

Wise buyers will be here bright and early next Monday. Splendid lots of seasonable and fashionable goods go on sale at prices that are but fractions of their real value. We give below particulars of some of them; there are other just as great bargains that cannot find mention in this advertisement.

Houghton & Simonds

BRATTLEBORO.

A Year's Subscription to McCall's Magazine for 30c. Read the Offer.

READ ABOUT

Dolls at Your Own Price.
Handkerchief "Seconds" at 1-2 Price.

It Starts Next Monday Morning, January 15, at 8 O'clock.

THE ANNUAL BIG JANUARY BARGAIN SALE.

Bargain Prices On All Winter Goods Remaining.

On All Odd Lots, Broken Lines and Remnants of Staple Goods.

On All Overstocks to be Disposed of Before Inventory.

The Entire Line of Women's Tailored Suits and Coats About Half Price.

Price advantages that are never surpassed outside these great stock clearance sales.

Aside from the extreme lowness of the prices, this sale will in many ways be the most remarkable we have ever held. The numbers of different models are greater, the styles more effective and more practical, and the colors and mixtures are far more desirable than those usually found at the end of a season.

Many of these garments, late in coming, have been in the store but a few weeks and there is a long season for wearing them yet ahead. For convenience, we have arranged them in lots and numbered them.

Bargains in Women's Winter Coats.

- LOT 3 AT \$2.98.**
Six Black Cheviot Coats in three-quarter and tourist lengths. Were \$4.98 to \$7.00.
- LOT 4 AT \$3.98.**
Four Oxford Grey Tourist Coats, 45 inches long. Were \$6.98.
- LOT 5 AT \$4.98.**
Black Cheviot Coats. Coats of mixtures and coverlets. Empire and tourist styles. Were \$8.00 to \$10.00.
- LOT 6 AT \$6.95.**
New Coats of kerseys and mixtures, black and colors, empire and tourist styles. Were \$11.00 to \$13.50.
- LOT 1 AT 50c.**
Nine Winter Jackets in black and colors will be sold to first customers Monday morning at 50c each. Were formerly \$5.00 to \$10.00.
- LOT 2 AT \$1.98.**
Fourteen Winter Coats, blacks, blues and browns. Were originally \$7.50 to \$14.00. To first customers Monday at \$1.98.
- LOT 7 AT \$7.95.**
Mostly Black Tourist Coats of cheviot and kersey. Were \$12.00 and \$12.50.
- LOT 8 AT \$9.95.**
Plain Brown Cheviot Coats, 50-inch—Black Kersey and Cheviot Coats—Coats of mixtures and coverlets. Also Velvet and Plush Coats, Empire, one-half fitted and tourist styles. Were \$15.00.
- LOT 9 AT \$10.95.**
Empire and Tourist Coats of velvet, plush, mixtures, coverlets, kerseys and cheviots. Black, plain green and colors. Were \$18.00.
- LOT 10 AT \$11.95.**
Covert Coats—Brown or Black Plush Coats, Castor and Kersey Coats that were \$20.00.
- LOT 11 AT \$13.95.**
45 and 50 inch Coats of plush, crush velvet, plain velvet and fine broadcloths that were \$25.00.
- LOT 12 AT \$17.95.**
Coats of black or green chiffon broadcloth that were \$35.00.

Bargains in Tailored Suits.

- LOT 1 AT \$4.95.**
Suits that were \$10.00 and \$12.00.
- LOT 2 AT \$12.00.**
Twenty Suits in this lot. Long Coat Suits mostly. A few one-half fitted 30-inch College Girls' suits in mixtures. Styles up-to-the-minute. Prices were \$18.00 and \$20.00.
- Children's Coats at 1-3 Less.**
Coats of Wool Cheviot, were \$2.98, now **\$1.99**
Coats of Wool Mixtures, were \$2.98, now **\$2.65**
Coats of Wool Mixtures and Kerseys, were \$4.98, now **\$3.32**
Children's Cheviot Coats, fur trimmed, were \$9.00, now **\$6.00**
And this same low price on the whole of the Children's Coats.
- Children's Wool Dresses at 1-2 Price.**
One Dress, 8 year size, was \$9.00, now **\$4.50**
One Dress, 6 year size, was \$6.00, now **\$3.00**
Four Dresses, all sizes, were \$5.50, now **\$2.75**
Four Dresses, all sizes, were \$3.75, now **\$1.87 1-2**

Shirt Waist Bargains.

- Odd Waists of Flannel and Nun's veiling. Prices originally were \$1.50 to \$3.00. Your choice **49c**
- Checked Flannelette Waists, choice **39c**
- White Mercerized and White Linen Waists. Were \$1.25 to \$1.50. Sale Price **97c**
- Nun's Veiling Waists, were \$2.25 and \$2.50. Sale Price **\$1.98**
- Nun's Veiling, Plaid and Fancy Waists, were \$2.98 to \$5.50. Sale Price **\$2.75**
- Silk Waists in black, colors and plaids, were \$5.50 and \$6.00. Sale Price **\$3.75**
- Odd Waists of many kinds all **1-2 Price**.

