

Homer Fitts
Founder
1886

Incorporated 1906

William T. Rees
General Manager
1917

The Homer Fitts Co., Inc.

Celebrates Its Thirty-Second Birthday

By Offering the Public of Barre and Vicinity

A Great Anniversary and Reorganization Sale

Commencing Saturday, December 29, 1917, Closing Saturday, January 5th, 1918

THE HOMER FITTS STORE has added another link in the chain of years covering its business life in Barre. For almost one-third of a century it has stood for all that is best in the way of retail merchandising, a store of QUALITY AND FAIR PRICES. Its founder was a man of sterling integrity and great business capacity. That he built well is proven by the fact that this store still stands staunch and time-tested, a monument to his memory and a credit to this community.

THIS IS A SALE OF APPRECIATION. The generous, loyal patronage of the people of Barre and vicinity confirms our belief that they have an appreciation for the store—that they have full confidence in the integrity of its personnel, its wares, its methods—recognizing full well that this loyalty and appreciation has given this store its success, we want to express at this time our profound, most grateful thanks. May you one and all enjoy a most prosperous and happy 1918.

THE PRESENT MANAGEMENT will endeavor, in the conduct of this store, to still retain your loyalty and support. We realize that the real, lasting, worth-while success of this business has been built on good service, on the value of what you get for what you pay, on the quality that not only satisfies your good taste when you buy, but keeps on satisfying your good judgment after you have bought. Our constant aim in the future will be **Good Merchandise, Square Dealing, Efficient Service.**

EVERY VALUE OFFERED IN THIS SALE IS GENUINE—NO FICTITIOUS MARK-UPS ALLOWED, TO MAKE THE VALUES SEEM GREATER THAN THEY ACTUALLY ARE

Dress Goods of the Homer Homer Fitts Quality at Clearance Prices

The more Dress Goods you buy at this sale, the greater your future savings. We need not tell you what these same qualities will be in the future—you are quite familiar with price tendencies. We advise immediate action, as in many of the choicest pieces the yardage is limited.

- \$2.50 All Wool Novelty Mixture Suitings, 56 and 48 inches wide Sale Price, \$1.98 yard
- \$2.25 All Wool Broadcloth, 56 inches wide, especially good for coats Sale Price, \$1.69 yard
- \$2.00 All Wool Novelty Suiting, 54 inches wide, Sale Price, \$1.49 yard
- \$1.75 Striped Wool Serge, 51 and 54 inches wide, Sale Price, \$1.39 yard
- \$1.50 Novelty Stripes, 54 and 40 inches wide, Sale Price, \$1.29
- \$1.25 Wool Crepe and Novelty Mixtures, 40 and 50 inches wide Sale Price, 98c yard
- \$1.00 Novelty Mixtures and Plaids, 36 and 42 inches wide, Sale Price, 79c yard
- 75c Checked Mohair and Suitings, 36 and 42 inches wide, Sale Price, 49c yard
- \$2.75 Chiffon Broadcloth, 54 inches wide, Sale Price, \$2.29
- \$2.00 Brocaded Charmeuse and Figured Crepe de Chine, 40 inches wide Sale Price, 98c yard
- Remnant lengths of Dress Goods, Silks, Crepes and Satins marked away below cost for quick clearance.

Muslin and Knit Underwear Marked for Clearance

Princess Slips, Combinations, Night Robes and Underskirts, slightly soiled and mussed from display. Former prices from 75c to \$2.75, marked for sale, **One-Fourth Off**

\$1.25 Women's Jersey Union Suits, good weight, Sale Price, 89c

59c Women's Fibre Hose, Pink and Blue, Sale Price, 39c

Corsets and Brassieres

Discontinued styles and broken assortments marked down.

- \$1.00 Miller Corsets, 69c
- \$1.50 Miller Corsets, 98c
- \$2.50 Gossard Corsets, \$1.49
- \$3.00 Gossard Corsets, \$1.98
- \$4.25 Gossard Corsets, \$2.89
- \$5.00 and \$6.50 Gossard Corsets, \$3.49
- \$8.00 Gossard Corsets, \$4.98
- 50c Brassieres, 39c
- \$1.00 Brassieres, 79c

A Dress for Every Occasion Is in this Sale

Street Dresses, Afternoon Dresses, Reception Dresses, Dresses of every good and new material and every new style. Every woman can have a new Dress—especially when they can be had for so very little.

