

The Biggest Thing in the News
FIFTH ANNUAL
JANUARY WHITE SALE

The Biggest Thing in the Sales
Every Article Reduced
From 20 Per Cent Up To 50 Per Cent

The Best Time to Buy for Both Present and Future Needs Is Now

Everything in Domestic Goods



At Very Low Prices

To the practical, prudent woman who would profit extraordinarily in purchasing Wash Goods, Flannels, Linens, Bedding, etc., this is indeed the opportune time to purchase for both present and future needs.

36-inch Fine Cambric *Percale*, including all desirable patterns in light and dark colors. This is our regular standard grade fine *Percale*. Annual Sale Price.....29c

WASH CLOTHS—Hundreds of them in various sizes with pink, blue and yellow border. Annual White Sale Price, each 12 1/2c

81-90 Wear-Well Sheets, with tape edge, which gives durable strength. Annual White Sale Price, each..... \$1.69

87x90 Pequot Sheets—Annual White Sale Price, each..... \$1.89

36-inch good grade Bleached Sheet- ing, per yard 19c

42-inch Wearwell Pillow Cases, Annual White Sale Price, each..... 39c

81-inch Bleached Pequot Sheeting, per yard 69c

Amoskeag Apron Gingham, all style checks 19c

Everything in Drapery and Bedding Section Reduced. Bungalow Curtain Nets, Colored Scrim and Marquisette, Crettones, Chintz, Satines, Silkolines, Challies, Madrass, less

25%

Dress Ginghams

All our Standard Ginghams, high grade Zephyr Ginghams, Amoskeag, A. F. C., Red Seal, Tail-du-Nord; plain colors, checks, plaids and stripes in this great Annual White Sale, at per yard

25c

REDUCED 20%—ALL KNIT UNDERWEAR AND HOSIERY REDUCED.

VESTS and PANTS

UNION SUITS

KNIT SKIRTS

FLANNELETTE and CREPE

NIGHT GOWNS

LADIES' HOSE—Silk, Lisle, Wool and Cotton.

CHILDREN'S and INFANTS'

Wool and Cotton Hose.

REDUCED 20%

LINGERIES

Fine grade Ladies' Gowns, Envelopes, Camisoles, Skirts, some with hand Embroideries in special price lots, reduced from

25% TO 50%

HOUSE DRESSES REDUCED

25%

OUTING FLANNEL — 36 inches wide, of the best standard quality in light fancy stripes; this less than half price. Per Yard 25c

TURKISH TOWELS — Good size and heavy quality, Special Annual White Sale Price, each..... 39c

TOWELINGS—28-inch, good grade of bleached cotton Toweling, per yard 19c

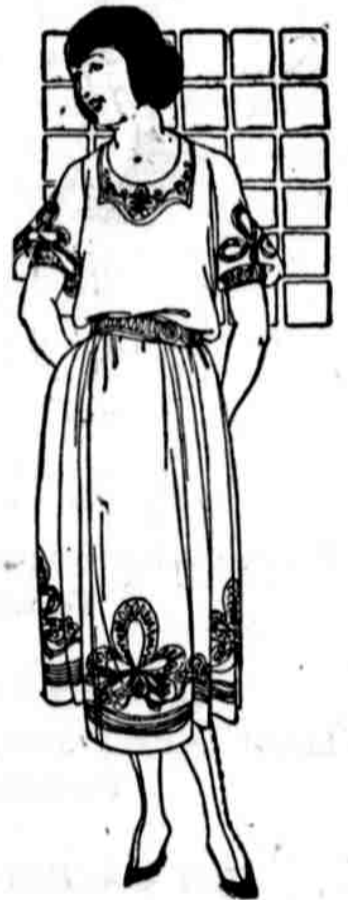
Take Advantage of this Annual White Sale Prices on Ladies' Wearing Apparel

1/2 OFF

During the past months we have been reducing prices on Ladies' COATS, SUITS, DRESSES until they have been marked down to actual cost. These prices remain the same today except we are offering them during our Annual White Sale at a discount of

50%

Buy now. Never will they be offered so cheap again.



CHILDREN'S COATS AT 1/2 PRICE

CORSETS CORSETS CORSETS

We carry the best assorted stock of new, up-to-date Corsets, well known makes.

20%
Discount on all Corsets

WARNER'S RED FERN NEMO MODART

No Discount on Pictorial Patterns

SALE OPENS SATURDAY MORNING

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

SALE OPENS SATURDAY MORNING