

CONSOLIDATION SALE!

Special!

200 doz. Linen Collars,
Corliss Coon Make, Value
15c, Sale Price,

5c.

Special!

50 doz. Men's excellent
quality Hose, worth 15c,
Sale Price,

5c.

ANNOUNCEMENT

The 15th day of January, 1908, marked an epoch in the mercantile history of Bluefield, for on that day were consolidated the stores of The Leader and the Comfort Shoe Store.

The result of this union denotes the birth of the most modern department store between Cincinnati and Washington.

The two store rooms at 417 and 419 Princeton Avenue, will be thrown into one, and commencing with the Spring Season of 1908, complete line of Men's and Women's ready-to-wear garments will be installed.

Sale Opens on
Saturday, Jan. 18th,
at 9 a. m.

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To carry out successfully the idea of a modern up-to-date department store, it becomes necessary to tear out and remodel our entire stores. Our builders have notified us that we must remove our stock before they can "do a stroke." We, too, realize the enormous loss that would be sustained both by depreciation caused by flying brick and mortar, and loss of time to the builders. Hence, we are going to take our loss now and at the same time give our customers the benefit.

Our Stores will be closed on Friday, the 17th, in order to mark down our stock.

Off **1/2** off

On Clothing

Including the famous Kuppenheimer make and the well known Alvin Brand.

On Hats

Including the renowned Stetson Brand.

On Furnishings

Including the well known Emory Shirt, Stag Brand Neckwear, Yeska Vests and Sargent Gloves.

Off **1/4** off

On Shoes

Including for men, the Boyden, Dunlap, Strong and Garfield and Dr. Reed's famous Cushion Shoe, and for women, the peerless world renowned Sorosis Shoe.

Remember, the winter is only three weeks old by the calendar and has barely started by the weather, so that heavy apparel time is still ahead of us. This makes this marvelous reduction sale even more interesting.

Come Early and Stay Late for this means the greatest money saving opportunity you have ever known.

THE CONSOLIDATED STORES

OF

The Leader and Comfort Shoe Stores

417, 419 Princeton Avenue

Bluefield, West Virginia