- \$25.00 and \$30.00 Women's Silk and Wool Dresses, newest models Sale Price, \$13.98
 - \$22.50 and \$20.00 Women's Silk and Wool Dresses, new, smart styles Sale Price, \$12.98
 - \$18.50 Women's Silk and Wool Dresses, stylish models in best shades Sale Price, \$10.98
 - \$16.50 Women's and Misses' Silk and Wool Dresses, Sale Price, \$9.98
 - \$10.50 and \$13.50 Women's and Misses' Silk and Wool Dresses Sale Price, \$7.98
 - \$7.50 and \$8.50 Women's and Misses' Silk and Wool Dresses, Sale Price, \$3.98
- 25 Per Cent. Discount on all our Women's and Misses' Silk and Wool Dresses not mentioned in this advertisement.

Children's Coats Marked Down

- \$10.00 Children's Coats Sale Price, \$7.50
- \$6.50 and \$7.50 Children's Coats Sale Price, \$4.98
- \$5.00 Children's Coats Sale Price, \$3.49
- \$3.98 Children's Coats Sale Price, \$2.98
- \$2.98 Children's Coats Sale Price, \$1.98
- All Children's and Misses' Skating Sets, Brush Sets and Scarfs at One-Fourth Off

Every Winter Garment in This Store at Great Reductions Here Are the New Lowered Prices

New Winter Suits Former Prices \$20 to \$40 1-2 Price



New Winter Suits Former Prices \$20 to \$40 1-2 Price

Winter Coats that were \$10.95 to \$14.00 **\$8.98**

Odd Sizes in Winter Coats A Bargain IF WE HAVE YOUR SIZE In Plain Colors and Fancy Mixtures, women's and misses' sizes. The former prices were from \$12.50 to \$20.00 **\$3.98**

Winter Coats that were \$25.00 to \$32.50 **\$16.50**

Winter Coats that were \$15.00 to \$22.50 **\$10.98**

Winter Coats that were \$37.50 to \$40.00 **\$22.50**

We Offer Wonderful Values in Our Bargain Annex During this Sale

Every item is cut away below cost for quick clearance. Some of the lots are limited, so be here early to get your share of these bargain plums.

- 10c Cotton Huck Towels Sale Price, 6c
- 12 1/2c Brown Cotton, 36 inch, Sale Price, 10c yd.
- 15c Dress Gingham Sale Price, 10c yard
- 50c White Ruffling Sale Price, 9c yard
- 75c White Ruffling Sale Price, 15c yard
- \$1.00 and \$1.50 Fancy Flowers Sale Price, 17c
- 45c Satin Ribbon Sale Price, 15c yard
- 35c Rose Bud Trimming Sale Price, 10c yard
- 50c and 75c Bead Fringe Sale Price, 29c yard
- 69c and 89c Children's Dresses, Sale Price, 49c
- 25c Children's Hose Sale Price, 15c pair
- 29c Women's Hose Sale Price, 19c pair
- 39c Women's Hose Sale Price, 29c pair
- \$1.00 Women's Underskirts Sale Price, 69c
- 15c Cotton Crash Sale Price, 11c yard
- 12 1/2c Shirting Print Sale Price, 9c yard
- 15c Curtain Serim Sale Price, 10c yard
- 50c Sofa Pillows Sale Price, 29c
- \$3.50 Bath Robe Blankets Sale Price, \$2.29
- 25c Ladies' Neckwear Sale Price, 10c
- 50c Ladies' Hand Bags Sale Price, 19c
- 50c and 75c Children's Hats Sale Price, 39c
- \$1.00 Scarf Sets Sale Price, 39c
- \$1.50 Women's Union Suits Sale Price, \$1.19
- 85c Women's Knit Vests Sale Price, 69c
- 50c Children's Vests Sale Price, 35c
- \$1.25 Women's Wool Drawers Sale Price, 79c
- \$1.00 Women's Fleece Drawers Sale Price, 59c

Odd Lots, Broken Sizes and Assortments Picked From All Departments

and placed on sale for quick clearance in our Bargain Annex at

Half Price

- White and Ecru Curtains, former prices were 75c to \$3.49, **One-Half Off**
- White Table Cloths, former prices were 98c to \$1.98, **One-Half Off**
- Men's and Women's Umbrellas, former prices were 98c to \$1.69, **One-Half Off**
- Women's Kid and Cotton Gloves, former prices were 50c to \$1.75, **Half Off**
- Women's Aprons, former prices were 25c to 98c, **One-Half Off**
- Women's Lace Collars, former prices were 50c to \$2.98, **One-Half Off**
- Fancy Braid and Trimmings, former prices were 50c to \$3.00, **One-Half Off**
- Odd lots and Remnants of Dress Goods, Silks, Ribbons, Laces, Trimmings, Embroideries, Underwear, Hosiery, Notions and Toilet Articles, all reduced for this sale to **HALF PRICE**

Positively No Goods on Sale, Sold, Before Saturday, December 29th. Store Opens Saturday Morning at 8 O'clock
These Prices Are for Cash—No Memorandums

Lucky for Those Who Buy Linens-Bedding-Domestics in This Sale

The prices prevailing in this sale make it possible to supply your needs for months ahead. You had better see them as soon as possible.

