## Dives. Pomcroy festuarl <br> Additional News of the Store on Page 14

We want to make this January Clearance Sale the biggest event of its kind in the history of Mid-Winter selling events, and with that end in view we have lowered prices on thousands of dollars worth of staple merchandise to such an extent that a new low basis of cost to the consumer has been reached. In addition to the lowering of the price level on staple, regular stocks we have purchased many small lots of desirable merchandise at a price that represents a mere fraction of actual worth.

It will be to your adrantage to attend the opening of the January Clearance Sale to-morrow.
Open Stock Dinner Ware of Fine Quality

In Patterns to Be Discontinued UncommonReductions in the ClearanceSale
 patterns The regular price and the eeduced price are given here to tsow the remarkable

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| Women's Sweaters At | January Clearance of Colored Dress Goods |
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| Clearancers Prices | Tells of Great Economies for Sewing Room |
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| Men's House Coats |  |
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|  | Black Dress Goods |
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Women's Clearance Prices $=2=2$

January Clearance of Colored Dress Goods Tells of Great Economies for Sewing Room $\$ 1.00$ to $\$ 1.50$ Fabrics: 39c

50c Serge: 39c
have been reduced for the January clearance. In many instances the quantities s9c serse
 s.oo proman yard, stripes, it inches wide, three stylises.
shary Clearance price, yard. Black Dress Goods
ary Clearance price, yard, .............399e


Drug Sundries Are Lowered In Price
Many Staple Items for Toilet and Bath In the Clearance


An Important Day In Groceries Provides Savings On the Finest Grades of Food Stuffs


A Clearance of Wardrobe and Dress Trunks
\$12.50 Trunks, \$9.98 \$21.00 Trunks, \$14.98 The trunks entering the January Clearance were
slightly soiled during the holiday season and veresent values that are out of the ordinary

January Clearance price, yarhes wide, newest shades. ary cloarance price, yard, Coating, 54 inches. Janu. $\$ 1.50$ Broadcloth in sliades of Copeniagen., garnet,
brown and plum. January Clearance price, sard, $\$ 1.19$
$\$ 200$ Plaidd

 , Cods 1.2.arance brice Worsted, ,y inches wide.
Clearance price, yard, Clearanck
1.25 back
$y$ Clearan

Men's Night Shirts
Saled in the Sale Reduced in the Sale
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Men's $\$ 100$ heary
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Infants' Sweater Sets




Fancy Work Bas kets at Half Price hangers, January Elear
anne price, ar.15c
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ANCE PRICES
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 $\begin{array}{ll}\text { Slearance } \\ \text { Oriciles. } & \text { January } \\ \text { Ont } \\ \text { O.00 }\end{array}$ LEATHER AND SLLK


## Our Entire Stock of Suits, Coats, Dresses and Skirts

 In Styles and Materials That Are Unmatchable
## Marked to Go At Very Unusual Reductions ln the January Clearance

The most emphatic reductions of outergarments for Women and Misses that we have announced tor many months go into effect to-morrow in the opening of the Annual January Sale of regular stock apparel. Practically every garment in the store goes into this clearance at a saving that is undeniably great. Altogether there are upward of 450 high grade Suits, Coats and Skirts that invite you to share to-morrow's savings.

Suits From Regular Stock in Long Coats That Were \$25.00 Are and Short Coat Models: Reduced
 Mind




Now Reduced to $\$ 18.50$ and $\$ 20$ Actual $\$ 12.50$ and $\$ 15.00$ Coats for $\$ 10.00$

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$12.50 and $15.00 brown and black zibeline coats, plush collar and cuffs. Janu-
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 \$20.00 blacck and navy cricined coat, rox trot style. January cliearance sale, seltod back, trimmed with large bone
buttons. January colearance sale,


