

January Clearance in Gloves

Women's and misses' worsted golf gloves, 25c grades at **10c**
 Women's silk lined Mocha gloves and silk lined cape gloves reduced from \$1.50 in this clearance **79c**
 \$1 and \$1.25 women's glace kid gloves, such known brands as the "Voltaire Virginia," "Fedora" and many other known makes, in colors grey, brown, navy, green, red, white and some black, \$1 to \$1.25 values reduced **69c**
 English cape gloves in tan and brown, sizes 5 1/2 to 7 1/2; reduced from \$1.50 **1.00**
 Our Entire Stock of Long Kid Gloves in the January Clearance.
 \$3.25, 16-button length, white or black gloves, \$2.98, \$3.75 16-button length white or black gloves, \$2.98, \$4.00 long gloves, \$3.00.

January Clearance in Kimonos, Bath Robes

The reductions we make on Bathrobes and Silk Kimonos Should be greatly responded to
 Japanese quilted lined embroidered silk bathrobes reduced from \$12.50 to **8.75**
 Japanese all wool challie kimonos reduced from \$7.75 to **5.00**
 \$6.50 ladies' silk kimonos reduced to **4.50**
 White all silk crepe de chine waists reduced from \$4.50 to **1.98**
 One lot ladies' Roman striped silk waists, also black and white stripe messaline waists reduced from \$3.98 to **1.98**
 Ladies' "Beacon" bathrobes in light colors only, mostly pinks and blue, have been selling up to \$5, reduced to **1.98**

The January Clearing

From Monday, January 4, to Saturday Night, January 30

EVERYBODY'S STORE LEVINS

106-108 EAST MAIN ST
DRY GOODS, CLOAKS, SUITS AND MILLINERY

Railroad fare allowances will be omitted—Owing to the extreme reductions we will omit railroad fare during this sale.

Store will be open Monday morning at 9 a. m. in order to complete arranging stocks and lowering prices for the sale.

January Clearance in Silk Petticoats

Owing to our heavy stock of silk petticoats on hand these prices we make are possible.
 \$2.75 messaline petticoats in all colors such as Russian green, nigger brown, navy, Copen, plum, and black reduced to **1.75**
 \$3.50 messaline petticoats in all colors, reduced to **2.25**
 \$4.50 messaline petticoats, in all colors, reduced to **2.75**
 \$3.75 silk jersey top petticoats, all colors, reduced to **2.75**
 \$6.50 silk jersey petticoats, reduced to **3.98**
 Silk Jersey bloomers, ankle length, also China silk bloomers up to \$5 values reduced to **98c**
 \$2.50 messaline petticoats in Kelly green **1.25**

January Clearance in Underwear

One lot ladies' bleached fleeced union suits, also worsted ribbon union suits reduced from \$1.50 to **67c**
 Ladies' "Peeler" union suits, fleeced lined, regular and extra sizes, 50c to 59c val. reduced to **39c**
 Women's 50 cent fleeced vests, reduced to **29c**
 Women's mercerized union suits, also silk and wool union suits, \$1.50 values reduced to **89c**
 One lot children's vests and pants in cotton and wool; in sizes 16 to 34, in clearance at **10c**
 On ladies' underwear in our regular lines from \$1.50 and upwards, we will give 10 per cent discount during this sale and on children's underwear from \$1 and up the same discount.

A Whole Page of Truth Is Signified In This Announcement

This announcement is just as true as our previous advertisements, never over-estimated values. If we did not tell the truth in our announcements we could not afford to continually spend the money on advertising which we are doing. The response to our sales in the past is enough evidence that this store never misrepresents. We are going to make some very big reductions in this clearance. In many instances they will sound sensational and impossible, therefore, we would suggest to you not to pass your verdict until you see the merchandise. Our prices in the beginning of the season are always the lowest in Marshalltown, that is for the grade of merchandise we carry. We never ask more than the goods are worth because this store always does a one-price business and therefore our prices have to be right in the beginning of the season as well as after the season. The reductions named from our former low prices make this sale without a doubt the only genuine sale in Marshalltown, without a single competitor on the grade of merchandise we sell.

