted here. One hundred articles from every department of our Big Store will be placed on sale, with the prices plainly marked on a big red tag. Every day of the week the price will be reduced; 10 per cent the first day, and 5 per cent additional thereafter until Saturday. Thus, a fine Dining Room Table that sells regularly for $\$ 20.00$ can be had

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\text { Tuesday for } \$ 18 \quad \text { Wednesday for } \$ 17 \quad \text { Thursday for } \$ 16 \quad \text { Friday for } \$ 15 \quad \text { Saturday for } \$ 14
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The list will include everything needed in complete home furnishing, with a corresponding discount. Come in each day and see for yourself that the price is reduced as advertised---but don't wait too long. Somebody else is liable to buy while you are waiting.
Watch the Tags! The Greatest Opportunity Ever Presented for the Home Furnisher Watch the Tags!
$\$ 100.00$ in Gold will be given to anyone who can prove that this is not a Genuine Reduction Sale Don't Miss It! The Chance of a Lifetime to Save Money! Don't Miss It! The STERLING FURNITURE COMPANY


