

January Clearance Sale

at Berger's Begins Monday Morning at 9 O'Clock

Drug Sundries

Woodbury's Facial Soap **19c**
 Melba Face Powder... **38c**
 Java Rice Powder... **38c**
 Sempre Giovine **38c**
 Ponds Face Powder... **38c**

The most drastic reductions will bring about the desired result—a clean sweep in every department of all winter merchandise. Nothing whatever reserved; everything has been under the big price cutter. It is a sale that affords extraordinary saving opportunities for every member of the family and for the home. The power of this store's remarkable value-giving ability is fully expressed in the scope of this sale and opportunity for thrift.

Every Piece of Fur

Muff—Scarf—matched set and children's sets, at exactly

Half Price

DOWN GO THE PRICES!

Wonderful Bargains in Fine Blouses

275 Georgette and Crepe de Chine Blouses—White, flesh and all colors. Sizes 32 to 46. Regularly sold from \$6.45 to \$8.45. Clearance Price \$4.49	185 Crepe de Chine Blouses—In white and flesh; sizes 32 to 46. New, pretty styles. Regularly sold for \$4.95. Clearance Sale \$2.98	265 White Cotton Waists—Voile, organdy, fancy stripes and dimities. Sizes 36 to 46. Regular \$1.50 and \$1.75 waists. Sale Price \$1.49
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97 Heatherbloom Petticoats, with silk taffeta flounce, in all colors and lengths. Regularly \$2.95. Clearance Sale Price only \$2.29	55 Outing Flannel Gowns—Made of quality outing, full cut. Regularly \$1.98. January Clearance Sale Price 98c
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Warner's Corsets Reduced Exactly One-Third Original Price

385 Bungalow Aprons, made of standard quality percale, dependable colors, full cut. Regularly \$1.98. Sale Price 98c	Dr. Denton's Sleeping Garments—73 left, in sizes up to 8 years. Regularly sold from \$1.25 to \$1.45. Clearance Sale Price 99c
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All Women's and Children's Sweaters Reduced One-Third

28 Children's Wool Dresses—Sizes up to 14 years, in navy blue serge. Regularly \$5.45, \$5.95 and \$6.45. Clearance Sale Price \$3.98	House Dresses Half Price—Your unrestricted choice of entire stock of House Dresses, in dark and light percale and gingham HALF PRICE
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Every Coat, Suit and Dress

Reduced from
One-Third to One-Half
 off the original selling price.

A LARGE SPECIAL ASSORTMENT OF

Women's All-Wool French Serge Dresses at

\$7.98

Made to Sell for \$12.50 to \$18.50

A special fortunate purchase enables us to offer these fine dresses at this wonderful bargain price. All sizes in the lot, 34 to 44. Navy, black, green, burgundy, are the colors, and there are plenty of smart, different and fashionable styles to choose from.

Radical Reductions in Dry Goods Dept.

1000 yards 36-in. Percalés—In light and dark patterns. Regular 39c and 42c quality. Clearance Sale Price, 29c (Limit, 10 yards to a customer)	2000 Yards Outing Flannel—27 inches wide, light and dark patterns. Regular 29c and 35c quality per yard. Clearance Sale Price 18c (Limit, 10 yards to a customer)
2000 Yards Meritas Oilcloth—Plain white and colored, best quality oilcloth. Regular 50c values. Clearance Sale Price, per yd. 35c	500 Yards Cotton Huck Toweling of excellent quality. Red borders. Regular 19c value. January Clearance Sale Price, per yard only 13c
1500 Yards White Outing Flannel, reg. 35c , at yd. 25c	10 Dozen Seamless Bed Sheets, size 81x90. Made of good heavy soft bleached muslin. Regular \$1.98 sheets. Clearance Sale Price only \$1.49
750 Yards Bleached Hope Muslin, 36 inches wide. Supply your needs at this sale at the Special Clearance Price, 26c yard 26c	500 Yards 9-4 Bleached Pepperell Sheeting, yard ... 58c
165 Women's Heavy Fleece Lined Union Suits—All sizes, high or low neck, long or short sleeves. Regular \$1.95 values 98c	240 Pairs of Women's Fiber Silk Boot Hose—In all sizes; black only. Regular 50c hose. Clearance Sale Price 29c
75 Women's Merino Wool or Silk and Wool Unions—All sizes in the lot. Regular \$4.95 suits. Clearance Sale Price only \$3.49	180 Pairs Women's Silk Lisle Hose, Regularly 65c—White, black, gray, suede cordovan, champagne. Extra Special Clearance Sale Price, per pair 49c
80 Misses' Fleece Lined Union Suits in this Sale—In sizes up to 16 years. Regular \$1.49 values. Clearance Sale Price 89c	60 Pairs Children's Heavy Black Ribbed Hose—In sizes 4½ to 6½. Regular 25c hose. Clearance Sale Price 12c

