

This January Economy Sale

IS A "COMMON SENSE" SALE

BEGINS SATURDAY MORNING

By "common sense" we mean what is sometimes called horse sense. It is easy to save money; it takes knowledge and fortitude to spend it wisely, with "common sense." To select what you need, and only what you need, and at the time and the place where it may be secured at a price beneficial to you. This is a true Economy Sale, for it presents to you the common things of everyday life at prices which are lower than we would feel justified in asking during all of the twelve months of the year. A gold-plated teapot with a music box in it, for \$5.00, isn't a bargain, for it isn't "common sense." A good, warm coat which used to be forty-five dollars, and is now thirty-seven fifty is a real bargain, for it is a necessary article and the price is right.

SPEND MONEY IN THIS "COMMON SENSE" SALE—AND SAVE

Wash Goods Dep't

APRON GINGHAMS of best quality. Sold now for 30c a yard. Width 27 inches—
ECONOMY SALE 25c

SAMSON HOLLAND—a yard wide fabric for women's and children's wear. Colored mixtures. In six styles, value 50c a yard—
ECONOMY SALE 35c

35c DRESS GINGHAMS, in stripes, plaids and solid colors. Bates, Everett Classics, and Climax makes—
ECONOMY PRICE 25c

35c OUTING FLANNELS—186-1921 quality. Stripes, plaids and checks—all 27 inches wide—
ECONOMY PRICE 25c

35c and 45c OUTING FLANNELS—of heaviest weight. Some 27 inches, and a few yard-wide pieces—
ECONOMY PRICE 35c

GENUINE RIPPLETTE, worth 45c a yard. In all staple colors, and seersucker stripes—
ECONOMY PRICE 35c

45c DRESS GINGHAMS, in Bates and Ivanhoe makes. Soft finish and 32 inches wide—
ECONOMY PRICE 45c

35c COTTON CHALLENGE—
ECONOMY PRICE 25c

35c DUCKLING FLEECE—
ECONOMY PRICE 35c

55c PASTORAL SUITING—all cotton material, in various wool effects—
ECONOMY PRICE 42c

45c DRESS PERCALES of best quality. Yard wide and excellent designs and colorings—
ECONOMY PRICE 35c

35c MERCERIZED POPLIN, in nearly all of the best colors. Yard wide—
ECONOMY PRICE 45c

Silk Department

FANCY SILKS, worth \$2.00 a yard. Yard-wide silks, in plaids, stripes and dots—
ECONOMY PRICE \$1.35

YARD-WIDE PLAIN TAFETAS, in light and dark colors. Worth \$2.00—
ECONOMY PRICE \$1.75

YARD-WIDE MESSALINE, in all colors and white. Regular price \$2.00—
ECONOMY PRICE \$1.75

YARD-WIDE SATIN DE CHENE—a high lustre silk of fine weave. We offer a full line of colors. Value \$3.00—
ECONOMY PRICE \$2.45

\$2.00 GEORGETTE CREPE—forty inches wide and shown in all colors, black and white—
ECONOMY PRICE \$2.65

\$2.50 FANCY SILKS, in designs suitable for coat linings. All silk and a yard wide—
ECONOMY PRICE \$2.15

\$2.50 SATIN STRIPE VOILES—pure silk, and forty inches wide. Colors, yellow, light blue, pink, white, and black and white—
ECONOMY PRICE \$2.25

\$3.50 SATIN RADIANT, in navy and black. Forty inches wide and worth \$3.50—
ECONOMY PRICE \$2.95

\$4.00 SATIN SUBLIME, in navy and black. A beautiful lustrous silk, forty inches wide—
ECONOMY PRICE \$3.45

Dress Goods Dep't

BLACK AND WHITE PLAIDS, which are now selling for \$1.00 a yard. Width 42 inches—
ECONOMY PRICE 75c

\$2.00 POPLIN, in forty-inch width. All wool, in navy, plum and green—
ECONOMY PRICE \$1.75

42-INCH MOHAIR, in self-colored stripe, in black and navy. Worth \$2.00 a yard—
ECONOMY PRICE \$1.65

50-INCH SICILIAN, in navy only. Regular price \$1.50 a yard—
ECONOMY PRICE 95c

\$2.50 ALL-WOOL COATING, in brown, garnet, cardinal, Copenhagen, green and black. Width 54 inches—
ECONOMY PRICE \$2.25

54-INCH ALPINE COATING, in handsome heather mixtures. Heavy weight and worth \$4.00 a yard—
ECONOMY PRICE \$3.45

\$4.50 PEBBLE CHEVIOT—handsome, 54-inch coating, all wool, in brown, navy and taupe—
ECONOMY PRICE \$3.95

