



JANUARY CLEARANCE SALE

SEIZE YOUR OPPORTUNITY

And Buy Winter Goods at Less Than Actual Cost

The big January clearance sale starts Monday, January 4, and we will include everything of a wintry nature in the big sale.

The heart has been cut out of every article intended for winter wear, and we have performed a surgical operation on all winter goods and have cut down to the very bone.

The Winter Goods Must Go

and our shelves must be clean to receive the spring merchandise. If price and quality count, we will accomplish our purpose.

Our Reputation for Backing Up Our Advertising With the Goods

is too well known for us to dwell at length on that, and we only ask you to read this ad carefully and then come and you will find everything as represented.

Unmatchable Reductions on Blankets and Comforts During Our January Sale

Spring goods will soon be coming. We must clear the shelves of all winter materials. Here are prices that will move out our bedding quickly.

69c Pair

10-4 heavy fleeced blanket, in grays and tans; neat colored borders; it's our regular 95c blanket, on sale now at **.69c**

\$1.10 Pair

11-4 size heavy fleeced blankets, in grays and tans; \$1.50 value, now **\$1.10**

\$1.47 Pair

12-4 size extra fine fleeced blankets, in grays and tans; our regular \$2.25 value, on sale now at, per pair **\$1.47**

\$6.00 all-wool tan blankets, now **\$3.89**

Wool Blankets

\$8.00 all-wool tan, gray and plaid blankets, now **\$5.29**

\$10 all-wool tan blankets, now **\$7.29**

Comforters Reduced

\$2.25 value silkoline covered, hand knitted comforters, light and dark effects; full size, now **\$1.59**

\$3.50 value in silkoline covered comforters, full size, filled with best quality batting, now **\$2.69**

Savings on Silks That Represent Dollars to You
The best feature about our silks is that every piece is free from any foreign filling whatever. Our patrons are assured of silks every time that will give the best wear.

\$1.69 Yard

36-inch wide, soft-finished black taffeta silk; guaranteed quality; \$2.00 value, on sale for **\$1.69**

27-inch soft taffetas, in colors; an especially good one for waists; \$1.35 value, on sale for **\$1.05**

All Ladies' Dress Skirts

At a Tremendous Saving

Every skirt comes under the sharp clearance knife, and the price has been whittled away to practically nothing.

\$15.95 for any \$22.50 Skirt.
\$14.95 for any \$20.00 Skirt.
\$13.85 for any \$18.50 Skirt.
\$12.95 for any \$17.50 Skirt.
\$11.75 for any \$16.50 Skirt.
\$8.95 for any \$12.00 Skirt.
\$6.95 for any \$10.00 Skirt.
\$5.75 for any \$8.00 Skirt.

\$1.39 for your choice of a lot of Misses' Skirts worth \$4.50.
\$2.38 for your choice of a lot of Skirts worth up to \$6.50.

Grand Clothing Clearance

The clothing has been cut in the most unmerciful manner, and you'll be agreeably surprised at the prices. We are not stretching it one bit when we say we will sell \$15 suits at **\$9.75**. Think of it! The suits will go out at prices like these:

\$9.75 for \$15 suits
\$11.75 for \$16.50 and \$17.50 suits
\$14.75 for \$20 and \$22.50 suits
\$16.75 for \$25 and \$27.50 suits.
Absolutely nothing reserved.

A Whirlwind Exit for Boys' Overcoats

Prices on these have been butchered and we have lost sight of the cost when we make these prices.

\$1.75 for boys' \$3 overcoats.
\$2.75 for boys' \$6 overcoats.
\$3.25 for boys' \$7 overcoats.
\$4.25 for boys' \$8 overcoats.

The same reductions prevail on all boys' overcoats.

Furs At Half Price

This means every fur in the store, and you will realize what this means when you see them. Think of buying them at less than cost. Absolutely none reserved.

