

January Clearance Sale at ASTRICH'S

Starts on Thursday---January 6th---8:30 A. M.

THIS SALE NEEDS NO INTRODUCTION

It comes to you like an old and welcome friend whose arrival you have been looking forward to with pleasant expectations. The remarkable success of all our previous sales are sufficient evidence that you will not be disappointed with the wonderful values presented for your selection during this sale. The woman with a practical mind, who sees the need of another winter hat to wear for the next three months—until Easter time—will find just what she wants here NOW—for very little money. Our stock is large—our assortment practically unbroken. Our large business compels us to carry COMPLETE LINES OF EVERYTHING IN MILLINERY up to Christmas. It is therefore that we can offer you the NEWEST IDEAS and styles for late winter wear at SALE PRICES.

Every Hat in our stock—every Flower, Fancy, Feather, Ornament—in fact, the thousands of Trimmings always shown in our immense assortment—are all included in this sale—everything goes at January Sale Prices.

THE DISPLAY IS WONDERFUL—the arrangement of stocks convenient for quick selection—every table—every counter—every case—and all our show windows are filled with many hundreds of attractive

Bargains — Each one a drawing card—No old, out-of-date or shopworn goods go in this sale. Everything new and up-to-the-minute.

We advise coming during the first days of the sale as none of the goods can be duplicated for less than regular prices. Sale starts Thursday, Jan. 6. No 'phone orders. No C. O. D. without deposit

Cash Sales Only—No Goods Bought During The Sale Will Be Taken Back Or Exchanged—And No Credit Check Taken At Sale Prices—

Every Trimmed Hat in Our Store

is included in this sale. The reductions bring these Hats to you at about half of what they would cost in season. A complete assortment—a Hat for everybody at every price.

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| Large Velvet and Plush Hats Trimmed with two beautiful large Ostrich Tips; in twelve of the best colors; worth \$7.50. For this sale... \$4.66 | Misses' Large Silk Velvet Hats with beautiful satin ribbon, shirred facing, any color facing desired; value \$6.00. For this sale only.... \$3.66 | New Close-Fitting Silk Velvet Turbans The latest winter shapes and newest trimmings; value \$5.00. For this sale \$2.66 | Medium, Practical Shaped Hats For middle-aged women. Silk velvet or Hatter's plush, with tips, fancies, flowers, etc.; worth \$5.00. For this sale \$2.66 | | | |
| Hatter's Plush and Silk Velvet Turbans Semitailored or dress hats; classy styles and newest trimmings; worth \$6.50. For this sale .. \$3.66 | Girls' Black Velvet Hats With shirred brims; trimmed with wide satin ribbon bows and flow-ers; worth \$5. For this sale, \$2.66 | Girls' Black Velvet Hats About twenty-five assorted styles. Latest trimmings of fur and flowers; worth \$4.00. For this sale \$1.66 | White Velvet and Plush HATS Turbans and large shapes; newest mid-winter ideas; worth \$6.50. For this sale \$3.66 | Newest Feather Turbans White and shaded combinations; ready trim-med; values \$5.00 to \$6.00. For this sale \$2.66 | | |
|  Children's Trimmed Hats Velvet or Plush; all colors and styles; worth \$2.00. 88c | Beautiful Children's Hats with satin ribbon, rosettes and flowers; worth \$2.50. For this sale \$1.66 | Children's Velvet Dutch Bonnets with satin shirring and ribbon rosettes; worth \$3.00. For this sale \$1.88 | Black Velvet TAMS, Worth 50c; for 25c | CORDUROY TAMS; all colors; worth to 98c 39c | SILK PLUSH TAMS; all colors; worth \$1.25 59c | Children's VELVET HATS; blacks — all colors; worth to \$1.25 48c |
| | Children's Silk Velvet and Plush Hats, including our finest handmade hats, with satin ribbon shirred facings. All colors; values \$4. For this sale.. \$2.44 | Girls' Black Silk Velvet Hats with fur bands and velvet flowers; value \$3.00. For this sale \$1.66 | Girls' Scotch Plush TAMS; worth \$2.00, for .. 79c | GIRLS' SCOTCH WOOL TAMS; fancy mixtures; worth \$1.50 69c | GIRLS' CORDUROY SKATING HATS Hats with scarf at-tached; worth \$2.50, 98c | Girls' Corduroy and Vel-vet Soft Ready-to-Wear Hats; worth to \$1.25 48c |

The Last of the PLUMES

which we contracted for with the Rex Plume Company have been received and held for this sale. They are now offered at this sale at the old prices—which is EXACTLY HALF.