54-INCH KERSEY COATINGS, in brown and lacoon. Most popular weave in a fine heavy weight. It is all wool. Value \$7.00—
ECONOMY PRICE \$6.45

\$4.50 JERSEY CLOTH, in six of the best colors. Width 54 inches. Fine for Suits or Dresses—
ECONOMY PRICE \$3.95

\$5.00 JERSEY CLOTHS, in heather mixtures. It is 54 inches wide, and the colorings are medium and dark—
ECONOMY PRICE \$4.45

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YOU WILL FIND SOME OF THE BIGGEST SAVINGS IN Women's and Misses' Apparel

The prices are going down with the thermometer, a pretty good combination. At these sale prices any garment advertised is a genuine bargain, and a splendid investment. Make a little preparation for next year and buy now.

Women's and Misses' Suits

VALUES TO \$45.00

\$29.75 Handsome Suits, in the most varied colors, all selected from the standpoint of value as well as style. The most desirable weaves will all be found, including Silver-tone, Tricotine, Serge, Etc. Every Suit a wonderful value.

Suits of Highest Quality and Style

VALUES FROM \$59.50 TO \$95.00

There are no duplicates in this assortment—only one of a kind, and all of them pleasing in every respect. If you are looking for distinction as well as quality you will select from these.

Reduced 1-3 From Regular Prices

Women's and Misses' Coats

VALUES TO \$29.50

\$18.75 Do you need a good, warm, Winter Coat? Do you want one at the lowest possible price? If so you need go no farther. The price is so low you should not hesitate.

Women's and Misses' Coats

VALUES TO \$37.50

\$29.50 Our stock of Coats is being rapidly depleted, and if you want one we advise an early choice. Velours, and Silvertones in pleasing colors will be found at this very low price.

Fetching Frocks at Clean-Up Prices

\$19.50 Wool Serges, Tricotine, Jerseys, and Silk Dresses all are included in this clean-up, in a great variety of style. Never before have dresses been so popular or so charming in every way. The values run as high as \$32.50 in this lot.

All Dresses of the Better Sorts—1-3 Off Regular Prices
All Separate Dress Skirts—25% Off Regular Prices

WOMEN'S AND MISSES' SWEATERS

Coat and Slip-On styles, in a variety of colorings and models. Values up to \$7.95—
Economy Price \$5.00

GEORGETTE BLOUSES

White and flesh color Georgette, in embroidered designs or with tucked fronts. You never saw such bargains before—
Economy Price \$2.95

GEORGETTE AND CREPE BLOUSES

Crepe de Chine or Georgette, in a variety of dainty styles, and in values up to \$6.95—
Economy Price \$4.75

WASHABLE BLOUSES FOR A DOLLAR

Here's a lot of Blouses which are worth \$1.69. Your choice of Voile or White Cordette. Good styles and wonderful value—
Economy Price \$1.00

SHEER VOILE BLOUSES WORTH \$2.25

Another great Blouse bargain. We offer an excellent variety in round or square neck effects, trimmed with lace or embroideries—
Economy Price \$1.69

Velvet Hats for Winter Wear AT ECONOMY PRICES

Here's where you get that Hat. There are all kinds of Trimmed Velvets. Big ones and little ones, black ones and colored ones, and not one of them was intended for sale at less than \$7.00, and most of them were marked at \$9.00 and \$10.00. Why not have a new one to finish the season with? They are irresistible and the price is wonderful.

\$3.98 **\$3.98**

A Few Children's Tailored Hats . . . Economy Price \$1.25
Women's Black Velvet Untrimmed Hats, Regularly \$3.00
Economy Price \$1.25

Hosiery and Underwear Department

45c WOMEN'S LISLE HOSE in black, with double sole and wide garter hem. Sizes 3 1/2 to 10 1/2—
ECONOMY PRICE 35c

35c WOMEN'S CORDOVAN HOSE—
ECONOMY PRICE 25c

45c and 50c HOSIERY, in black, gray and cordovan. Good weight and good wear—
ECONOMY PRICE 35c

75c and 85c FIBRE SILK HOSE, in black or white—
ECONOMY PRICE 65c

WOMEN'S FULL FASHIONED SILK LISLE, in dark tan only. Value \$1.25—
ECONOMY PRICE 95c

WOMEN'S BLACK SILK HOSE, in sizes 9 1/2 and 10. Made with seam in leg. Value \$1.85—
ECONOMY PRICE \$1.50

\$2.50 SILK HOSE, in bronze, cordovan and white, full fashioned—
ECONOMY PRICE \$2.24

