

S. C. HARTLEY'S

15th Annual Red Letter Sale!

Jan. 18th to Feb. 8th, 1908.

The mere mention of our Red Letter sale is sufficient to attract the attention of careful, prudent buyers. The tremendous success that attends these sales is conclusive proof of what they mean to the people. Our last year's sale was by far the largest in our history, and we have many reasons to believe that this one will surpass it. We have made greater preparations this year. We are not going to offer you merely an accumulation of odds and ends, but also a good lot of new, seasonable goods for spring, which we recently bought actually below their real value. We shall make this sale a hummer. The goods and red letter prices marked on red tickets, in plain figures, at enormous reductions, will do the business. We will also have our

WHITE GOODS SALE

in connection with our Red Letter Sale. We will quote only a few prices, as the red ticket attached to the goods gives the prices more satisfactory than on paper:

Dry Goods.

Light Outing, 7-cent goods, Red Letter price.....	5c.
Cotton Twill Toweling, Red Letter price.....	5c.
All Linen Toweling, Red Letter price.....	5c.
All Best Calico, Red Letter price.....	6c.
Lot Good Apron Gingham, Red Letter price.....	6c.
Lancaster Gingham, (not something as good) but Lancaster, Red Letter price.....	7c.
Dark Outing, 9-cent goods, Red Letter price.....	7c.
Best 11 and 12 1/2c. Outing, dark and light, Red Letter price.....	8c.
Four bales, about 6000 yards, good Unbleached Muslin, worth 9 cents, Red Letter price.....	9c.
Best Bleached Muslin, worth 12 1/2c. Red Letter price.....	10c.
Medium Bleached Muslin, former price 10c., Red Letter price.....	10c.
Linen Toweling, former price 11c., Red Letter price.....	10c.
Art Ticking, former price 15c., Red Letter price.....	10c.
Best Heavy Fancy Ticking, 25c., Red Letter price.....	20c.
Blue and White Stripe Ticking at.....	12 1/2c.
Blue and White Stripe Ticking at.....	12 1/2c.
Galatea Cloth, regular price 15c., Red Letter price.....	12 1/2c.
Galatea Cloth, regular price 18c., Red Letter price.....	15c.
36-Inch good Percales, dark and light, 15c., Red Letter price.....	12 1/2c.
Dress Gingham, new lot, 15c., Red Letter price.....	12 1/2c.
Dress Gingham, new lot, 12 1/2c., Red Letter price.....	10c.
Sutland Plaids, new lot, 15c., Red Letter price.....	12 1/2c.
Serge, 12 1/2c. Red Letter price.....	10c.
Granella, 12 1/2c., Red Letter price.....	10c.
Turkey Red Table Cloth, 30c., Red Letter price.....	22c.
Eiderdown, all colors, at half price.	
Valour, different shades, 50c., Red Letter price.....	25c.
Wool Flannel, stripes and checks, 25c., Red Letter price.....	35c.
All our Wool and Cotton Blankets, less 20 per cent.	
Wool Skirts, 90c., Red Letter price.....	75c.
Ladies' Knit Skirts, 25c., Red Letter price.....	15c.
Just received large lot \$1.00 Umbrellas, bought at a big bargain. To show we mean business, Red Letter price.....	80c.
Good assortment Silkalene, 12 1/2 and 15c., Red Letter price.....	10c.
Can't sell Calico, Muslin and Lancaster Gingham to merchants; only to consumers.	

Dress Goods.

We are cutting the life out of prices on some of these goods, but will mark them with the red ticket, as you must see the goods to appreciate the bargains.

36-Inch Wool Cloth, all shades, 50c., Red Letter price.....	35c.
36-Inch Wool Plaids and Stripes, 50c., Red Letter price.....	35c.
45-Inch Wool Cloth, 75c., Red Letter price.....	50c.
27-Inch Wool Trico Cloth, 25c., Red Letter price.....	19c.
33-Inch Black Goods, 25c., Red Letter price.....	15c.
36-Inch Plaid Goods, 45c., Red Letter price.....	35c.
33-Inch Light Plaid Goods, 50c., Red Letter price.....	35c.
52-Inch Light Plaid Goods, 75c., Red Letter price.....	50c.
56-Inch Light Plaid Goods, \$1.25, Red Letter price.....	75c.
52-Inch Blue and Black Panama, 85c., Red Letter price.....	65c.
52-Inch Brown Broadcloth, \$1.00, Red Letter price.....	75c.
Assortment Fiancelettes, good for house jackets, 18c., Red Letter price.....	12 1/2c.
Figured Satteens, all colors, 15c., Red Letter price.....	12 1/2c.
Dark, Beautiful New Plaids, \$1.00, Red Letter price.....	80c.
Dark, Beautiful New Plaids, 80c., Red Letter price.....	65c.

Big reductions in short pieces of dress goods, all dress goods, and a splendid line of black and colored silks, less 10 per cent.

White Goods.

Just received a large and beautiful assortment of Ladies', Misses' and Children's muslin underwear, Ladies' skirts, gowns, chemise, pants and corset covers, Children's dresses, skirts and pants, Babies' dresses, skirts, etc., which will be sold during this sale at Red Letter prices, which means positively under value, cheap.

