

# Lomax's January Clearance SALE

## BEGINS SATURDAY MORNING, JANUARY 15

### A Semi-Annual Event Which Means and Stands for Something at This Store

Good store keeping means the keeping of stocks in perfect condition. Not to carry any goods over from one season to another is a first principle in Lomax store methods. In this Clearance Sale we have planned for an immediate disposal of all winter stocks. While not everything in the store is reduced, great price cuts have been instituted throughout all the stocks of winter goods, as well as in many lines of staples. Bear in mind the fact that this store does not buy up a lot of cheap, inferior merchandise—seconds, jobs, remnants, fire-sale goods, etc—to offer in our clearance sales.

Here you will find nothing but our own regular stocks of well-chosen, clean, dependable merchandise. Shrewd shoppers will make straight for this store where the real bargains of the day will be offered in greatest numbers.

<p><b>JANUARY CLEARANCE</b> <b>Mens and Boys Mackinaws and Duck Coats</b></p> <p>Mens 7.50 mackinaws, reduced to..... 5.98 Mens 5.98 mackinaws, reduced to..... 4.79 Boys 5.98 mackinaws, reduced to..... 4.79 Boys 5.00 mackinaws, reduced to..... 3.98 Boys 3.50 mackinaws, reduced to..... 2.79 Mens 5.50 duck coats, reduced to..... 4.38 Mens 2.98 and 3.00 duck coats, reduced.. 2.38 Mens 2.75 duck coats, reduced to..... 2.18 Mens 2.00 and 2.25 duck coats, reduced.. 1.48 Mens 1.00 duck vests, reduced to..... .58 Boys 1.00 and 1.25 duck coats reduced to .79 Boys 1.50 duck coats, reduced to..... .98 Mens 30.00 fur coats, reduced to..... 22.50</p>	<p><b>JANUARY CLEARANCE</b> <b>Corsets</b></p> <p>We have several lots of corsets in which there are only from one to six—not all sizes of each kind but about all sizes among the different lots. These are priced at much less than actual worth for quick clearance.</p> <p>3.00 value, clearance price... 2.25 2.50 value, clearance price... 1.89 2.00 value, clearance price... 1.48 1.50 value, clearance price... .98 1.00 value, clearance price... .75 .50 value, clearance price... .41</p>	<p><b>JANUARY CLEARANCE</b> <b>Men,s Womens and Childrens Sweaters</b></p> <p>50c value, clearance price... 39c 75c value, clearance price... 59c 1.00 value, clearance price... 85c 1.50 value, clearance price... 1.19 1.75 value, clearance price... 1.39 2.00 value, clearance price... 1.59 2.25 value, clearance price... 1.79 2.50 value, clearance price... 1.98 3.00 value, clearance price... 2.38 6.75 value, clearance price... 5.38</p>	<p><b>JANUARY CLEARANCE</b> <b>Hosiery</b> <b>For Men, Women and Children</b></p> <p>Childrens fleeced hose, all sizes, 15c and 20c values, clearance price per pair... 12<sup>1</sup>/<sub>2</sub>c Childrens wool hose, all sizes, 25c value clearance price per pair... 19c Womens fleeced hose, all sizes, 15c value, clearance price per pair... 12<sup>1</sup>/<sub>2</sub>c Womens fleeced hose, all sizes, 25c value, clearance price per pair... 19c Womens wool hose, all sizes 25c value clearance sale per pair... 19c Mens heavy wool sox, 25c value clearance price pair... 21c Mens extra heavy wool sox, 50c value, clearance price per pair... 35c</p>
<p><b>*JANUARY CLEARANCE</b> <b>Blankets and Comforts</b></p> <p>6.00 wool blankets, reduced to..... 4.75 4.50 wool blankets, reduced to..... 3.60 1.98 wool-nan blankets, reduced to..... 1.59 1.75 cotton blankets, reduced to..... 1.39 1.50 cotton blankets, reduced to..... 1.19 1.29 cotton blankets, reduced to..... 1.05 1.00 and 1.10 cotton blankets, reduced to .79 75c cotton blankets, reduced to..... .55 50c crib blankets, reduced to..... .41 75c crib blankets, reduced to..... .59 3.00 comforts..... 2.50</p>	<p><b>JANUARY CLEARANCE</b> <b>Mens Hats</b></p> <p>Derbies and soft hats; odd lots; all sizes.</p> <p>3.00 values, reduced to..... 1.98 2.50 value reduced to..... 1.75 2.00 value reduced to..... 1.50 1.50 value reduced to..... 1.00</p>	<p><b>JANUARY CLEARANCE</b> <b>Ready-to-Wear</b></p> <p>Waists, House Dresses, Kimonas, Aprons, Muslin Wear, etc.</p> <p>Decisive reductions are now made to effect an absolute clearance of all lines of ready-to wear. Your unrestricted choice of any waist, house dress, kimona, apron or muslin wear garments at ONE-FIFTH less than former prices.</p>	<p><b>JANUARY CLEARANCE</b> <b>Womens, Misses and Childrens Coats</b> <b>At ONE-HALF Price</b></p> <p>This lot consists of 16 coats, the remainder of our line and not all sizes are represented. If your size is here you will be very fortunate to secure one of these garments at just half price.</p> <p>1 womans coat, size 44, 7.00 reduced to... 3.50 1 womans coat, size 34, 13.50, reduced to 6.75 3 Misses coats, sizes 1-14, 1-16, 1-18, 14-00 values, reduced to..... 7.00 1 Misses coat, size 17, 10.50, reduced to... 5.25 1 Misses coat, size 14, 8.50, reduced to... 4.25 1 childs coat, size 10, 7.50' reduced to... 3.75 2 childs coats, sizes 1-5, 1-10, 5.50, at... 2.75 1 childs coat, size 8, 4.50, reduced to... 2.25 4 childs coats, sizes 1-4, 1-6, 1-7, 1-8 4.00 values reduced to..... 2.00 1 childs coat, size 8, 2.25, reduced to... 1.13</p>
