

Look for Special Price Tickets



GREAT APPAREL VALUES
For the Economy Sale we offer extraordinary values in Women's Wearing Apparel.

CLEARAWAY OF WINTER COATS

Every coat in the lot is offered at a real Economy Price. Early selection is advised. Belted and loose backs, large collars, high-grade wool fabrics and plushes. A good line of sizes.

CHILDREN'S WINTER COATS IN THIS SALE

A limited number on hand at big reduction.

A WONDERFUL SALE OF WINTER SUITS



Every suit in this sale is from our regular stock. Many of them on racks but short time. Materials include serge, tweeds, and broadcloths. All the desirable winter styles. Priced, according to quality, \$29 up to \$55.

AN UNUSUAL SALE OF FINE DRESSES

Could any news be more delightful and more unexpected? We were fortunate enough to secure a large number of new style frocks for our Christmas trade. The late styles are the same as many of the new Spring models. This sale affords you the opportunity to get a Spring dress in a new style at a large saving. All leading weaves and fabrics are shown—Taffeta, Crepe de Chine, Satins, Georgettes, Tricotine, and Serges.

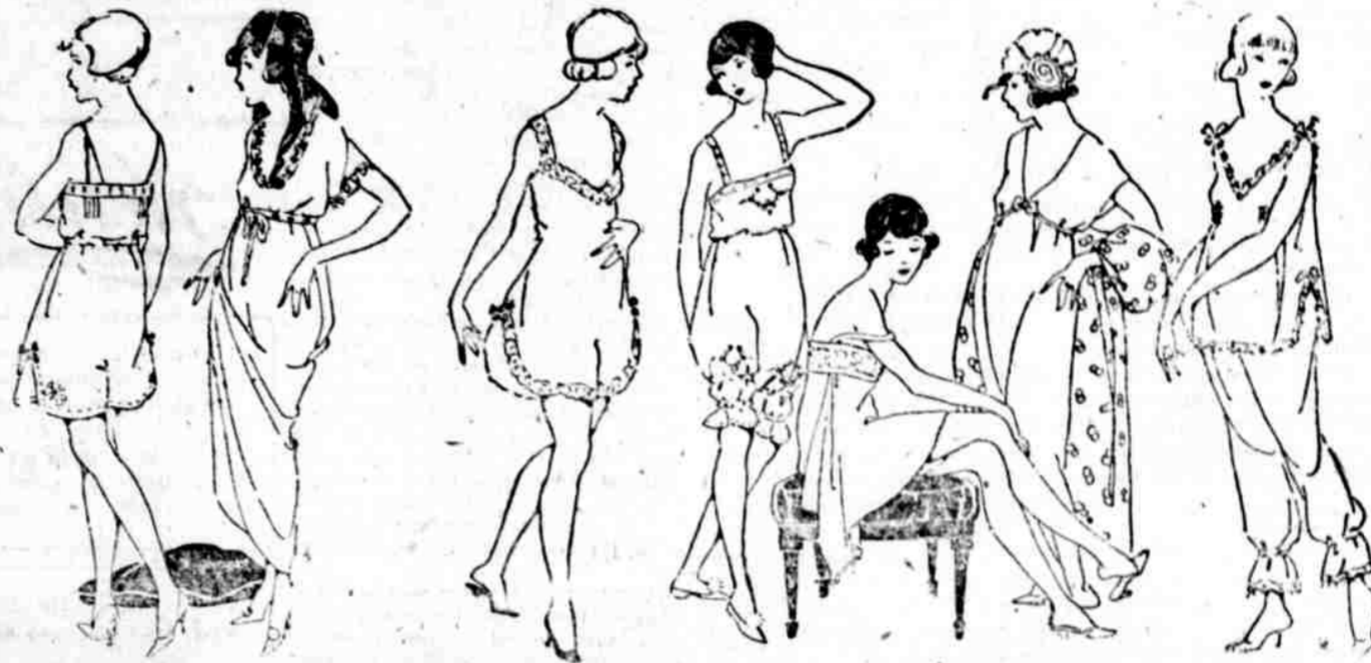
Prices range, according to quality, \$12 up to \$55.

Don't Fail to Profit By Our January



It is the time of the year when values offer the extreme limit of savings to you

IT IS OUR EARNEST DESIRE TO HELP REDUCE THE HIGH COST OF LIVING TO OUR FULLEST ABILITY, AND UNLESS YOU ARE POSTED ON TODAY'S MARKETS, THESE PRICES WILL SEEM HIGH. YOU HAVE A SPLENDID OPPORTUNITY TO EXERCISE YOUR GOOD JUDGMENT IN PURCHASING THIS MERCHANDISE, WHICH IS MARKED AT SACRIFICE PRICES. ALL MERCHANDISE PRICED HONESTLY FOR QUICK DISPOSAL, AND GUARANTEES OF GOOD VALUE AS USUAL.



