

Big Annual Clothing Sale!

THE NICHOLS CLOTHING COMPANY

Will Hold Their Big Annual Clothing Sale, Commencing Monday, Jan. 3rd, and Ending Saturday Night, Jan. 22nd.

EVERYBODY KNOWS that when The Nichols Clothing Co. advertises a "Clothing Sale" it means a Really and Truly Sale on everything in their store. A Sale that means something to every purchaser, no matter what article it is that they buy. Conditions this year have forced us to make even greater sacrifices on merchandise than ever before. You all know that the past season has been the worst that the clothing merchants throughout the country have ever had. We realize, too, that the farmers have had a bad year, and that we must do something to help them to obtain the clothing they need and would go without were it not for this sale.

WE ARE OVERSTOCKED, entirely too much so. Thinking that conditions would change, and expecting a big trade this fall, we bought more goods than we should have, so we have got to lose money on a big share of it to move it, and if prices will move it, it will certainly be moved. Just look at the prices on the articles listed below.

Men's Suits

Every \$27.50 suit will be marked at	\$18.50
Every 25.00 suit will be sold at	16.50
Every 22.50 suit will be sold at	14.50
Every 20.00 suit will be sold at	12.50
Every 15.00 suit will be sold at	10.00
Every 10.00 suit will be sold at	6.00

Men's Overcoats

Every \$27.50 overcoat will be sold at	\$18.50
Every 25.00 overcoat will be sold at	16.50
Every 22.50 overcoat will be sold at	14.50
Every 20.00 overcoat will be sold at	12.50
Every 15.00 overcoat will be sold at	10.00
Every 10.00 overcoat will be sold at	6.00

Boys' Suits and Overcoats

All boys' \$6.50 knee pant suits will be sold at	\$5.00
All boys' 5 00 knee pant suits will be sold at	4.00
All boys' 4.00 knee pant suits will be sold at	3.00
All boys' 3.00 knee pant suits will be sold at	2.50
All boys' \$12.00 overcoats will be sold at	9.00
All boys' 10.00 overcoats will be sold at	7.50
All boys' 7.50 overcoats will be sold at	6.00
All boys' 6.50 overcoats will be sold at	5.00
All boys' 5.00 overcoats will be sold at	4.00

Men's and Boys' Caps

All Men's \$6.50 Fur Caps will be sold at	\$5.00
All Men's 5.00 " will be sold at	4.00
All Men's 3.00 " will be sold at	2.50
All Men's 2.50 " will be sold at	2.00
All Men's 2.00 " will be sold at	1.75
All Men's 1.50, 1.25 Cloth Caps will be sold at	1.00
All Men's 1.00 Cloth Caps will be sold at75
All Boys' 75c " will be sold at50
All Boys' 50c " will be sold at35

Men's and Boys' Mackinaws

All Men's \$10.00 Mackinaws will be sold at	\$7.50
All Men's 9.00 Mackinaws will be sold at	7.00
All Men's 8.00 Mackinaws will be sold at	6.00
All Men's 7.50 Mackinaws will be sold at	5.50
All Boys' 6.50 Mackinaws will be sold at	5.00
All Boys' 6.00 Mackinaws will be sold at	4.50
All Boys' 5.00 Mackinaws will be sold at	4.00
All Boys' 4.00 Mackinaws will be sold at	3.00

Men's and Boys' Sweaters

All Men's \$8.50 Sweaters will be sold at	\$5.00
All Men's 5.00 Sweaters will be sold at	3.75
All Men's 4.00 Sweaters will be sold at	3.00
All Men's 3.00 Sweaters will be sold at	2.25
All Men's 1.00 Sweater will be sold at75
All Boys' 3.00 Sweaters will be sold at	2.25
All Boys' 2.00 Sweaters will be sold at	1.50
All Boys' 1.50 Sweaters will be sold at	1.00

Men's and Boys' Hats will Move at These Prices

All Men's \$3.00 Hats, all shapes and colors, will be sold at	\$2.25
All Men's 2.50 Hats, all shapes and colors, will be sold at	2.00
All Men's 2.00 Hats, all shapes and colors, will be sold at	1.50
All Boys' 1.50 Hats, all shapes and colors, will be sold at	1.00
All Boys' 1.00 Hats, all shapes and colors, will be sold at75