<p><b>JANUARY CLEARANCE</b> <b>Notions</b></p> <p>5 spools darning cotton for..... 10c 10c aluminum drinking cups, for..... 5c 50c hair pin and mirror set, on sale for... 25c 3 packages 5c safty pins, for..... 5c 2 cards 5c hooks and eyes, for..... 10c 3 spools 5c silko. for..... 10c 3 packages 5c brass pins, for..... 10c 5 packages wire hair pins, for..... 5c</p>	<p><b>JANUARY CLEARANCE</b> <b>Cotton Batts</b></p> <p>Cotton Batts have advanced \$1.00 per bale. We have 10 cases which we offer at these below market prices for our January Clearance Sale.</p> <p>3<sup>1</sup>/<sub>2</sub> lb comfort size, 75c value .65 2<sup>1</sup>/<sub>2</sub> lb comfort size, 50c value .41 25c value cotton batts ..... .21 15c value cotton batts ..... .12 12<sup>1</sup>/<sub>2</sub>c value cotton batts..... .10 10c value cotton batts..... .09 2 lb wool batts, comfort size 1.85 value.....1.65</p>	<p><b>JANUARY CLEARANCE</b> <b>Embroideries</b></p> <p>600 yards embroideries, edges and insertions, values to 15c yard January clearance per yd... 5c</p>	<p><b>JANUARY CLEARANCE</b> <b>Thread</b></p> <p>5 spools J &amp; P Coats cotton thread and 3 5c spools mercerized cotton thread, black, white and colors, value 40c, 8 spools -- 25c</p>
<p><b>JANUARY CLEARANCE</b> <b>Silks and Dress Goods</b></p> <p>Now is the time for you to buy Silks and Dress Goods. Savings to be made now are worthy of your investigation.</p> <p>1.50 silks and dress goods reduced to... 1.19 1.00 silks and dress goods, reduced to... 85c 75c silks and dress goods, reduced to... 59c 50c silks and dress goods, reduced to... 41c 40c silks and dress goods, reduced to... 32c 35c silks and dress goods, reduced to... 28c 25c silks and dress goods, reduced to... 21c</p>	<p><b>JANUARY CLEARANCE</b> <b>Mens, Womens, Childrens Underwear</b></p> <p>25c value, reduced to..... .19 35c value reduced to..... .28 50c value reduced to..... .41 55c value reduced to..... .44 60c value reduced to..... .48 65c value reduced to..... .52 70c value reduced to..... .56 75c value reduced to..... .59 1.00 value reduced to..... .85 1.50 value reduced to..... 1.19 2.00 value reduced to..... 1.58 2.50 value reduced to..... 1.98 3.00 value reduced to..... 2.38</p>	<p><b>JANUARY CLEARANCE</b> <b>Table Linens</b></p> <p>1.00 value table linen, yard... 85c 79c value table linen, yard... 62c 50c value table linen, yard... 41c</p>	<p><b>JANUARY CLEARANCE</b> <b>Staple Dry Goods</b></p> <p>Best standard prints, per yard..... 5c 10c value bleached muslin..... 8c 8<sup>1</sup>/<sub>2</sub>c value bleached muslin..... 7c 8<sup>1</sup>/<sub>2</sub>c value Brown Muslin, reduced to... 7c 25c value 9-4 bleached sheeting sale... 20c 25c value 9-4 brown sheeting, sale price... 20c 20c value 42-inch pillow tubing..... 16c 15c value canton flannels, sale..... 12c 12<sup>1</sup>/<sub>2</sub>c value canton flannels, clearance... 9c 10c value canton flannels, sale..... 8c 10 and 12<sup>1</sup>/<sub>2</sub>c value fleeee back goods..... 8c 10 and 12<sup>1</sup>/<sub>2</sub>c value outings..... 8c 6<sup>1</sup>/<sub>4</sub>c value outings sale price..... 5c 10 and 12<sup>1</sup>/<sub>2</sub>c value silklines sale..... 9c Amoskeag A C A ticking..... 15c 25c value dress gingham at sale..... 21c 15c value dress gingham, at sale..... 12<sup>1</sup>/<sub>2</sub>c 12<sup>1</sup>/<sub>2</sub>c value dress gingham at sale..... 9c 10 value dress gingham, reduced to... 8c 7<sup>1</sup>/<sub>2</sub>c value apron gingham reduced to... 6c 10c value crash, per yard, sale..... 8<sup>1</sup>/<sub>2</sub>c 12<sup>1</sup>/<sub>2</sub>c value crash per yard reduced to... 10<sup>1</sup>/<sub>2</sub>c 16 2-3c value crash per yard reduced to... 14c 25c value crash per yard reduced to... 21c</p>
		<p><b>JANUARY CLEARANCE</b> <b>Rubber Footwear</b></p> <p>You can save Ten Per Cent if you buy your Rubber Footwear here during this January Clearance Sale.</p>	
		<p><b>JANUARY CLEARANCE</b> <b>Mens Outing Flannel Shirts</b></p> <p>Mens outing flannel shirts, all sizes, good value, January clearance price, each... 39c</p>	
		<p><b>JANUARY CLEARANCE</b> <b>Mens Knit Gaiters, "Ball Band"</b></p> <p>Mens knit gaiters, all sizes, 1.75 values, January clearance price per pair... 1.39</p>	

**J. W. LOMAX & CO., The Quality Store, Laclede, Mo.**