Large, Beautiful Ostrich Tips; broad heads; twelve colors; worth \$2.00 **98c**

Very Wide and Full Ostrich Tips and Plumets; 12 new col-ors; value \$3.00 **\$1.49**



Very Large Ostrich Plumets — 18 to 20 inches long; 9 to 10 inches wide; in fifteen of the leading colors. **\$1.98**

Fine Ostrich Tips
Three to a bunch; eight colors; worth \$1.00; bunch **48c**

Large Ostrich Tips
Two to a bunch; 10 colors; worth \$3.00; bunch **\$1.49**

15-inch Ostrich Plumets
Black and white; all colors; worth \$3.00 **98c**

Ostrich Plumets; 21 and 22 inches long; very fine quality; all colors; regular \$4.00 quality **\$1.98**

Finest Ostrich Plumets; very large and extra fine male stock; all colors; worth \$7.00 **\$3.98**

The Price of RIBBONS

has advanced 25 per cent. We own \$5,000 worth at the old prices. THIS IS THE LAST SALE AT THESE PRICES

ALL-SILK MOIRE RIBBONS, 4-inch wide; all colors; yard..... **16c**

BEAUTIFUL FLOWERED RIBBONS — all silk, newest pat-terns; 4-inch wide; yard ... **16c**

Handsme Plaid Rib-bons, all silk, heavy qual-ity, 4-inch wide; yard **21c**

Roman Striped Rib-bons, 4-inch wide, bright patterns; yard **22c**

Satin Ribbons, pure silk, 4-inch wide; all col-ors; yard **19c**

BROCADED MOIRE RIBBON — satin striped and figured; white, pink and blue; yard **27c**

WIDE MOIRE SASH RIBBONS— heavy quality; 5 1/2-inch wide; yard **24c**

WIDE DRESDEN SASH RIBBONS —beautiful floral designs; 6-inch wide; value 65c, yard **34c**

WIDE ROMAN SASH RIBBONS —extra quality; bright col-ors; 6-inch wide; yard **39c**

HEAVY SATIN RIBBONS — extra good quality; all the best colors; 3 1/2 inch value, yard **24c**

BROCADED SATIN RIBBONS — pretty light colors; extra good quality; value 39c; yard **25c**

Our Stock of Fancies and Flowers

consists only of the very latest winter trimmings. You will notice a conspicuous absence of the riff-raff offered at clearance sales.

LARGE OSTRICH POMPONS with feeler ends; worth 98c **54c**

FUR FANCIES — white, black and brown fur; val-ues to 98c **48c**

FANCY AIGRETTE AND STICK-UP EFFECTS— choice of one case; values to \$1.25 **48c**

OSTRICH POMPONS — with aigrette effects; white, blue, pink, etc.; value 75c **44c**

Silk Roses
In clusters of 1, 2 and 3 buds; val-ue 49c, bunch **19c**

Large Silk Velvet Roses
American Beau-ties, etc.; value 75c, **34c**

Gold and Silver Roses
Odd bunches; values to 49c, **16c**

Velvet Pansies
Large bunches, value 49c; spray, **19c**

LARGE OSTRICH BANDS — tip ends; value \$2.00; for **88c**

BEAUTIFUL FUR AND OSTRICH FANCIES — values to \$1.25 **48c**

FUR BALLS — white, black, chinchilla and brown; value 50c **19c**

Ostrich Fancies
Salesman's sam-ples; values to 75c, **10c**

Gold and Silver Fancy Ornaments
Fancy orna-ments; values to 50c, **19c**

Ostrich Tips
with aigrette cen-ters; white, pink, black, etc.; value \$1.00, **54c**

Feather Balls
for turban trim-ming; value 50c, All colors, **24c**

EXTRA LARGE OSTRICH BANDS with tip-ends; worth \$3.50 **\$1.79**

WHITE VELVET FLOWERS — newest winter ideas; values to 75c **39c**

BLACK AIGRETTE FANCIES—imitation Paradise, etc.; values to 75c **19c**

GENUINE NUMIDI FANCIES — large bunches; worth \$5.00 **\$2.49**

LARGE AMERICAN BEAUTY ROSES — silks, velvet; all colors; value 50c; bunch **19c**

LARGE GOLD ROSES with gold foliage; value \$1.50 **79c**

We Prepared Specially For This Sale of UNTRIMMED HATS

About 300 dozen Hats—Black Silks, Velvet and Hatter's Plush Hats. Most of these were bought specially for this sale in December while the chances were offered to us—and consist only of the very best assortment of desirable shapes and styles.



Large Silk Velvet Hats

Sailors and poke shapes
Values \$2.50 and \$3.00

98c

Silk Velvet Hat
Sailors, Pokes, Shapes; worth to \$1.98.

44c

Close Fitting Turbans
For girls. All the latest shapes; values to \$3.00.

\$1.66

Silk Hatter's Plush Turbans
Newest shapes; worth \$3.00.

98c

Silk Hatter's Plush Hats
All the new large shapes; val-ues to \$3.98 **98c**

White Velvet Sailors and Turbans
Values \$1.98 **98c**

Silk Velvet Turbans
Including Lyon's velvets, values to \$3.00 **98c**

SMALL BLACK VELVET HATS— practical shapes for middle-aged women; values \$1.98. For this sale **69c**

WHITE HATTER'S PLUSH SAILORS with grosgrain band; three shapes; worth \$5.00 **98c**

FELT SAILORS AND OUTING HATS — all colors; values to \$2.50 **44c**

VELOUR HATS — large shapes, with ribbon bands; values to \$4.00 **98c**

Best Imported Velour Hats



Black, Navy and Dark Green, real \$5.00 to \$6.00 Quality **\$1.66**