Sweeping Reductions On Our Entire Suit Stock

Women's Coats, Suits, Dresses, Skirts, Furs, Children's Coats and Children's Furs at Reductions Ranging From 20% to 75%

The prices we make on desirable suits have never happened before and perhaps they will never happen again. We expect to unload our stock of 350 suits in the first week of the sale. It is a clearance that you will not see elsewhere, saying nothing of terrific reductions. Our assortments should also be considered.

- One Lot of Suits Reduced to \$3.75**
A limited quantity—about 25 suits, this fall's models, in a good line of sizes and colors; the materials are serges, fancies, satin lined throughout; reduced for clearance **\$3.75**
- One Lot of Suits Reduced to \$4.75**
This lot consists of short and long coat style suits; this fall's models, serges, broadcloths, in navies, greens, plums, and black, from our \$19 lines, reduced for clearance **\$4.75**
- One Lot of Suits Reduced to \$6.75**
In season \$22.50 could not have bought a better suit in any legitimate store; short and long coat styles; the materials are poplins, mannish serges and broadcloths, reduced to **\$6.75**
- One Lot of Suits Reduced to \$8.75**
We can just see these suits walking out from our store.—Short and long coat styles; the most exclusive models in short coat suits you have seen this season. Suits which sold up to \$29, reduced to ... **8.75**
- One Lot of Suits Reduced to 12.50**
\$12.50 has never made a better investment. All long coat suit styles, the materials are high grade mannish serges, poplins, gaberdines and ripple cloths, suits which have been selling up to \$35, reduced to **\$12.50**
- One Lot of Suits Reduced to 15.00**
\$15 is the last word on suits. These are the best suits we have left. Nearly every woman in Marshalltown and within a radius of 50 miles knows the character of our best suits. Suits at \$40 and \$50 values reduced to **\$15.00**

Extra salespeople have been provided in our cloak department especially for this sale.

A World of Coats in the January Clearance—You Will Find the Coat You Will Like Here, as Well as the Price

- \$2.98** For misses' and ladies' coats in brown mixtures, cape effects; have been selling at \$7.50.
- \$5.00** For women's coats made of a good quality boucle in belted backs and semi-fitted backs, sizes 16 to 49; have been selling at \$10.
- \$7.50** A limited quantity of misses' and ladies' coats, mostly in novelty plaids, have been selling up to \$19.
- \$10.00** For misses' and ladies' coats, the materials are all wool mixtures, cut chinchillas, also some very fine boucles, in all the late prevailing styles; flare bottoms, belted effects, etc.; have been selling up to \$19.00.
- \$12.50** For ladies' and misses' coats; the materials are high grade mixtures, all wool sponges, also plain materials, half lined, all lined and unlined, all the new effects are represented in this lot; coats which have been selling up to \$22.50.
- \$12.75** For 50 inch length Salt's plush coats, lined thruout with guaranteed satin linings, have been selling at \$22.50.
- \$14.50** For women's and misses' high grade mixture coats, corduroys, Bedford cords, some of them are lined thruout in all colors, browns, greens, navies, and black, as well as mixtures, have been selling up to \$27.50.
- \$16.50** And \$18.50 for Salt's plush coats, made with flare bottoms, belted styles, and fur trimmed, reduced from \$25.00.
- \$18.50** For smart black broadcloth coats, fine ripple cloth coats, fancy plushes, in all the latest effects, flare bottom and belted styles, lined thruout and interlined, have been selling up to \$29.00.



Reasonable alteration charges will be made on garments that will have to be altered during this sale.