65c OUTSIZE HOSE, in gray or cordovan—
ECONOMY PRICE 55c

BOYS' IPSWICH HOSE—Value 35c—
ECONOMY PRICE 33c

Value 45c—
ECONOMY PRICE 39c

Value 50c—
ECONOMY PRICE 45c

INFANTS' COTTON HOSE, in black, white and tan. Sizes 4 1/2 to 8 1/2. Value 25c—
ECONOMY PRICE 25c

WOMEN'S "HARVARD" MILLS UNDERWEAR—medium weight vest and drawers. Value \$1.25—
ECONOMY PRICE \$1.15

Value \$1.50—
ECONOMY PRICE \$1.35

WOMEN'S FLEECE VESTS, in sizes 5, 6, 7 and 8—Value \$1.75—
ECONOMY PRICE \$1.55

Value \$2.00—
ECONOMY PRICE \$1.75

WOMEN'S WOOL AND COTTON UNDERWEAR. Vests, Drawers and Tights—Value \$2.15—
ECONOMY PRICE \$1.95

Value \$2.50—
ECONOMY PRICE \$2.25

CHILDREN'S COTTON VESTS AND PANTS—Medium weight, and sold from 65c to \$1.15 according to size—
ECONOMY PRICE FROM 55c TO 95c

CHILDREN'S "HARVARD" MILLS UNDERWEAR—Half wool and cotton Vests and Drawers, in sizes 2 to 8. Regular price \$1.35 to \$2.10 according to size—
ECONOMY PRICES \$1.20 TO \$1.85

ODD LOTS OF WOMEN'S AND CHILDREN'S UNDERWEAR WHICH WE HAVE NOT ADVERTISED AT SPECIAL ECONOMY PRICES

Rug and Drapery Dep't

ALL OF THE \$5.00 TO \$5.00 GRADES REDUCED TWENTY PER CENT.

QUAKER LACES BY THE YARD—About twenty different patterns are offered for your choice, and each offering is a bargain—
**45c values—
ECONOMY PRICE 35c**

55c values—
ECONOMY PRICE 44c

65c values—
ECONOMY PRICE 55c

30c CURTAIN SCRIM, a yard wide, and white only—
ECONOMY PRICE 19c

50c SCOTCH MADRAS, in natural color. This is 36 inches wide—
ECONOMY PRICE 39c

YARD-WIDE CRETONNES—A good assortment of attractive designs and colorings is offered at these sale prices—
**45c quality—
ECONOMY PRICE 23c**

\$1.00 quality—
ECONOMY PRICE 75c

REMNANTS OF QUAKER LACES, MADRAS AND SCRIM WORTH FROM 35c TO 65c A YARD—
ECONOMY PRICE 19c

50c TABOURETTES—
ECONOMY PRICE 39c

80c TABOURETTES—
ECONOMY PRICE 69c

PRINTED LINOLEUM, in a large assortment of handsome new designs—Regular \$1.25—
ECONOMY PRICE \$1.00

Regular \$1.25—
ECONOMY PRICE \$1.10

TEXOLEUM—THE NEWEST FLOOR COVERING—A new process felt base, floor covering, in a good selection of patterns. Regular price is 90c a square yard—
ECONOMY PRICE 73c

\$5.00 VELVET RUGS—37 by 54—
ECONOMY PRICE \$4.19

\$5.00 BODY BRUSSELS RUGS—37 by 54—
ECONOMY PRICE \$2.98

\$7.00 GRASS RUGS—36 by 72—
ECONOMY PRICE \$1.98

\$3.00 LOG CABIN RAG RUGS—30 by 60—
ECONOMY PRICE \$2.19

\$4.50 LOG CABIN RAG RUGS—36 by 72—
ECONOMY PRICE \$3.79

\$50.00 BODY BRUSSELS RUGS, in 9 by 12 size—
SALE PRICE \$33.00

\$60.00 AXMINSTER RUGS in 9 by 12 size—
ECONOMY PRICE \$45.00

Neckwear Department

50c COLLAR AND CUFF SETS of sheerest Organdie, both plain and lace-trimmed—
ECONOMY PRICE 35c

75c SATIN COLLARS both white and colored. Round or V neck—
ECONOMY PRICE 25c

50c AND 75c STOCKS AND JABOTS. Made of good pique—
ECONOMY PRICE 10c

17c MEN'S HANDKERCHIEFS—some plain and some initialed—
ECONOMY PRICE 12 1/2c

25c MEN'S HANDKERCHIEFS—plain white or with colored borders—
ECONOMY PRICE 17c

17c WOMEN'S HANDKERCHIEFS—plain white, color borders, and initialed—
ECONOMY PRICE 12 1/2c

50c PURE LINEN HANDKERCHIEFS for women. This is a broken lot of initialed handkerchiefs and a great bargain—
ECONOMY PRICE 15c

