## THIS IS OUR 4TH BIG ANNUAL CLEARANCE

SOME MERCHANTS ADVERTISE JUST 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 tell you frankly that we want to clean out, to make a clean sweep of the bulk of our winter merchandise to make room for the spring and summer goods soon 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 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 merchandise as this sale affords. It is certainly an opportunity none can afford to miss.

## ----And 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 a few minutes in careful examination of 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 come expecting good big values for your money. We do business but one way, that the most satisfactory. The goods we offer during this sale are the goods 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 in town can be found a more up-to-date stock than we carry. And don't forget when we 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.



was \$1.25, now 80c.

snap for 40c.

Lot No. 2-100 corsets in 5-hook and

4-hook. Good wearers. they are a

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



Everything new and up-to-date in Ladies' Fine Kid Shoes, heavy soles, \$3.50 now at \$2.75, and our \$3.00, \$2.85 and \$2.25, going at \$1.90. All boy's and misses shoes reduced in prics.

#### Notions.

Lustre Thread, regular price 5c, now Sc per spool. Darning Cotton, in all colors, 2 for 3c. Knitting Cotton, price 5c, sale price 2 for 5c.

Finishing Braids, 5c a bunch, 6 yards, sale price 2 for 5c. 1 paper pins lc.

Bunch wire hair pins 1c. Black Elastic % and %, 2 yards 5c. Hair Curlers, 2 bunches for 5c. White Tape, 3 bunches for 5c. Cub Hair Pins, 2 boxes 5c. Our-Leader, over 200 wire hair pins, in all sizes, we sold for 10c, sale price 5c Hair Brushes, the keep clean kind, regular 75c, now 40c, and Clothes

#### Table Damask.

Brushes, same.

Colored, red and white, very wide, 58 inches, cotton and linen mixed, regular price 35c, now 25c; cotton and linen mixed, very pretty patterns, price 35c, now 25c; all linen, blue and white, 48c, now 35c; a fine piece of unbleached linen 50c, sale price 40c; 62 inch piece of unbleached linen 50c, sale price 89c; 65 inch bleached, regular 60c, going for sale price, 45c; our 75c bleached, sale price 60c. All grades cut down.

# Men's Pants.

Gray color, wool and cotton mixed, regular \$1.75, sale price \$1.15; all woolin black and fancy stripes, the new fangle, regular \$4.00, sale at \$3.75; \$3.50 sale \$3.00; regular \$2.50 sale \$1.75. Men's Corduroy, in all sizes, regular \$2.75, going at sale price \$2.10.

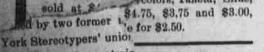
Men's Hats and Caps. Our Men's Greeco Hats. price \$1.00, sale price 75c.

Men's Greeco Hats, price \$2.25, sale price \$1.50.

Men's Fedora Hats, our regular price \$3.00, now \$2.00; our regular \$2.50 now \$1.75; our regular \$2.25 now \$1.75, in all colors.

Men's winter caps reduced from 50c to 25c.

### **Mens' Clothing**



#### ization restrain. Bir employ GOODS.

Waisting Justice Colors, regular price Oc, sale prthe fpige. The Celebrated troadhead Worsted Goods, in all widths and colors, 38 inch width, in all colors, regular price 60c, now 45c; the 75c goods og at 50c; \$1.00 goods going at 80c and \$1.25 at 90c. A very pretty line of Fancy Worsteds at 35c per yard, sale price 20c while they last. A nice assortent of patterns we sold at 50c going at be. Call and see for yourself.

**Snap Shots From Hosiery Department.** 

25 dozen misses' fast black hose, The Topsy Knit, regular price 15c, sale price 10c per pair.

25 dozen misses' heavy fleeced, Topsy brand, regular price 13c, sale price 3 for 25c.

Ladies' heavy fleece lined hose 18c per pair, sale price 10c.

All other stockings cut in proportion



We have placed on the bargain counter a mixed lot of vests ranging in price from 50c, 35c and 25c, sale price 10c each. This is a snaps

Ladies' Oneita Union Suits, in cream and gray, fleeced lined and cotton, we sell at 60c and 50c, going at sale price 35c. Ludies' heavy fleeced pants and vests our price 50c and 35c, sale price 25c.

All Misses underwear cut from 50c to 85c and 85c to 25c, and 25c to 15c.





25c, going at 17c. Good values.

brics going at 4c; Near Silks we sold for

Laces in all grades reduced. 500 yards, 4 to 6 inches wide, going at 3c per yard.

Valencines lace at 2c per yard. Torchon lace, in pure linen, 4 to 6 inches wide, at 4c.

Pillow Casing lace at 4c.

#### **Embroideries**.

We show one of the largest assortments of embroideries in Athena, in fine grades, narrow and wide.

We have selected over 500 yards which we sold for 10c and 12c, our sale price will be 7c.

All the Embroideries cut down accordingly.

#### Crockery.

**Remember this Sale commences** 

Monday, January 25

Crockery reduced 20 per cent; graniteware reduced 20 per cent; tinware, reduced 20 per cent.



Men's Fine Vici Kid Shoes, we sold for \$3.50, sale price \$2.50; our regular \$3.00 will go at \$2.25; our \$2.50 will go at \$2.00.