Single Garments, the Most Exclusive, at Reductions That Will Place Them on the Same Level with the Ordinary Kind

- \$25.00** One only, size 38, spangled robe evening dress, black in combinations of blue and green, \$85 model.
 - \$25.00** One only, size 34, spangled robe evening dress, salmon pink, heavily embroidered, \$75 model.
 - \$22.50** Size 40, spangled robe evening dress, in black, steel beaded, \$75 model.
 - \$25.00** One only, size 36, spangled robe evening dress in lavender, \$75 model.
 - \$19.00** One only, size 38, satin afternoon dress, in nigger brown, lace sleeves, a \$40 model.
 - \$19.00** One only, size 36, navy blue crepe meteor, accordion pleated afternoon dress with a silk lace over skirt and sleeves, a \$40 model.
 - \$22.50** Size 36, one only, Russian green evening coat, reduced from \$45.00.
 - \$19.00** Size 35, black chareuse afternoon dress, made with tulle sleeves and overskirt, a \$40 model.
 - \$12.50** Six only, assorted styles in evening dresses, satin and flowered crepe de chine, slightly handled, reduced from \$35.
- Many other single garments of the most exclusive kind, proportionately priced at the same reductions.

- A Clean-Up in the Dress Stock**
- Ladies' and misses' sizes in silk dresses, in crepes and satins, also combination, up to \$19 values **\$6.50**
 - Ladies' and misses' sizes, satins and charmeuse dresses up to \$25 values, reduced to **\$10**
 - Stout dresses in sizes 39 to 55, made up of fine quality satin charmeuse, \$19 and **\$10**
 - Silk poplin blouse dresses, also chiffon evening dresses, and crepe de chine evening dresses, slightly soiled from handling, reduced to \$2.98, \$2.98 and **\$4.98**

- Stout Coats** In sizes 37 to 55 bust measure, reduced from \$19 to **\$13.50**
- On Sale in Bargain Basement** Ladies' and misses' coats, children's coats, also ladies' and misses' furs, last season's styles at great reductions.
- Stout Coats** In sizes 39 to 55 bust measure, in fine ripple cloths, in all colors, reduced from \$32.50 to **\$21.50**
- \$21 Ural lamb coats reduced to **\$14.50**

- A Clean-Up in the Skirt Stock**
- High grade broadcloth, satins, nets, velvets, also combination, which we have been selling up to \$19, now for **\$6.50**
 - \$7.50 advanced spring models in ladies' skirts, flare bottom effects, plain tailored, in broadcloths, and fancies, reduced to **\$5.00**
 - \$4.50 and \$5 skirts consisting of serges in good staple models, reduced to **\$2.98**
 - Last summer styles, also early fall styles in ladies' skirts, mostly black and navy, in poplins, broadcloths, in other high grade materials, mostly black and navy, which have been selling up to \$12.50, reduced to **1.98**

Tremendous Price Reductions On Wearing Apparel Thruout Entire Store

Our Entire Stock of Misses' and Ladies' Cloth Dresses Has Been Divided in Four Lots.
 Misses' and ladies' dresses up to \$10—\$4.75.
 Misses' and ladies' dresses up to \$19—\$8.50.
 One lot of last season's dresses which have been in \$15 and \$19 lines, now for **1.98**
Stout Dresses
 In French serge and wool crepes, reduced from \$10 and \$12.50 to \$7.50.

Laces, and Trimmings in the January Clearance Sale
 One inch white coney fur trimming reduced to 18c a yard.
 46c marabout trimming in a full line of colors, reduced to 32c.
 36c ostrich trimming in a full line of colors, reduced to 25c.
 Up to 5 inch all silk Roman striped ribbons, also printed warp, up to 35c values, 15c a yard.
 Printed warp ribbons up to 50c values, at 25c
 Many other lots will be placed on sale in trimmings and laces.