- \$2.75 All Linen Scotch Damask, 72 inches wide, four patterns to choose from Sale Price, \$2.25 yard
- \$2.25 All Linen Damask, 70 inches wide, variety of neat patterns Sale Price, \$1.75 yard
- \$5.50 All Linen Napkins, 22 inches, to match the Damask above Sale Price, \$4.49 dozen
- \$1.50 "Wearwell" Sheets, size 81x90 inches, Sale Price, \$1.29
- 39c "Wearwell" Pillow Cases, size 45x38 1/2 inches, large size Sale Price, 29c each
- 25c Turkish Towels, large size, extra heavy Sale Price, 17c each
- 17c Turkish Towels, soft and absorbent, good size Sale Price 12 1/2c each
- 19c Dress Percale, 36 inches wide, light and dark patterns, Sale Price, 15c yard
- 22c Unbleached Cotton, 40 inch, 10 yards to a customer, Sale Price, 19c yard
- 20c Unbleached Cotton, 36 inch, 10 yards to a customer, Sale Price 17c yard
- 25c English Long Cloth, 36 inch, 10 yards to a customer, Sale Price 19c yard
- \$3.50 Woolnap Blankets, size 64x76, extra grade Sale Price \$2.75 pair

Fine Furs

Now to Be Had at Clearance Prices

—and most of the fur season is yet to come. But this sale is no respecter of merchandise. And so these opportunities are presented at the very time handsome, good, warm furs are most needed.

- \$80.00 Mink Sets Sale Price \$29.50
- \$65.00 Mink Sets Sale Price \$21.50
- \$65.00 Mink Muffs, Sale Price \$42.50
- \$55.00 Mink Muffs, Sale Price \$37.50
- \$50.00 Mink Muffs, Sale Price \$35.00
- \$30.00 Mink Muffs, Sale Price \$16.50
- \$30.00 Opossum Sets, Sale Price, \$19.98
- \$40.00 Red Fox Set, Sale Price, \$29.50
- \$23.50 China Fox Set, Sale Price, \$16.95
- \$23.50 Raccoon Muff, Sale Price, \$16.95
- \$16.50 Raccoon Muff, Sale Price \$10.95
- \$12.50 Narobia Muff, Sale Price \$8.98
- \$8.50 Narobia Muff, Sale Price, \$6.98
- \$25.00 Beaver Muff, Sale Price, \$16.50
- \$10.00 Opossum Muff, Sale Price \$7.49
- \$20.00 Narobia Sets, Sale Price \$14.98
- \$6.98 Black Coney Muffs, Sale Price \$4.98
- \$5.98 Narobia Muffs, Sale Price \$2.49
- \$3.98 White Muffs, three in lot, Sale Price \$1.98
- \$12.50 to \$3.98 Children's Furs reduced to prices ranging from \$7.98 to \$1.98

Skirts, Blouses, etc. Included in This Sale

Broken assortments of Women's Separate Skirts, Blouses, Kimonos and Children's Dresses, marked for a quick clearance. The values are wonderful, at the prices we have marked them. Come early, as they will go quickly.

- \$13.50 Women's Skirts, Striped Wool material, one only, Sale Price, \$6.98
- \$8.50 and \$9.75 Women's Skirts, best grade materials Sale Price, \$5.98
- \$7.50 and \$7.98 Women's Skirts, All Wool, good models, Sale Price, \$4.98
- \$5.98 and \$6.98 Women's Skirts, strictly All Wool, Sale Price, \$3.98
- \$3.50 to \$2.98 Women's Skirts, good quality materials, Sale Price, \$1.98
- \$2.98 to \$5.50 Silk Blouses, broken sizes, splendid values, Sale Price, \$1.98
- \$2.25 to \$1.50 Crepe and Flannel Kimonos, special lot, Sale Price, 98c
- \$2.98 Children's Wool Dresses, 12 in lot, all sizes, Sale Price, \$1.98

- \$9.00 Cowhide Traveling Bags Sale Price, \$5.98
- \$7.50 "Keystone" Carpet Sweepers Sale Price, \$2.98
- \$15.00 Adjustable Dress Form Sale Price, \$7.49
- \$3.50 Kollapso Dress Forms Sale Price, \$1.98

Sewing Machines at Less Than Cost!

We are closing out our Machines. Here is the chance of a lifetime.

- \$50.00 "New Home" and "Standard," \$24.98
- \$45.00 "New Home" and "Eldredge," \$22.49
- \$40.00 "New Home," \$19.98
- \$35.00 "Standard," \$17.48