#### **Comforts and Blankets.**

Our regular 10-4 Cotton Blankets, heavy, 65c, now 40c. Our regular 12-4 Cotton Blankets,

heavy, \$1.75, now \$1.25. Our regular 11-4 Cotton Blankets, heavy, \$1.00 now 65c.

Our All Wool Blankets reduced from \$5.00 a pair to \$3.75; \$4.50 to \$3.60; our \$4.00 to \$3.00.

Best Comforts for \$1.00 you ever saw.

#### **Bed Sheets and Pillow Cases.**

Made of Pepperall sheeting, bleached. Sizes 81x90, regular price 65c, sale price 50c a sheet; pillow cases 42x36, 2 for 25c.

#### **Towels aud Towelings.**

Our regular 5c toweling, sale price 3c per yard; our regular 7c towellng, sale price 5c; our regular 10c toweling, sale price 7c; our regular 121/2c toweling, sale price 10c. Great bargains and it will pay you to look them over.

All linen Huck towels, regular price 15c and 20c, going at 10c a towel; Union Huck towels, regular price 15c a piece, now 10c; Turkish towels, bleached and unbleached, regular 10c, now 2 for 15c-We have a lot of odds and ends we have cut away down in price.

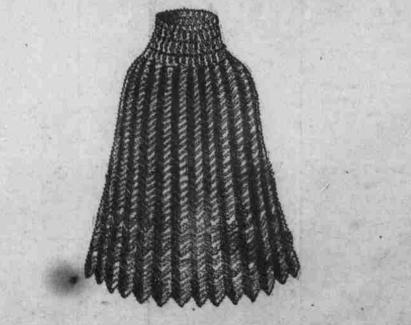
#### Outting Flannels.

Our regular 10c grade, in light and dark colors, sale price 71/c; our regular 814, in all colors, 6c; our 5c grade, sale price 4c. This is really a snap, considering the price of cotton goods today.

#### French Ginghams.

Don't forget our great reduction on our French Ginghams. Our regular 121/2 ginghams cut to 8c and our 10c cut to 7c.

#### Ladies' High Grade Walking Skirts.



Our \$4.75, sale price \$3.50; our regular \$4.00, sale price, \$3.25; our regular \$3.75, going at \$2.50; our regular \$2.75, going at \$2.00; we will sell our \$1.50 at \$1.00; and our \$1.25 at 80c. This will give you a grand opportunity to get a good skirt cheap.

#### Men's Wool Socks.

20c a pair, sale price 2 pair for 15c; 25c a pair, sale price 15c a pair; 35c a pair, sale price 23c a pair; mixed wool and cotton 10c a pair.



A splendid line of up-to-date neckwear reduced to 10c.

Men's Winter and Working Gloves. Our \$1.00 cut to 75c: 75c cut to 50c; \$1.38 to \$1.10; 50c to 25c; our 25c to 20c.

Boy's Suits, Age 15 to 20 Years. Our regular \$10.00 suit cut to \$6.50. Our regular \$8.00 suit cut to \$5.00. Our regular \$6.50 suit cut to \$4.00.

Boy's Norfolk Suits. Our regular \$3.25 suits, going at \$2.60. Our regular \$2.75 suits, going at \$2.10. Our regular \$2.50 suits, going at \$2.00. Our regular \$2.25 suits, going at \$1.85. Our regular 3-piece suits for boys cut away down for this sale.

#### Slippers.

We wish to call your attention to our excellent new line of men's and women's slippers. We are over stocked, and to enable us to close them out we will cut our men's \$1.50 to \$1.00; our \$1.35 to 90c; our 75c to 50c. Our ladies' \$1.50 to \$1.00; our \$1.35 to 90c; our \$1.00 to 75c. This is really dirt cheap considering the grade of goods we offer you.

#### Toilet Soaps.

The Best Grade. 3 cakes of the pure Glycerine for 10c. 2 cakes of Mottled Castile soap for 5c. 2 cakes of pure White soap for 5c, 2 cakes of Benson's Oatmeal soap 5c. Our regular 3 for 25c, sale prices 15c per box.

**Overcoats and Ulsters.** Cut in Half for This Sale Only. **Special Lot of** Men's Underwear.

The Famous Miller Clothing.

\$11.50.

\$9.00.

\$6.50.

\$5.00

\$3.50.

Our regular \$15.00 suits, sale price

Our regular \$12.50 suits, sale price

Our regular \$10.00 suits, sale price

Our regular \$7.50 suits, sale price

Our regular \$5.00 suits, sale price

Odds and Ends. Our heavy fleece lined shirts and drawers, regular 50c, reduced to 35c.

Lot of shirts, only exceptionally good values, regular price 60: and 50c, sale price 30c, as long as they last.

Men's all wool shirts and drawers, regular \$1.25 a garment, sale price 80c.

Men's Dress Shirts in All Grades. Men's fancy soft front shirts Madras cloth, we sell for 75c, sale price 50c; our 50c for 40c; extra fine lot of men's stiff bosom fronts. Clean up price on our \$1.00 shirt, we will sell for 75c. A crack-a-jack, our 75c for 60c. Come in and see them and buy your supply of shirts for spring.

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

