



OUR GREAT JANUARY Clearance Sale

Our Greatest Price-Reducing and Your Best Economizing Time is Now Here
BEGINS MONDAY, JANUARY 4, 1909

This great January Mark-Down Sale is an event of vital, dynamic money saving opportunities. Its scope is boundless. Everything in the store, without a single exception, is sacrificed to force a decisive clearance. Profits are wiped out, unthought of. Cost prices prevail, but even cost prices are relentlessly undersold where stocks are especially heavy.

This Clearance simply means that everything has got to go—that decks must be cleared for our spring campaign.

This Clearance is opportunity, and opportunity is knocking at your door, and tremendous savings await your welcome.

We never carry goods over a season. It's a store policy—one of the unbreakable rules of our business. We dispose of our goods while they are new and seasonable. We stop at no sacrifice to effect absolute Clearance of one season's goods before embarking on a new season's campaign. No eight months of rest in moth balls for our merchandise.

**REMEMBER
EVERYTHING**

AT and BELOW COST

**IN THIS GREAT
Clearance Sale.**

The Davis

Our Annual

January Clearance Sale

Commences

Monday Morning, January 4

Beautiful Evening Costumes will be placed on sale at One-third less than their regular price. ARISTOCRATIC MIDWINTER MILLINERY, \$15 values to go at this sale for \$5. Our entire line of handsome Velvet Coats, ranging in price from \$25 up to \$100, will be offered at One-Half; the Long and Short Effects, trimmed with Buttons and Braid lined throughout with guaranteed Skinner satin, beautiful evening Waists, in the Lace, Messaline and Taffeta Silk, all at One-Third off. GLOVES, HOSIERY, HANDKERCHIEFS, all at greatly reduced prices. We invite you to attend the sale.

It Happens Every January

Money-Back
Shoe Sale

NOW ON

Those New Buck
Boots, regular prices,
\$6.50 and \$7.50

Now **\$4.95**



NO RESERVE—Extra Stock Goes.



Davis
MONEY-BACK-SHOES