Unmerciful Slashing on Fur Coat Prices

\$75 jackets, beautifully lined, at **\$49.75**

\$57.00 near seal jackets at **\$36.75**

\$55.00 near seal jackets at **\$31.25**

\$45 black carnal jackets at **\$27.50**

\$40 fur jackets at **\$26.75**

\$37.50 near seal jackets at **\$24.75**

January Clearance of Ladies' Suits

Just like finding them at these prices, and the price on each suit is so far below first cost that it seems a shame to let them go, but they've got to go.

\$8.98 for \$18.50 suits **\$14.59** for \$30 suits
\$9.89 for \$20 suits **\$16.39** for \$35 suits
\$11.79 for \$25 suits **\$21.69** for \$55 suits
\$19.89 for \$45 suits

Less Than Cost for Ladies' Coats

\$7.89 for \$12.50 and 15 coats **\$13.75** for \$22.50 and \$25 coats
\$9.98 for \$16.50 and \$17.50 coats **\$14.95** for \$27.50 and \$30 coats
\$11.29 for \$18.50 and \$20 coats

Misses' and Children's Coats at a Big Sacrifice

One lot of children's coats, which are worth up to \$3.50 and \$4, at **\$1.39**
\$3.95 for \$7.50 and \$8 coats **\$7.75** for \$12 and \$15 coats
\$5.95 for \$9 and \$10 coats **\$13.75** for \$20 and \$22.50 coats

January Clearance Men's Furnishings

Prices which at once bring to you the chance to save.

45c for men's 75c work shirts. This is a good, heavy shirt and a winner at that price.

75c for men's \$1 wool fleeced underwear, made good and full and a hummer at the price.

\$1.00 a garment for the celebrated Dr. Wright's health underwear, \$1.50 values.

45c for men's 65c and 75c neckwear; a big variety to choose from.

85c a garment for all-wool ribbed underwear, regular \$1.25 values.

Hosiery and Underwear Prices That Pulverize Competition

You need look nowhere else if you wish to buy hosiery and underwear at lowest prices. You know that Topsy and Ivanhoe makes rank with the best and here they are waiting for you.

19c Garment

Ladies' jersey ribbed fleeced vests and pants; a 35c value, now only **.19c**

49c Garment

Ladies' jersey ribbed fleeced vests and pants, full fashioned, in white and cream, and all sizes; 75c values, now only **.49c**

\$1.14 Garment

Ladies' non-shrinkable ribbed wool vests and pants; all sizes, in greys and whites; a regular \$1.50 garment, on sale now for **\$1.13**

11c Pair

Misses' and boys' fast black ribbed and fleeced hosiery; an excellent stocking for 15c, on sale now for, pair **.11c**

19c Pair

Ladies' fast black silk fleeced hosiery, full fashioned, ribbed top; 25c value; now, pair **.19c**

26c Pairs

Ladies' fast black wool hosiery, an excellent 35c stocking, on sale now, pair **.26c**

LINEN PRICED VERY LOW

No need of waiting for the regular linen sale when you are face to face with these great bargains.

49c Yard

75c unbleached table damask, now, yard **.49c**

95c Yard

\$1.35 full bleached satin table damask; 36 inches wide; now, yard **.95c**

\$1.19 Yard

\$1.50 full bleached damask; 36 inches wide; excellent patterns **\$1.19**

The Waists Values Are Wonderful

during our January Clearance sale. Such values you seldom see.

Tailored Waists at a Big Cut

\$3.39 for \$6.50 Net Waists.
\$4.98 for \$8.00 China Silk Waists.
\$3.98 for \$5.00 China Silk Waists.
\$2.98 for \$4.00 China Silk Waists.
\$2.29 for \$4.50 Flannel Waists.
\$1.79 for \$2.75 Batiste Waists.
TAILORED WAISTS AT BIG CUT
\$1.39 for \$1.75 and \$2.00 Tailored Waists.
\$1.79 for \$2.50 and \$2.75 Tailored Waists.
\$2.75 for \$3.50 and \$4.00 Tailored Waists.

Piece Goods Cut to the Bone

All-wool dress fabrics, in plain and fancy weaves, have never been offered for sale at such prices as these. Read carefully every price concession.

