## THIS IS OUR 4TH BIG ANNUAL CLEARANCE

many lines to get it.

We do not believe there has ever been a better opportunity presented to purchase from a splendid assortment of seasonable merchan dise as this sale affords. It is certainly an opportunity none can afford to miss.

# Some merchants advertise just $\mathrm{S}_{\text {what }}$ they have for sale and tell the truth about it. Some print fairy tales. We tell nothing in this advertisement but a simple, straightforward story of store news, We tel you frankly that we want to clean out, to merchandis soep of the buik of our wing and summer goods soou to come in. We not only want the room, but more than that we want the money that is tied up in these goods to put into new goods for the coming spring and summer season and will therefore name low prices, little prices and marked reductions on <br> And <br> Clean Sweeping Sale, Inaugurated For Gash 

Everything in the store reduced. We don' pick the stickers and pile them on the counters and call it a Clearance Sale. We throw open our whole stock and let you pick for yourselfe, and we will put a price on it that will move it. First come, will be first served.

IT WILL CERTAINLY PAY YOU TO SPEND the very unusual offerings as described in this advertisement as you will surely save many dollars by making your purchases during this Annual Clearance and Clean Sweep Sale. We want you to conie expecting good big values for your money. We do business but one way, that the most satisfactory. The you need for winter, for present needs. Rare values are offered to make a quick clearance in all departments. No effort is spared during this sale to satisfy our customers and nowhere than we carry And don't forget when w advertise a Clearance Sale it means something to the purchasing public. It means that every thrifty, fore-handed person should seize the opportunity to procure many of the winter necessities in the nick of time, at prices that will prove to the shrewdest buyer that it pays to attend our Clearance Sale.

Ladies' Shirt Waists.




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Siap Shots From Hosiery Department. MOSIERP FOR ALL

 100 per pair

 per pair , wale prie 10 ec
All other tockckige eut ti. propertion Ladies' Underwear.
 200 each. Mhiti is a mapes

 Ladies' heary fleceed panta and veen our prico sice and aso, sule price 2so. All Mises undervene cut trom Soc
Ladies' Corsets.
$\qquad$


Ladies' Coats
and Jackets Cut in 1-2

## Minaer wad

Dress Linings.

 250 Silesin, in all colors, how 18c; Cam-
brics going at tce Near Silks we sold for
25c, going at 17c. Good values.

## Laces.

Laces in all grades reduced.
500 yards, 4 to 6 inches wide, going 500 yards, 4 then
at 30 per yurd. Torchon lace, in pure linen, 4 to nches wide, at tc.
Pillow Casing hice

## Embroideries.

We show one of the largest assort-
ments of embroideries in Athena, in fine
grades, narrow and wide We have selected over 500 yarris which we sold
price will be 70
All the
cordingly.
Crockery
ware reduced 20 per pent; tinware, re ware reduced 20 per
duced 20 per cent.

Men's, Women's and Children's Shoes.


Everything new and up-to-date in

 in pried


Men's Fine Vici Kid Shoes, we sol
 go at 82.00
Comforts and Blankets. Our regular 10.4 Cotton Blankets,
heary, 650 , now 40 c. our reghlar 124. Col
 Shar, trisuar in it es. Our All Wool Bianketry rideced troun


## Bed Sheets and Pillow Cases. Made of Pepperall sheeting, bleached. Sizese $81 \times 50$, regular price esc, sile | price |
| :---: |
| for 250 |

Notions.

## Lustra Thread, regular price 5 c , now

 Darring Cotton, in all colors, 2 tor 3 e. Kniting Cotton, price 5 E , alle pricafor 5 . Finishing Braids,
sale price 2 for 5 .
1 paper pins le.
Bunch wire hair pins
Bunch wire hair pins 1 c.
Black Elastic $7_{4}$ ned $Z_{6}, 2$ yards 5 c .
Hair Curlers, 2 bunches
 Cub Hair Ping, 2 boxes 5 . Our-Leader, overer 200 wire hair pins,
in all sizes, we sold for 10 c , sale price 5 c Hair Brushes, the keep clean kind, regular 75 c, , no
Brushees, same.

## Table Damask.

Colored, red and white, very wide, 5
inchese, ootton and linen mixed, inches, cotton and linen mixed, regular
price 35 c , now 25 c ; cotton and linen prixed, very pretty patterns, price 35 c ow 25ce all linen, blue and white, 48c,
now 350 ; a fine piece of untleahed now 350 ; a fine riece of unbleached
inen 50 e, sale price 40 co 62 inch piece of
 inch bleached, regular 60c, going tor
sale price, 45 c ; our 75c bleached, sale ale price, 45 c ; our 75 c bleached, saic
price 60 c . All grades cut down. Towels and Towelings. Our regular 5c toweling, sale price 3c price 5 c; cur regular 10c toweling, sale price 7 c; our regular $121 / \mathrm{cc}$ toweling,
male price 10 . Great barguins and it will pay you to look them over. All linen Huck towems, regular price 15 cand 20 c , going at 10 ca a towel; Unio
Huck towels, regular price 15 c a Hock toweils, regular price 15ca a piecee
now 10e; Turkish towels, beached and unbleached, regular 10 c, now 2 for 15 c
We have a lot of odds and ends w We have a lot of odds and ends
ave cut away down in price Outting Flannels. Our regular 100 grade, in light and dark colors, sale price $71 / \mathrm{yc}$ co our regular
$8 \%$, in all colora, 6 c; our 5 se grade, sale price te. This is really a snap, conside-
ing the price of cotton goods today. French Ginghams. Don't forget our grvat reduetion on
our French Ginghams. Our regular our French Ginghams. Our regular
$121 / \mathrm{g}$ ginghams cut to 8c and our 10 c cut

Ladies' High Grade Walking Skirts.

 81.00; and our 81.25 at 80 . This will give you a grand opportunity to get a good
dirt cheap. s.1.0. ;ond
skirt cheap.
s.

Men's Winter and Working Gloves.


Boy's Suits, Age 15 to 20 Years. Our regular $\$ 10.00$ suit cut to 86.50 . | Our degular $\$ 8.00$ suit eut to 85.00 . |
| :--- |
| Our regular 86.50 suit cut to $\$ 4.00$. |

Boy's Norfolk Suits Our regular $\$ 3.25$ suits, going at 82.60 . Our regular $\$ 2.75$ suits, going at $\$ 2.10$. Our regular $\$ 2.25$ suits, going at $\$ 1.85$. Our regular 3-piece suits tor boys ent
wway down for this sale. Slippers. We wish to call your attention to opur slippers. We are over stocked, and to enable us to close them out we will cut our men's 81.50 to 81.00 ; our 81.35 to
00 cour 75 c to 50 . Our ladies's 81.50 to 80 ; our 75 c to 50 c . Our ladies $\$ 1.50$ to
$\$ 1.00$; our $\$ 1.35$ to
20 c ; our $\$ 1.00$ to 7 cc . This is really dirt cheap considering the
Toilet Soaps.
$\qquad$ 2 cakes of Mottled Castile soap for 5 c . 2 cakes of pure White soap for 5 c .
2 cakes of
Benson's.
Oatmeal



## The Tair

Bear in mind this Sale will end Saturday, Feb. 20th

Remember this Sale commences Monday, January 25

