

SECOND AND POSITIVELY THE LAST WEEK OF OUR GREAT JANUARY CLEARANCE SALE



ANOTHER REMARKABLE SALE WEEK FRAUGHT WITH CLEARANCE SALE ECONOMIES

EVERY DAY THIS WEEK OUR JANUARY CLEARANCE SALE BROKE ALL PAST SELLING RECORDS. NEXT WEEK IT IS OUR INTENTION TO SURPASS THIS WEEK'S PERFORMANCE. SUCCESS IS THE TRIBUTE TO EFFORT. WE CERTAINLY ARE MAKING A SPIRITED EFFORT.

WE HAVE DEVASTATED OUR STORE ROOMS—WE HAVE REARRANGED STOCKS — WE HAVE REVISED PRICES ON MUCH OF OUR MERCHANDISE. IN NUMEROUS WAYS WE HAVE ADDED STRENGTH AND SELLING IMPETUS TO THE EVENT.

A WEEK OF TREMENDOUS SELLING DISCLOSED CHANCES FOR IMPROVEMENT AND WE WERE NOT SLOW TO MAKE THEM. YOU'LL AGREE WITH US IN THINKING THE EVENT IS AT ITS ZENITH—WITH BARGAINS BIGGER AND BETTER AND MORE BEAUTIFUL THAN EVER.

TREMENDOUS DRESS GOODS SLAUGHTER

- 66c mixtures, stripes and checks in excellent quality wool dress goods, variety of desirable patterns for skirts, dresses, children's wear, etc. **39c**
- 66c Panamas and Storm Serges, all best colorings and a very desirable fabric for all dress goods purposes, yard **49c**
- 76c French Serges and Henriettas, all pure wool and most desirable colorings, rich, soft wool fabrics suitable for street or evening wear. Clearance price, yard **55c**
- \$1.00 and \$1.25 Dress Goods in plain fabrics, stripes and mixtures, from 44 to 50 inches in width, all new domestic and imported fabrics, suitable for dresses, waists, etc., many distinct novelties in this lot. Clearance price, per yard **79c**
- \$1.35 to \$2.00 Imported and Domestic High class all wool dress fabrics, including Brillantines, Mohairs, Broadcloths, Henriettas, Wool Taffetas, Popelines, Bucelins, Franelles, Austrian and German mixed novelties, French and Storm Serges, and many other of the wanted high grade dress fabrics in blacks and all colors, choose now at **95c**

Unheard of Silk Sacrifices

- 66c and 75c striped and checked waist and suiting taffeta silks in light and medium shades, sold for 65c and 75c per yard, sacrificed at, per yard **25c**
- 80c Messalines in all the desirable high colors and staple shades for costumes, waists, etc. Clearance price, yard **45c**
- 65c Rich Kimona Silks, 30 inches wide, big variety of colorings in Oriental and Persian figures, sacrificed, per yard **48c**
- \$1.00 Taffeta silk, the regular staple grade that sells all over at \$1.00 per yard, all shades in this sale **69c**
- Up to \$1.25 Fancy Taffetas and Louisines and some fancy rough weave silks, excellent suiting and waisting fabrics for this clearance choose at, per yard **69c**

Wool Challies Sacrificed!

- The half wool challies in excellent variety sell always at 49c per yard, for this Clearance, yard **29c**
- The all wool challies, big collection sell always at 65c per yard, for this clearance **48c**

1.50 All-over Embroideries

The fine dainty all-over embroidered patterns on exquisite materials a grand opportunity for early shirt waist sewing, don't miss it.

98c

Kid Gloves Sacrificed!

