



W. H. Meeker & Co's Lucky Horseshoe Sale



THERE'S DASH AND SWING

Yes—and you'll find the price marks are low—so low in fact that you may well consider yourself lucky in obtaining them—we are willing to admit that we couldn't have made these prices earlier in the season, but an overstock now makes the sacrifice necessary.

Take advantage of these prices—you won't see them duplicated for a long time.

Lucky Horse Shoe Clearance Sale

BEGINS SATURDAY MORNING, JANUARY 7TH, 8:30 O'CLOCK, AND CONTINUES UNTIL SATURDAY NIGHT, JANUARY 21, AT 10:30.

Just 13 days of fast and furious selling when you can swing to yourself all the benefits of sharply reduced prices, for we have cut the prices on-PRINTZESS coats and suits, house dresses, underwear, outing flannel, umbrellas, etc.—not a tiny cut of a few pennies to deceive you—but great big generous slices that cut to the heart of profit.

This store will be the rallying point of prudent minded women—to you who realize the happy combination of quality garments at almost unheard of prices—come—gather to yourself the benefit of these savings.

Remember—13 days—marked by sensational prices and extra quality offerings.

DRESSES—CHEAPER THAN YOU COULD MAKE THEM

Every one new, crisp and dainty—the materials alone would cost you nearly as much as we ask for the completed dress—then, think of all the trouble, time and worry of making that you save when you buy at these prices—A look at any one of them will convince you.

Princess Suits at Really Lucky Prices

These suits offer you a wide range of cloths and colors for selection—they are the aristocrats of the ladies' garment field—read the descriptions and note the prices at which we offer them—Lucky indeed will be the woman who buys the PRINTZESS suits now.

Coat Prices Like These Will Make Happy Buyers

Not to own your winter coat now is to pass real bargain saving opportunities—for prices such as these are seldom met.

PRINTZESS COATS contain all that is good in style, fit and quality, and when you can own them at such discounts you may consider yourself lucky.

--SUITS--

\$40.00 Blue Serge	\$20.00
\$25.00 Fancy Weaves	\$16.79
\$20.00 Fancy Weaves	\$15.00
\$15.00 Fancy Weaves	\$10.00
\$12.00 Fancy Weaves	\$8.50

--FURS--

\$35.00 Fur Sets	\$19.95
\$10.00 Fur Sets	\$6.50
\$8.50 Fur Sets	\$5.00

Sale Specials

Ladies' Outing Gowns.

\$1.00 values	79c
\$1.25 values	\$1.00
\$1.75 values	\$1.35

House dresses reduced \$1.00, \$1.50, \$1.75, \$2.00.

Big values in long and short Kimonas.

--SKIRTS--

\$15.00 Voiles, Black	\$7.50
\$10.00 Serges and Panamas	\$6.50
\$8.50 Serges and Panamas	\$5.00
\$5.00 Panamas, Blue, Tan, Black	\$3.75

FIVE ARTICLES GIVEN AWAY EACH DAY OF THIS SALE

Each day we will give five articles that sell for \$1.00 each and hide them in our displays of merchandise.

Each article will bear a small ticket with these words: "Lucky Horse Shoe Ticket" on it—When you find one of these tickets, simply call the nearest clerk, give her your name and address and take the article home, gratis.

Every article will be hidden either on the tables, the counters or in the displays—AND NOT in the shelves. Join the Merry Crowd of Fortune Hunters.

--COATS--

\$15.00 Coats, newest styles	\$10.00
\$16.50 Coats, newest styles	\$12.50
\$20.00 Coats, newest styles	\$15.00
\$25.00 Coats, newest styles	\$17.50

CHILDREN'S COATS

55 Children's Coats; values \$5.00 to \$6.50. Not this season's styles; extra good cloth in all colors; Lucky Horse Shoe sale, \$1.00 each, while they last.

EACH DEPARTMENT WILL SHOW UNUSUAL VALUES DURING THIS SALE--WE QUOTE HERE FROM THREE

Remnants.

We find that after inventory we have a large amount of remnants on hand of all kinds of piece goods, going at less than half regular prices. See Remnant table.

15c Kimona cloths	12 1/2c
12c Kimona cloths	10c
25c Turkish Towels	19c
15c Huck Towels	11c
\$2.00 Umbrellas	\$1.50
25c Pillow Tops	12 1/2c
25c Curtain Net	21c
35c Worsted Dress Goods	25c

2.00 Ladies' Waists	\$1.50
5c Pearl Buttons, 3 cards	5c
\$1.50, \$1.25 and \$1.00 Men's Golf Shirts	75c
\$1.25 Wool Underwear	98c
35c heavy Woolen Socks	23c
\$1.75 Men's Grey Sweaters	\$1.25
\$5.00 Leather Suit Cases	\$3.75
\$1.25 Men's Gloves	\$1.00

Sale Specials

15c and 12 1/2c Outing Flannel; blue, pink, striped; extra heavy quality; clearing sale!

10c Yard



W. H. Meeker & Co.

28 South Central Avenue