Men's Shoes

Every \$5.00 pair men's dress or work shoes, sold at	\$4.00
Every 4.50 pair men's dress or work shoes, sold at	3.75
Every 4.00 pair men's dress or work shoes, sold at	3.25
Every 3.50 pair men's dress or work shoes, sold at	2.75
Every 3.00 pair men's dress or work shoes, sold at	2.50
Every 2.50 pair men's dress or work shoes, sold at	2.00

Ladies' Shoes

Every \$5.00 pr. ladies' dress shoes, sold at	\$4.00
Every 4.50 pr. ladies' dress shoes, sold at	3.75
Every 4.00 pr. ladies' dress shoes, sold at	3.25
Every 3.50 pr. ladies' dress shoes, sold at	2.75
Every 3.00 pr. ladies' dress shoes, sold at	2.50
Every 2.50 pr. ladies' dress shoes, sold at	2.00

Children's Shoes

Every \$3.50 pr. boys' or girls' shoes, sold at	\$3.00
Every 3.00 pr. boys' or girls' shoes, sold at	2.50
Every 2.50 pr. boys' or girls' shoes, sold at	2.00
Every 2.25 pr. boys' or girls' shoes, sold at	1.85
Every 2.00 pr. boys' or girls' shoes, sold at	1.60
Every 1.75 pr. boys' or girls' shoes, sold at	1.50

Men's and Boys' Union Suits

All Men's \$5.00 all wool Union Suits will be sold at	\$4.00
All Men's 4.00 wool Union Suits will be sold at	3.25
All Men's 3.00 heavy wool and cotton Union Suits will be sold at	2.50
All Men's 2.50 medium wool and cotton Union Suits will be sold at	2.00
All Men's 1.50 heavy fleece Union Suits will be sold at	1.25
All Men's 1.25 fleeced Union Suits will be sold at	1.00
All Boys' 2.50 heavy wool and cotton Union Suits will be sold at	2.00
All Boys' 1.50 fleeced Union Suits will be sold at	1.00
All Boys' 50c fleeced Union Suits will be sold at40c
All Men's 2.50 all wool, one piece, will be sold at	1.75
All Men's 2.00 all wyl, one piece, will be sold at	1.50
All Men's 1.50 wool and cotton, one piece, will be sold at	1.00
All Men's 1.00 heavy cotton, one piece, will be sold at75c
All Men's 50c heavy fleece, one piece, will be sold at40c
All Boys' 50c heavy fleece, one piece, will be sold at40c
All Boys' 35c heavy fleece, one piece, will be sold at25c

Men's Dress Shirts

All Men's \$2.00 Arrow Dress Shirts will be sold at	\$1.50
All Men's 1.50 Arrow Dress Shirts will be sold at	1.25
All Men's 1.25 Moaarch Dress Shirts will be sold at98

Men's Flannel Shirts

All Men's \$2.00 Flannel Shirts will be sold at	\$1.50
All Men's 1.50 Flannel Shirts will be sold at	1.15
All Men's 1.00 Flannel Shirts will be sold at75
All Men's 50 Work shirts will be sold at40

Men's and Boys' Overalls and Jackets

All Men's \$1.00 Overalls or Jackets will be sold at	90c
All Men's .85 Overalls or Jackets will be sold at	75c
All Men's .75 Overalls or Jackets will be sold at	65c
All Men's .50 Overalls or Jackets will be sold at	25c
All Boys' .50 Overalls or Jackets will be sold at	45c
All Boys' .35 Overalls or Jackets will be sold at	30c

Ladies' and Misses Cloaks at 40 per cent. Discount

Every \$35.00 cloak will be sold at	\$21.00
Every 30.00 cloak will be sold at	18.00
Every 27.50 cloak will be sold at	16.50
Every 25.00 cloak will be sold at	15.00
Every 22.50 cloak will be sold at	13.50
Every 20.00 cloak will be sold at	12.00
Every 15.00 cloak will be sold at	9.00
Every 12.50 cloak will be sold at	7.50
Every 10.00 cloak will be sold at	6.00