Ladies' Sweaters, 1-3 Less.

- The whole stock at this price. All sizes and colors.
- Golf Vests were 95c now **75c**

Our Best Dolls at Your Own Price.

- We have left from Christmas about a dozen fine dolls. One that was \$7.50, one that was \$6.50, others that were from \$1.50 to 50c. Next Monday morning when we open at 8 o'clock they will be in the window at \$5.00 and will drop 50c an hour until they reach 50c, then price will drop to 25c, then 10c. Price will be \$2.00 at 2 p. m. and 50c at 5 p. m.

Silk Petticoat Bargains.

- Wonderful values here, as we are closing out the whole stock before inventory, preparatory to having a new line in February.
- Two Black Skirts, were \$5.00. Sale Price **\$3.98**
- Three Grey Skirts, were \$6.98. Sale Price **\$3.98**
- One Each, green, navy, and brown skirts, were \$7.50. Sale Price **\$5.75**
- One Each, black, and brown skirts, were \$8.00. Sale Price **\$4.98**
- One Brown Skirt, was \$5.50. Sale Price **\$5.50**
- Two Grey Skirts, were \$3.50. Sale Price **\$4.98**
- One Black Skirt, was \$9.50. Sale Price **\$6.98**
- One Navy Skirt, was \$12.00. Sale Price **\$5.98**
- One Black Skirt, was \$10.00. Sale Price **\$6.98**
- VERY SPECIAL.**
Ten Black Mercerized Satin Skirts, made of Colonial cloth, handsome silk finish, graduated flounce, an overstock. Were \$2.98. Sale Price **\$1.98**

Hosiery & Underwear.

- Odd Lot. About 3 dozen Ladies' Jersey Vests and Pants. Were \$1.00. Reduced to **59c**
- Broken Line, white and natural wool Union Suits that were \$1.50. Sale Price **75c**
- Other Odd Underwear at **1-2 price**.
- Lot Children's Cashmere Hose, pure wool, are imported makes, sizes 4 to 6, were 35c. Reduced to **18c**
- Other Odd Hosiery at **1-2 price**.

In accordance with our strict policy never to carry goods over, we twice yearly hold a SALE OF IMPORTANCE like this.

It's our WINTER "Odds and Ends" Sale.

Next Monday morning at 8 o'clock, we open the doors on the fourth annual sale of this kind.

Ever since Christmas we have been preparing for this event by a careful inspection of every department in search of all winter goods, unsold, short lengths, odds and ends, broken assortments and all goods that haven't displayed the expected activity in "moving out." The result is a veritable mountain of merchandise, in fact fully twice as much as was on display last year, which means that this sale will be the greatest opportunity for bargain seekers that Brattleboro has ever known. Everything in the sale must be disposed of before inventory the last of this month and the stocks must be clean as a whistle before the Spring goods arrive next month, and this is our method of unloading.

The "Bargain Prices" Will Do It.

Read this advertisement carefully. There are many entirely new features introduced in this sale.

Save 20c next week by buying a year's subscription to McCall's Magazine for 30c,

receiving a 15c pattern FREE as a premium. This offer is good for five days only--Tuesday, Wednesday, Thursday, Friday and Saturday,

JANUARY 16, 17, 18, 19 and 20.

By reason of the hurry and confusion on the Monday of sale weeks, we can take no subscriptions at this price on that day. Before Tuesday and after Saturday the price will be 50c.

The regular price is 50c, but by special arrangement with the McCall Co. we can make this remarkable offer for five days. You can select any pattern out of our stock which we sell for 15c., that leaves 15c., what the year's subscription really costs you. **Twelve months** of the leading fashion magazine mailed to your home for 15c, or **1 1-4c a copy**. This offer is good for new subscriptions or renewals--to begin when your present subscription expires. This pattern as a premium must be taken at time the subscription is given. Subscription orders by mail must be accompanied by the NUMBER and SIZE of pattern wanted. The February Fashion Sheet will be mailed free upon request.

Remember this offer is not good Monday.



Regarding the Paper Patterns of the McCall Company
Who Are Today by Common Consent the Leading Pattern People of America
Their Goods Are Fast Displacing Many Other Makes.

As is well known, we have had here the Sole Agency of these splendid patterns for several years past. Originally, we put them in, in a modest way, as an experiment, and to satisfy an occasional call for "Paper Patterns." We gave them only slight attention, considering the entire pattern business a very trifling one, and scarcely worth the time, space, and attention given to it.