Our Dress Goods Department Offers Great Inducements on Desirable Wool Dress Materials in the January Clearance Sale
 50 inch French epingle suiting, \$1.25 value.
 48 inch French serges, \$1.25 value.
 48 inch Jamestown all wool diagonal suitings, \$1.25 value.
 50 inch sponged and shrunk storm serges, \$1 values.
 Your choice in this sale of all these fabrics at 82 cents.
 36 inch all wool serges, 50c grade, reduced to 39c.

Children's Furs in the January Clearance Sale
 \$3.50 misses' coney ermine sets, reduced to \$2.25.
 \$2.49 children's coney ermine sets, \$1.85.
 \$4.50 children's white Tibet sets reduced to \$3.25.
 \$5.50 children's Iceland fox sets, \$3.98.
 \$4 children's Iceland fox sets, \$3.
 \$5.50 misses' squirrel sets reduced to \$3.
 \$4 children's kreamer sets, \$3.25.
 \$3.25 children's gray coney sets, \$2.25.
 \$2.50 children's brown coney sets, \$1.98.
 \$4.75 children's muskrat sets, \$2.98.

Children's Coats in Sizes 2 to 6, 4 to 9, and 6 to 14, in the January Clearance
 Children's 4 to 9 years chinchilla coats, quilted lined, reduced from \$4.50 to \$2.98.
 3 to 6 years, chinchilla coats, shepard check cloth lined, reduced to \$2.79.
 4 to 9 years old, fine all wool cut chinchilla coats, all wool red flannel lined, reduced from \$6.50 to \$3.58.
 6 to 14 children's coats reduced from \$7.50 and \$8.50 to \$6.00.
 Children's and junior coats, the finest we carried in sizes 10 to 14, also 13, 15 and 17, reduced from \$10, \$11.50 and \$12.50 to \$6.50.

Women's Fur Neckwear and Fur Muffs, Also Fur Coats in the January Clearance
 45 inch black Russian coney coats, trimmed with opposum collar, reduced from \$37.50 to \$27.50.
 \$40 black Russian coney coats, trimmed with civet cat collars, reduced from \$40 to \$29.
 One only, 45 inch Hudson seal coat, size 36, reduced from \$100 to \$79.
 One only, Jap mink coat reduced from \$175 to \$110.

Miscellaneous Reductions From All Over the Store
 Men's 25c ca-hmere hose in black or gray, 15c.
 Infants' and children's sweaters, slightly soiled—reduced from \$1.25 to 50c.
 Infants' and children's sweaters, slightly soiled, reduced from \$1.98 to 75c.
 Your choice at 10c, children's all worsted toques, outing flannel sacques, mittens, and many other infants' wear at the same price, slightly soiled.

Warm Sweaters in the January Clearance
 \$6.50 Jumbo knit high grade sweaters, ladies' or men's, in all colors and white, reduced to \$5.
 \$8.50 sweaters in all wool Shaker knit, reduced to \$6.75.
 \$4.75 fine worsted sweaters reduced to \$3.95.
 \$1.98 men's heavy sweaters, also ladies' reduced to \$2.75.
 \$1.25 children's sweaters reduced to \$1.98.
 \$1.75 house dresses for \$1.00.

Fur Neckwear, Muffs and Sets Greatly Reduced
 Our stock of fur neckwear and muffs is the best assorted in the furs in this locality. Everything in mink, mole, beaver, Hudson seal, black fox as well as popular priced furs, marmot, river mink, coney and many other popular priced furs in collars, muffs and sets. Altho our fur stock is large it isn't large in any one number. In many instances just one set of a kind, therefore, we are not naming any prices, but we are going to make liberal reductions just the same.

Final Reductions in Our Millinery Department During the January Clearance Sale
 Silk velvet shapes, about five dozen in all, which have been selling up to \$4.50, in three lots, 50c, 75c and \$1.
 Ladies' trimmed hats, what is left at 75c, \$1, \$1.50 and up to \$6.50. Hats which have been selling up to \$19.
 Children's hats and also all kinds of millinery materials and trimmings at almost nothing.