Ladies' and Misses' Furs at Less Than Cost

Ladies \$35.00 sets, black near seal, will be sold at	\$20.00
Ladies' 35.00 sets, white fox, will be sold at	20.00
Ladies' 30.00 sets, Jap mink, will be sold at	18.00
Ladies' 30.00 sets, brown fox, will be sold at	18.00
Ladies' 25.00 sets, kangaroo, will be sold at	16.50
Ladies' 20.00 sets, striped coney, will be sold at	12.00
Girls' 25.00 sets, krimnier, will be sold at	15.00
Girls' 8.50 sets, grey wolf, will be sold at	6.00
Girls' 6.50 sets, brown coney, will be sold at	4.50
Girls' 6.50 sets, black coney, will be sold at	4.50

Ladies' and Misses' Sweaters Must Go

All ladies' \$6.50 sweaters, all colors, sold at	\$5.00
All ladies' 5.00 sweaters, all colors, sold at	3.75
All ladies' 4.00 sweaters, all colors, sold at	3.00
All misses' 3.00 sweaters, all colors, sold at	2.25
All misses' 2.50 sweaters, all colors, sold at	2.00
All misses' 2.00 sweaters, all colors, sold at	2.50

Men's and Boys' Dress or Work Gloves and Mittens

All Men's \$3.00 dress or work mitts will be sold at	\$2.50
All Men's 2.00 dress or work mitts will be sold at	1.75
All Men's 1.50 dress or work mitts will be sold at	1.25
All Men's 1.25 dress or work mitts will be sold at	1.00
All Men's 1.00 dress or work mitts will be sold at75c
All Boys' 75c dress or work mitts will be sold at60c
All Boys' 50c dress or work mitts will be sold at40c
All Men's 50c dress or work mitts will be sold at40c
All Men's 35c dress or work mitts will be sold at25c
All Men's 25c dress or work mitts will be sold at20c

Men's and Boys' Wool or Cotton Sox

All Men's 50c Heavy or Light Wool Socks will be sold at	40c
All Men's 35c Heavy or Light Wool Socks will be sold at	25c
All Men's 25c Cotton or Wool Socks will be sold at	20c
All Men's 15c Cotton or Fleeced Socks will be sold at	10c
All Men's 10c Cotton Socks will be sold 4 pair for	25c

Men's and Ladies' Rain Coats

All Men's and Ladies' \$20.00 Rain Coats will be sold at	\$15.00
All Men's and Ladies' 15.00 Rain Coats will be sold at	11.50
All Men's and Ladies' 12.50 Rain Coats will be sold at	9.50
All Men's and Ladies' 10.00 Rain Coats will be sold at	7.50
All Men's and Ladies' 8.50 Rain Coats will be sold at	7.50
All Men's and Ladies' 6.50 Rain Coats will be sold at	5.00
All Men's and Ladies' 5.00 Rain Coats will be sold at	3.75

Men's Fur and Plush Lined Overcoats

Men's \$38.50 Calf Skin Coats will be sold at	\$26.50
Men's 38.00 Capbretta Lamb will be sold at	26.50
Men's 40.00 Fur Lined Coat will be sold at	26.50
Men's 30.00 Dog Skin Coat will be sold at	20.00
Men's 27.50 Dog Skin Coat will be sold at	18.50
Men's 20.00 Plush Lined Coats will be sold at	14.50
Men's 16.50 Plush Lined Coats will be sold at	12.50

ALL RUBBER GOODS will be sold at 10 per cent. discount from regular prices during this sale. Remember that this sale starts Monday Morning, JANUARY 3, and ends Saturday Night, JANUARY 22. Positively no goods will be sold at these prices after that day. Please do not ask for credit during this sale, as at these prices we must have the money to pay our bills with. Remember, too, that you have never bought Clothing or Shoes before at the very low prices we are making, and you will be the loser if you don't take advantage of this opportunity and come to this Big Annual Sale prepared to fit out your entire family.

The Nichols Clothing Co.

CRESO. IOWA