FRENCH-AMERICAN COTTON UNDERCLOTHES ARE GROWING INCREASINGLY POPULAR

Despite the great favor shown to silk lingerie in the past few years, we expect this year that Cotton Underclothes will have immense success, and so we have laid in large stocks of new, particularly interesting cotton lingenies made in America. Prices are most reasonable.

All Silk Underclothes Enter the Economy Sale at Low Prices

With Silk Underclothes advancing so much in price, we have taken all the new arrivals and all our regular stocks and entered them at lower prices for this sale.

A great big surprise—every woman will be delighted. All sizes in some styles; only one or two garments of other kinds.

Prices start at \$1.98 and go up to \$10.50

Included are crepe de chine, washable satin, Georgette, etc. Night Gowns, Envelope Chemise, Bloomers, Petticoats, and Vests.

These Dress Goods Included in Economy Sale

- SILKS—36-inch, spot-proof, fine grade Foulard Silks. Many new patterns. Worth today \$3.50. Economy Sale price, per yard...\$1.95
- 56-INCH SPRING COATINGS — All-wool Spring Coating. A great economy to mothers to save on your girls' Spring garments. Plain and fancy colors. Price, per yard...\$3.35
- DRESS GOODS—50-inch fine all-wool French Serge, worth up to \$4.50; colors green and gray. Special, the yard...\$2.45

ECONOMY SILK SALE—40-inch all silk crepe de chine; 25 leading Spring shades. Price, per yard...\$2.15

SPLENDID VARIETY OF NIGHT GOWNS \$1.25 to \$4.50

Especially large collection of attractive styles in soft Nainsook Night Gowns, with and without sleeves. Plenty of popular "slip-on" styles; also the more conservative high and V-neck styles.

SNOWY WHITE ENVELOPE CHEMISE \$1.15 to \$3.50

Dozens of styles of soft Nainsook or muslin, trimmed with embroidery edging or insertion, laces and ribbons. Fitted tops and shoulder straps. Specially priced, according to quality.

FURS

15 to 33 1-3 Per Cent Off in this Economy Sale

Our entire stock, all fur neck pieces, chokes, scarfs, muffs, and children's furs, are included, at discounts exceptional in point of the extreme newness of the styles.

Prices \$7.50 up to \$60



SALE OF SKIRTS

Silk and Wool Skirts, smart plaids and stripes; good selection of sizes; waist band up to 40 inches; light and dark colors. Prices \$6.50 up to \$16.50.

WIRTHOVER BLOUSES, 98c

The standard waist of this country. Made from good grade two-thread voile; lace trimmed. Sizes up to 46.

Goods on Special Sale Will Not Be Exchanged



ECONOMY SALE OF BLOUSES

\$4.95—Regular Price \$6.50
We are safe in stating that nowhere in the United States can better values in Blouses be obtained. Styles are the very newest. Georgette, with front and collar effectively trimmed. Beautiful imported Venice lace, tiny tucks, with small buttons. Tailored models of crepe de chine, hemstitched, and self-covered buttons. The number is limited and duplication will be impossible.

GIRLS' AND CHILDREN'S UNDERWEAR

At Economy Sale Prices They will save mothers many stitches, as well as money.

MISSES' WOOL-MIXED UNION SUITS

High or low neck, long or short sleeves, knee length. Sizes from 2 to 16. 10 per cent off.

BOYS' HEAVY COTTON FLEECE-LINED UNION SUITS

Color, gray. Sizes 4 to 14. 10 per cent off.

LADIES' HEAVY WINTER UNDERWEAR

Consisting of our entire stock fine union suits; also two-piece suits. Reduced 10 per cent.

Domestics

BED SPREADS—One special lot of Field Quality Wear-well. Size 72 x 84. At \$2.80

TOWELS—25 dozen large size Turkish Towels, fine quality and heavy, at, each...45c

SHEETING—Pequot Bleached Sheeting, extra heavy, 91 inches wide, at, per yd, 94c
Aurora Brown Sheeting, good quality, 91 inches wide, at, per yard...79c

FLANNEL — Good quality White Outing Flannel. Yardage limited. Yard, 25c

SHEETS—Ready-made Salem Sheets, 81x90, each...\$2.29

CHILDREN'S HEAVY WOOL SWEATERS
Sizes 30 to 34, each...\$2.15

The Woman's Store
Quality H. N. MOE, Prop. Service