Table Linen, 25c., Red Letter price.....	20c.
Table Linen, 30c., Red Letter price.....	25c.
Bleached Table Linen, 50c., Red Letter price.....	40c.
Bleached Table Linen, \$1.00, Red Letter price.....	80c.
White Figured Madras, 25x30, Red Letter price.....	20c.
40 Splendid large bed spreads, worth \$1.25. We wish this sale to be a hummer, and make the price only \$1.00.	
One lot of Bed Spreads, \$1.50, now.....	\$ 1 20.
50 Doz. Ladies' and Children's Handkerchiefs go at.....	2c.
Lot odd pairs Lace Curtains, one-half price.	
All our stock of Lace Curtains, less 20 per cent.	
This is a great opportunity. We have a good line of Turkish Towels 21x40, worth 15c., only.....	10.
Just received a large and beautiful lot of new patterns in lace insertings and embroidery, which we will sell at Red Letter prices. All white goods, linen, table linen, India linen, white figured dress goods, Persian lawn, sheets, pillow cases, etc., etc., reduced in price during this sale.	

Clothing Room.

One counter Men's, Boys' and Children's odd suits and pants, Red Letter price, one-half off. All Men's, Boys' and Children's suits, and Men's Cravanet raincoats, less 15 per cent.

Men's Overcoats, \$8.50, Red Letter price.....	\$ 6 00.
Men's Overcoats, gray, \$12.00, Red Letter price.....	8 00.
Men's Overcoats, \$14.00, Red Letter price.....	10 00.
Men's Overcoats, \$15.00, Red Letter price.....	11 00.
Children's Overcoats, less one-third.	
It will pay you big to buy a suit or overcoat during this sale.	
Men's Heavy Yarn Gloves, 25c., Red Letter price.....	15c.
Men's Heavy Cloth Shirts, blue, \$1.00, Red Letter price.....	75c.
Men's Heavy Cloth Shirts, blue and gray, 75c., Red Letter price.....	50c.
Men's Wool Socks, a corker.....	10c.
Lot Men's and Boys' Sweaters, one-half off.	
Men's Gray Wool Underwear, \$1.00, now.....	80c.

We give 10 per cent. off on all goods in this room during this sale.

LADIES' CLOTHING ROOM.

We have on hand a nice assortment of Ladies' suits, different colors, good styles. We put the red ticket on them at one-half price—a heavy sacrifice to us, but we mean to sell them.

\$11.00 Suit, only.....	\$ 5 50.
12.50 Suit, only.....	6 25.
16.00 Suit, only.....	8 00.
18.00 Suit, only.....	9 00.
20.00 Suit, only.....	10 00.
22.00 Suit, only.....	11 00.
27.50 Suit, only.....	13 75.
30.00 Suit, only.....	15 00.

See these suits and save half the price. We have a good line of Ladies' new, good style coats on hand, some colors, mostly black, 50 and 54 inches long, loose and tight fitting, will close them out less one-third. This means

\$ 3 00 Coats, now.....	\$ 2 00.
6 00 Coats, now.....	4 00.
7 50 Coats, now.....	5 00.
10 00 Coats, now.....	6 66.
12 00 Coats, now.....	8 00.

Considering our former low price, this is a big sacrifice, and very cheap. Coats for children from 1 to 6 years old, Bear Skin, Chinchilla Cloth, etc., less one-third.

Girls' Coats, age 6 to 14 years, less one-third.

Ladies' Scarfs, less one-third.

One lot Ladies' Waists, one-third off.

One lot Corsets, one-third off.

Fur Collars.

\$ 1 50, Red Letter price.....	\$1 00.
3 00, Red Letter price.....	2 00.
6 00, Red Letter price.....	4 00.
10 00, Red Letter price.....	6 66.

One lot Ladies' Dress Skirts, one-third off.

All Ladies' Dress Skirts, less 20 per cent.

We carry Ladies' Hydegrade Raincoats, \$10.00.

We also give 10 per cent. off anything in this room.

Also have Ladies' Coats 24 inches long, Flat tail, Cloth, \$16.50, now \$9.50.

Silk Mohair Plush Coats, 50 inches, \$30.00, now \$15.00.

Shoe Room.

One lot, 148 pairs Ladies' excellent quality shoes, Carlisle and other good makes, good styles, \$2.00 and \$2.50 Shoes, Red Letter price, only \$1.80.

Real Genuine Bargains.

We have in stock 152 pairs of the celebrated Douglas high grade shoes, Pat Colt, Gun Metal, Vici Kid, etc., good styles, which we propose to close out at this sale.

\$3 00 grade, Red Letter price only.....	\$2 35.
\$ 5 00 grade, Red Letter price only.....	2 75.

These shoes are too well known to require comment. Don't overlook this special real opportunity to save money. We have taken shoes from all sections of our shoe store and put them on the Red Letter counter, marked them at tremendous reduction with the red ticket, which talks for itself. We give 10 per cent. off on all shoes during this Red Letter Sale.

Carpet Room.

We have a good line of all grades of carpet on hand. We shall, during this Red Letter sale, give you 10 per cent. off on all carpets, matting, linoleum and oilcloth, and 15 per cent. off all rugs, room sizes as well as small sizes, in Axminster, Velvet, Tapestry and Body Brussels. This is the greatest cut we ever made on carpet. We have the goods, and if you need anything in this line, this is certainly a special opportunity to save money.

Remember What These Great Reductions Mean,

when considering our former close figures. You must save money, no difference what you buy during this sale, as we make reductions all along the line, in all departments. We have put the red ticket on hundreds of articles, at tremendous reductions, which we can't enumerate here. We haven't bought a single poor piece of goods, or anything in order to make it sound cheap. It does not pay you nor us. We want you to compare goods and prices. Haven't you always found our sales as straight as a die, and more than you expected? Some merchants say we are foolish to sacrifice our goods at these sales, but you know we are all more or less "sot" in our ways, and this is our way. The people help us by patronizing us, and we help the people by giving them goods cheaper than they can buy elsewhere. Isn't that a square deal? Our goods must be just as represented, or your money back. Call and see us.

Remember, January 18th to February 8th. S. C. HARTLEY, Meyersdale, Pa.