- 2 clasp imported Kid Gloves in all the best street and walking shades, regular \$1.25 qualities **89c**
- 2 clasp genuine selected French Kid Gloves, fine soft finish, high grade throughout, regular \$1.75 gloves **\$1.35**
- \$1.00 lined Cashmere Gloves, 2 clasps, very warm and durable, in this clearance **75c**

Muslin Underwear Clearance

- Big collection of corset covers, lace yokes, ribbon drawn, all sizes; extra long, special values at **25c**
- High neck, tucked yoke muslin night gowns, full length and width, special clearance price **39c**
- Embroidery and lace yoke trimmed chemise made of extra fine materials, entire line that sold from \$1.00 to \$1.50, choose now at **79c**
- Extra wide embroidery trimmed muslin drawers, well made and finished, regular 85c values **59c**
- Lace and tucked flounce white petticoats with dust ruffle, also plain tucked ruffle, cambric petticoats, 85c values **65c**

Extraordinary Clearance of Infant's Wear

- Infants' long white slips, ruffle at neck and sleeves, regular 49c **29c**
- 65c Daisy Flannel Long Kimonos, daintily trimmed and embroidered in baby blue, pink, or white, clearance price **49c**
- Infants' Creepers, all sizes, made of durable material, regular 65c **49c**
- Infants' bonnets, dainty ribbon and lace trimmed, lined and interlined long china silk ends, a snap **19c**

Laces and Nets at Terrific Clearance Prices

- Fine dainty patterns in new Torchon laces and insertions to match, widths from 1/2 to 1 1/2 inches, regular 7 1/2 grades, Clearance price, per 3 yds **3c**
- 75c All-over nets in figured designs suitable for dressy waists, per yard **25c**
- \$2.00 Irish Crochet all-over laces, very pretty and desirable, per yard **75c**



- OUR ENTIRE STOCK** of comforts, cotton, wool and down filled from 75c to \$30.00, will be cleared out **At Less Than Cost**
- OUR ENTIRE STOCK** of cotton and wool blankets will be cleared out— **At Cost and Less**
- OUR ENTIRE STOCK** of dainty lace pieces, Battonsberg and drawn linens, will be sold— **LESS THAN COST**
- OUR ENTIRE STOCK** of table linens, napkins, plain art linens, sheer linen cambrics and costume linens will be sold— **At and Less than Cost**

POTENT CLEARANCE SAVINGS ON HOUSEKEEPING LINENS.

- SHEETS AND PILLOW CASES.**
- 72x90 Heavy soft finished sheets with seam, worth 60c... **33c**
- 81x90 Full width sheet, worth 75c, sale price **47c**
- Unbleached sheets, 81x90, no seam, worth 50c, sale price **44c**
- 72x90 Pequot sheets, worth 95c **71c**
- 81x90 Pequot sheets, worth \$1.00 **79c**
- \$1x90 Defender Hemstitched sheets, worth \$1.25 **75c**
- \$1x90 Palma Hemstitched sheets, worth \$1.85 **\$1.19**
- \$1x2 1/2 Palma Hemstitched sheets, worth \$1.45 **\$1.00**
- ALL OTHER PILLOW CASES AND SHEETS INCLUDING THE FINE EMBROIDERED AND DRAWN WORK SHEETS AND SLIPS REDUCED ACCORDINGLY.**
- BED SPREADS.**
- GOOD HEAVY BED SPREADS FULL SIZE, WORTH \$1.25... 75c**
- \$1.50 BATES SPREADS... \$1.19**
- \$2.00 Fringed and cut corner spreads for the large size metal beds... \$1.05**
- Fine Marseilles Bed Spreads, fringed with cut corners, worth \$4.50... \$2.95**
- Fine Marseilles bed spreads, fringed with cut corners, our \$5.00 special, only one pattern in this sale... \$3.45**
- ALL OTHER SPREADS WILL BE SOLD UNDER THE SAME SCHEDULE.**
- Turkish Bath Towels and Bath Mats.**
- Bleached Turkish towels, 18x36, double thread, worth 12 1/2c **8 1/2c**
- 15c Hemmed Turkish Towels, 18x39, sale **11 1/2c**
- 22 1/2c Hemmed Turkish towels, 20x42, sale **15c**
- 35c Hemmed Turkish towels **22c**
- 40c Colored border Turkish towels **27c**
- 75c Large bath Turkish towels, 25x60, in this sale **47c**
- Turkish Bath mats, worth 65c, sale **39c**
- \$1.25 Bath Mats **75c**
- \$2.25 Bath Mats **\$1.25**
- Huck Towels**
- 18x36 Cotton Huck towels, 17x34, worth 12 1/2c **7c**
- 19x38 Cotton Huck towels, worth 22 1/2c yard **8 1/2c**
- 19x38 Linen Huck towels, worth 22 1/2c **15c**
- ALL HIGHER GRADE TOWELS AT COST**