85c black and colored Dress Goods for yard **.25c**

\$1.00 black and colored Dress Goods, for yard **.79c**

\$1.50 black and colored Dress Goods, for yard **\$1.15**

\$1.75 black and colored Dress Goods, for yard **\$1.35**

\$2.25 and **\$2.00** black and colored Dress Goods, for yard **\$1.69**

Millinery Clearance

Your Choice \$2.69

of any trimmed hat in the house; some worth as high as \$10; all this season's styles. Any misses' hat in the house **\$1.29**. Some worth up to \$4.

High Class Hand Bags

At Unheard-of Prices

All leather Hand Bags, in new shapes, but they must go if prices talk.

69c EACH.
Black Leather Hand Bags, medium size, lined with black moiree and have small inside purse; a good \$1 value, on sale for **.69c**

95c EACH.
Black Leather Hand Bags, leather lined, medium size, and have small inside purse; this is an excellent \$1.50 value, on sale for **.95c**

\$1.29 EACH.
Black Leather Hand Bags, leather lined, and excellent \$2.00 value; choice of either brass or gunmetal trimmings; on sale for **\$1.29**

Items at Random

Ladies' 35c Fancy Handkerchiefs for **.27c**

Ladies' 25c Fancy Handkerchiefs for **.18c**

Ladies' 15c Fancy and Plain Handkerchiefs **.10c**

Ladies' \$1.50 Fancy Hose Supporters, now **.98c**

50c quality long Hair Rolls, **.25c**

15c and 12 1-2c Outings, per yard now **.8c**

15c and 18c Silkoline, per yard **11c**

15c Scotch Dress Gingham, per yard now **11c**

25c Huck Towels, 19x38 size, **.18c**

40c Huck Towels, 22x45 size **.29c**

Notions

AT

Little Prices

10c cube mourning pins, now **.6c**
25c tooth brushes, now **.19c**
10c bolt finishing braids, now **.6c**
25c bolt finishing braids, now **.17c**
10c corset steels, per pair, now **.7c**
White darning cotton, only, ball, now **.3 for 5c**
5c card milady hooks and eyes, now **.3c**
10c plated thimble, now **.6c**
15c bolt seam binding ribbon, now **.10c**
25c dress combs, now **.19c**
10c card pearl buttons, now **.6c**
Duplex safety pins, all sizes, per card **.6c**
Ironing Beeswax, three stick for **5c**
35c package bone hairpins, now for **.27c**

Kimono Clearance

Values as represented and they can't be beat.
\$2.89 for \$3.50 kimonos
\$2.39 for \$2.75 kimonos
\$1.75 for \$15 silk kimonos
\$6.98 for \$9 silk kimonos
\$4.95 for \$6 bath robes

Belts That Are True Savings

All strictly new styles in leathers, silk and elastic materials.

All 75c Belts on sale now at **.48c**
All \$1.00 Belts on sale now at **.69c**
All \$1.25 Belts on sale now at **.89c**
All \$1.50 Belts on sale now at **.98c**
All \$2.00 Belts on sale now at **\$1.29**
All \$2.25 Belts on sale now **\$1.59**
All \$2.50 Belts on sale now **\$1.79**

Art Goods

At Prices Which Will Appeal to All

The entire stock of pillow tops, stamped center pieces, pillow cords, rufflings and Mexican drawn work covers at especially tempting prices.

75c Silk Pillow Cords now **.49c**
50c Mercerized Pillow Cords **.35c**
75c Pillow Ruffling, now **.52c**
\$1.00 Pillow Ruffling, now **.75c**
75c Pillow Tops, now **.49c**
50c Pillow Tops, now **.35c**
25c Stamped Centerpieces, now **.18c**
50c Stamped Centerpieces, now **.35c**
75c Stamped Centerpieces, now **.49c**
75c Mexican Drawn Centerpieces, now **.49c**
\$1.25 Mexican Drawn Centerpieces, now **.89c**
\$1.75 Mexican Drawn Centerpieces, now **\$1.35**
\$2.50 Mexican Drawn Centerpieces, now **\$1.95**

The Martin Co.