A clean sweep in the Shoe Department. Hundreds of Pairs of

Shoes at Reduced Prices

200 Pairs Boys' Shoes—Black, gunmetal, blucher shoes; sizes 13½ to 6. Regular \$3.45 and \$3.75 values. Clearance Price \$2.98
Men's Odd Pairs Shoes—Black, gunmetal, button and lace shoes in many styles; all sizes in this lot; up to \$4.95 values. Clearance Price \$2.98
Men's Fine Dress Shoes—Black gunmetal and tan calf; all sizes in the lot. Regular \$6.00, \$6.50, \$7.00 shoes. Clearance Sale Price \$4.89
150 Pairs Women's Shoes—Odd pairs, mostly Queen quality make. Sizes 2½ to 4 only. Regular values up to \$6.00. Clearance Sale Price \$1.49
Women's \$5 to \$6 Shoes—200 pairs of various styles and leathers; all sizes in the lot. Clearance Sale Price 3.98
Misses' Button Shoes—Fine black kid button shoes; sizes 11½ to 2 at \$2.65 ; sizes 8½ to 11 at \$2.35 ; sizes 5½ to 8. Clearance Sale Price \$1.95

Great Bargains in Men's Clothing and Furnishings

The wonderfully low prices will soon accomplish the desired result, "a clean sweep" of all winter goods, before the arrival of new spring stock. Don't miss the best opportunity to save you ever had.

Men's Odd Suits

Regular \$15.00 and \$18.50 Values
 Clearance Sale Price

\$9.95

Good, serviceable, every-day suits of worsted and cashmere cloth in gray and brown mixtures.



84 Men's Flannel Shirts—Military or flat collar, gray, brown and khaki. Regular \$3.95 shirts. Clearance Sale Price only **\$2.79**

115 Men's Flannel Shirts—In gray, brown and khaki, flat or military collar; our regular \$4.95, \$5.75 and \$6.50 Shirts. Clearance Sale Price **\$3.98**

447 Black Sateen Shirts—Made of heavy, lustrous sateen, full cut and all sizes; our regular \$1.45 shirts. Also fine Blue Chambray shirts in this lot. Clearance Sale **89c**

475 Wool Shirts and Drawers—Gray and tan, in all sizes. Regular \$2.25 values. Clearance Sale Price, per garment **98c**

Men's \$25.00 and \$27.50 Suits at

\$18.00

Clearance Sale Price

Biggest bargain we have offered in this or any other sale. Cashmere, worsted and serge suits, of excellent quality.

185 Wool Union Suits for men. Famous Kenosha Klosed Krotch make. Garments regularly sold at \$6.45, \$6.95 and \$7.45. Clearance Sale Price **\$4.98**

87 Wool Mixed Sweaters—In gray, navy and maroon, all sizes. Regularly priced at \$3.95 and \$4.95. Clearance Sale Price **\$2.98**

350 Pairs Cashmere Sox—In natural gray and black. Regular 50c and 65c values. January Clearance Sale Price **32c**

Men's Heavy Wool Sox—Gray, white, brown, blue and black; 50c and 65c values. January Clearance Sale Price **34c**

Men's \$35.00 and \$37.50 Blue Serge Suits at

\$27.50

Made of genuine all-wool, 18-oz. blue serge cloth in very fine dark navy blue shade; expertly hand-tailored thruout, lined with best quality serge lining. If you want a really first-class suit and appreciate a generous saving in price—this sale is most decidedly your opportunity.

Winter Necessities

Men's Horsehide Mittens—Heavy, fleece-lined mittens, 100 pairs, regularly \$1.45. Now on sale at 97c
750 Pairs of Leather-faced Canvas Gloves—Made of 10-ounce cotton flannel, full muleskin face, soft gauntlet. Clearance Price 29c
76 Flannel Shirts—In gray, brown, khaki, blue and green. Regularly \$1.98. January Clearance Sale Price \$1.39
125 Men's Winter Caps—Smart styles in wool mixture, serge and worsted cloths, inside earband. Regularly \$1.25. Clearance Sale Price 82c
95 Boys' Winter Caps—Blue serge and fancy mixture caps. Regular 98c values. Clearance Sale Price... 59c
45 Heavy Cotton Sweaters—In gray and maroon; all sizes. Regular \$1.95 Sweaters. Sale Price only \$1.19
36 All-Wool Sweaters—Gray, maroon, navy, green, blue and white; all sizes. Regular \$7.45 and \$8.45 sweaters. Clearance Price \$4.98
Men's Corduroy Pants—Made of strong brown corduroy. Regular \$3.95 pants. Clearance Sale Price \$2.98

Blankets at Much Lower Prices

45 Pairs Heavy Cotton Blankets, Sizes 64x80—In gray and tan, with blue or pink borders. Regular \$5.98 values. Clearance Sale Price only \$3.98	50 Pairs Heavy Wool-nap Plaid Blankets, 66x80—Pink, tan, blue and gray plaids. Our regular \$6.95 blankets, reduced for this sale to only \$4.98
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These Comforts Greatly Reduced

37 Silkoline Covered Comforters, size 64x72—These are our regular \$4.95 comforters; for quick clearance they have been reduced in this sale to only \$3.89	25 Fine Sateen Covered Comforters, size 72x84—Floral designs in different colors. Regular \$6.45 comforters. Clearance Sale Price only \$4.98
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