POWERFUL ECONOMIES IN WHITE GOODS.

- \$1.50 English Long Cloth, per piece, 12 yards **95c**
- \$2.25 English Long cloth, per piece, 12 yards **\$1.65**
- \$2.75 English Long cloth, per piece, 12 yards **\$1.95**
- \$2.50 English Long cloth, per piece, 12 yards **\$2.45**
- \$2.25 Box Nainsooks **\$1.65**
- \$3.00 Box Nainsooks **\$1.75**
- \$3.50 Box Nainsooks **\$2.10**
- \$5.00 Mercerized Nainsooks, 40 inches wide and 12 yards to box **\$1.95**
- Berkeley Cambric, No 100, worth 22 1/2c yard **16c**
- Heavy Bleached Muslin, one yard wide, worth 9c a yard **5 1/2c**
- Unbleached L. L. Sheeting, yard **5c**

Hundreds Upon Hundreds of Beautiful New Suits and Coats at Half Price and Less Than Half Price

50 Delayed Suits

Arrived in Time For the 2nd Week of this Clearance Should Sell for \$45.00 out they go at \$17.50



\$35.00 to \$40.00 Opera Capes and Coats \$15.00

Neither picture nor words can adequately impress you with the positively unprecedented values, which are offered in this sale, the bare materials alone cost more at the mills. Finest chiffon broadcloths, handsomely trimmed with braid, touches of velvet and satin, new popular shades, lined with best quality satin. One of the grandest bargains of the season.

\$10.00 to \$12.00 Coats for Ladies' and Misses' \$4.00

Rich chiffon broadcloths, novelty wored, fine serge and cheviot suits in every new and wanted shade, as well as fine black suits. There'll be great activity in the suit section. Take advantage of this price. They're smartly tailored, dozens of models deserving attention. In this collection all the newest ideas in lines and coloring are carried out with most refined and charming results. All sizes 32 to 44.

\$20.00 COATS FOR \$9.75
Tailored black coats in the conservative Mammoth styles or following the Directorate and Empire lines. Well cut of fashionable models, 52 to 54 inches long, all satin lined. Effectively trimmed with self-trimmings, velvet, satin or braid. Every one a bargain, sizes 32 to 44.

\$55.00 to \$60.00 Near Seal Coats \$27.50
Extra quality, large reverse and storm collar, lined with skinner's satin lining. All sizes. Extra choice skins.

\$10 Misses' Fur Sets \$5.00
Siberian squirrel, large size pillow muff, satin lined long throw scarf to match.

\$1.35 to \$1.50 Children's Dresses 69c
Pretty plaid, striped and plain colors, velvet, braid, button and self-strap trimmed, sizes 6 to 14; just the thing for school wear.

Silk & Satin Dress Skirts \$9.00
New fashions, trimmed with self bands and covered buttons, all strictly up-to-date, cut wide, some of these are half price and all go for **\$9.00**

\$10 Children's Coats—\$4.95
They are snappy styles for all occasions made of excellent quality cheviot and Revere, practical colors that are attractive and serviceable. Full rooney Box back, natty sleeves, pockets, unusual values.

Black Cheviot, many new designs of collar and cuffs, lined with heavy satin. Sizes 22 to 48. They are the practical coats and out of the ordinary in style and are sensational values.