We have changed our minds. The McCall Company and their unrivaled patterns, have by sheer force of worth and merit, built a business here which is to us a constant wonder.

The stock today is double that of a year ago, and the business continues to grow, and grow, simply because of the intrinsic value and excellence of the patterns themselves. We have planned to give them better attention than ever before. With the present complete stock we intend to be able to furnish on demand any pattern listed in the McCall fashion sheet without waiting to send to the home office for it. With the frequent discards or returns, which we, by our contract, are permitted to make, we are assured of a pattern stock constantly changing, new, fresh and up to date.

Wool Blanket Bargains.
Three Pairs Plaid Check Wool Blankets, were \$5.25. Sale Price **\$3.84**
Two Pairs White Wool Blankets, were \$5.50. Sale Price **\$3.75**
Two Pairs White Wool Blankets, were \$5.50. Sale Price **\$3.98**
One Pair White Wool Blankets, were \$5.00. Sale Price **\$1.98**
Bath Robe Blankets one-third less.

The McCall company, through their foreign correspondents and designers, are in constant touch with the best styles of Paris, Berlin, London and New York, consequently we offer them to our customers with the positive assurance that they bear in a marked degree the following points of excellence:

Absolutely stylish, reliable and perfect fitting.

Easy to use and understand.

They show the exact basting and sewing lines.

They are conveniently put up with very careful directions.

They have the most complete fashion sheet published.

Their fashion magazine is worth many times its cost.

The patterns are popularly priced, being only **10 and 15 cents**, none higher, and in our judgment, there are none better at any price.

Neckwear Bargains.

- All the boxed neckwear left from Christmas in the sale. Lots are small but clean and fresh.
- 25c Neckwear. Sale Price **17c**
- 35c Neckwear. Sale Price **24c**
- 50c and 60c Neckwear. Sale Price **36c**
- \$1.00 to \$2.50 Neckwear **1-2 price**
- 10c Collar Tops **4c**

Remnants--Yard Goods.

- 1-2 PRICE.
- Since Christmas every stock in the store has been searched for short lengths. There is enough to load a counter. And all just one-half price.
- Linens, Napkins and Towels.**
Odd or slightly soiled at 1-3 less or 1-2 price.

Unusual Bargains in Fur Scarfs.

It is extremely doubtful if lower prices have ever been placed on garments of similar qualities and equally desirable styles than those mentioned on the following specials--only a few of the great number in the sale. The whole stock, in fact, regardless of cost

At Just 1-3 Less than Value.

- Watermark and Opossum Scarfs, were \$2.98. Reduced to **\$2.99**
- Watermark and Opossum Scarfs, were \$4.98. Reduced to **\$3.65**
- Watermark and Opossum Scarfs, were \$6.00. Reduced to **\$4.00**
- \$7.98, \$9.00 and 12.00 Fox Scarfs reduced to **\$5.32, \$6.00 and \$8.00**
- \$15.00 Fox Stoles or Squirrel Ties. Reduced to **\$10.00**
- Blended and Natural Mink Furs at the same discount.
- One Fine Mink Stole, was \$46.00. Reduced to **\$30.67**
- \$35.00 Mink Tie reduced to **\$23.34**

Muff to Match Most Furs, 1-3 Less.

- \$2.50 Muffs for **\$1.67**
- \$3.98 Muffs for **\$2.99**
- \$4.98 Muffs for **\$3.65**
- \$6.00 Muffs for **\$4.00**
- and the same mark-down on all the better ones.

Dress Goods Bargains.

- Very Special, 50-inch Checked Suitings, blue, brown, green and black. A very fine, heavy, all wool fabric. Regular price \$1.25. Sale Price **63c** yard.
- Zebelline Broadcloth, 50-inch, a splendid quality, blue, red, and green. Was \$1.50. Sale Price **99c** yard.
- Lot Dress Patterns, heavy worsted suitings, were \$1.50 and \$1.75. Sale Price **99c**
- Lot of Skirt Patterns and dress patterns that were 75c and \$1.00. Sale Price **50c** yard.
- Mixed Suitings, were 25c yard. Sale Price **19c** yard.
- Superfine Flannel, was 15c. Sale Price **10c** yard.
- Eden Cloth, for waistings. Sale Price **10c** yard.
- 10c Kimono Flannelette for **7 1-2c** yard.
- 25c Bath Robe Flannel for **19c** yard.
- 15c Bath Robe Flannel for **10c** yard.
- Lot Panama Suiting, was 15c to 19c yard. Sale Price **6 1-4c**
- 25c Novelty Suitings for **17c** yard.
- 25c White Mercerized Waistings for **12 1-2c** yard.
- Odd Pieces, wool and cotton goods **1-2 price**.

Women's Outing Flannel Night Robes

at 1-3 less to clean the stock up.

- All \$1.00 Robes, most of them are full 60 inches long, all fresh and clean, plain and fancy colors. Sale Price **67c**
- All 50c Robes in plain and fancy colors. Sale Price **63c**
- Ten Outing Skirts that were 75c and 90c. Sale Price **67c**
- Knit Skirts of cotton, mixed and all wool, are overstocked, all clean and fresh.
- \$1.39 Skirts reduced to **99c**
- 1.00 Skirts reduced to **76c**
- .75 Skirts reduced to **58c**
- .50 Skirts reduced to **39c**

Drummers' Samples Night Robes and Skirts

at Just 1-2 Price.

Only about 3 dozen in the lot and will close out fast.

Handkerchief Bargains.

- An opportunity that comes but once a year. A leading New York importer of fine linen handkerchiefs divides the year's accumulations of "seconds" among his customers once a year.
- This year we are promised a large lot in both Men's and Women's goods. They will be all linen, clean and fresh, and put up in the usual way. Imperfections are so slight as to be hardly noticeable. They are promised to arrive this week, but too late to itemize.
- But the price we will offer them will be, as usual, about
- 1-2 Regular Price.**

Women's Fur Coats at Bargain Prices.

- Fur Lined Coat, fur collar, was \$19.00, now **\$14.45**
- Fur Lined Coat, was \$29.50, now **\$22.00**
- Squirrel Lined Coat, fur collar, was \$45.00, now **\$35.00**
- Fur Lined Coat, blended lining and collar, was \$39.00, now **\$48.95**
- Fur Jacket, near real, Skinner satin lined, was \$59.00 now **\$48.95**
- Electric Seal Jacket, Skinner satin lined, was \$37.00, now **\$27.95**
- Electric Seal Jacket, Skinner satin lined, was \$27.00, now **\$21.95**
- Astrakhan Jacket, reduced from \$35.00 to **\$20.95**
- Coonskin Driving Coats, reduced from \$45.00 and \$55.00 to **\$34.00 and \$44.95**

Lace Curtain Bargains.

All the single pairs--all the odd lots at about **1-2 price**--a pre-inventory stock cleaning before the new stock arrives next month. Quantities named here mean that all are alike.

- 1 pair Irish Point Curtains, were \$5.98 now **\$3.67**
- 1 pair Renaissance Curtains, were \$4.50 now **\$2.98**
- 2 pairs Motifany Curtains were \$4.50 now **\$1.98**
- 3 pairs Lace Band Curtains, were \$3.33 now **\$1.98**
- 1 pair Point de Luxe Curtains, were \$4.75 now **\$2.98**
- 3 pairs 3 Yard Lace Stripe Curtains, were \$2.98 now **\$1.98**
- 1 pair Muslin Lace Stripe Curtains, were \$1.25 now **50c**
- 1 pair Muslin Stripe Curtains, were 95c now **75c**
- 6 pairs Muslin Stripe Curtains, were \$3.50 now **98c**
- 5 pairs Muslin Stripe Curtains, were \$1.49 now **98c**
- 3 pairs Colored Madras Curtains, were 95c now **59c**
- 2 pairs odd Nottingham Curtains, were 95c now **49c**

Special Bargains in Couch Covers.

- Twenty-eight regular \$1.00 Couch Covers, new goods in handsome Roman Stripes. During this sale only at the low price of **69c**
- 2 Odd Couch Covers that were \$1.98, to close **98c**

Odds & Ends from all around the Store.

- A part of the many small lots we shall offer from every department.
- Odd Sets Buttons, 1/4 regular price **5c** pkg.
- 8-inch Linen Dollies. Were 10c **4c** each.
- 11 Children's Toggles, somewhat soiled **5c**
- Ladies' 25c Handkerchiefs, odd lot, 1/4 price **12 1-2c**
- Ladies' 10c Handkerchiefs, odd lot, 1/4 price **6c**
- 10c Cloth Dolls **5c**
- Odd Lot White Mirrors. Were 25c to 75c **1-2 price**
- Japanese China Puff Jars. Were 10c **3c**
- 25c Lithograph Pillow Tops **16c**
- \$1.00 Kid Gloves, 5%, 6%, and 7 only **59c**
- Hamburg Remnants 1-2 price.
- Infants' Knit Sacques and Socks, odd ones at **1-2 price**.
- Odd Hand Bags **1-3 less**
- 75c and \$1.00 Silk Belts, white and colors **48c**
- Odd 25c Belts **9c**
- 60c Chain Purse, new **35c**
- 15c Real Linen Torchon Lace **10c** yard.
- Plaid Voil Lace and Insertion, were 12c to 15c **10c** yard.
- White Aprons, slightly soiled **1-2 price**
- Four White Petticoats. Were \$3.00 **99c**

Absolutely Nothing Sold at these Reduced Prices until Monday Morning.