

S. C. HARTLEY'S

16th Annual Red Letter Sale! January 16th to Feb'y 6th, 1909.

The mere mention of our Red Letter Sale is sufficient to attract the attention of careful and prudent buyers. The tremendous success that attends these sales is conclusive proof of what they mean to the people. We are not going to offer you merely an accumulation of odds and ends, but also a lot of new, seasonable goods for spring, which we recently bought actually below their 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.

Simpson's and American's best calico, not a cheap piece in the store, Red Letter price.....5c
 3 Bales good unbleached muslin, Red Letter price.....5c
 Dark outing cloth, Red Letter price.....5c
 Light outing cloth, Red Letter price.....5c
 Cotton twill toweling, Red Letter price.....5c
 Linen toweling, Red Letter price.....5c
 Lancaster gingham, Red Letter price.....5c
 Bleached muslin, Red Letter price.....6, 7, 9, 10c
 Best 11c. outing, Red Letter price.....9c
 Linen loweling, former price 11c., Red Letter price.....9c
 Art ticking, former price 15c., Red Letter price.....10c
 36-inch best percales, dark, 12½c., Red Letter price.....10c
 36-inch best percales, light, 12½c., Red Letter price.....10c
 Turkey red tablecloth, 25x30, Red Letter price.....20c
 Eiderdown, all colors, at half price.
 25c. Wool flannel, Red Letter price.....19c
 All our wool and cotton blankets, 20 per cent. off.
 Wool shirts, 85c., red letter price.....70c
 Ladies' knit skirts, 50c., red letter price.....40c
 Chevjot for boys' waists or shirts, 10c., red letter price.....8c
 9-4 Dover unbleached sheeting, red letter price.....16c
 9-4 L. L. unbleached sheeting, red letter price.....18c
 9-4 Mohawk unbleached sheeting, red letter price.....22c
 9-4 Mohawk bleached sheeting, red letter price.....24c

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 plaids and fancy dress goods, 50c., red letter price.....25c
 36-inch light and fancy dress goods, 50c., red letter price.....25c
 52-inch fancy and striped new broadcloth, \$1.00, red letter price.....75c
 52-inch tan and gray broadcloth, \$1.00, red letter price.....75c
 Assorted flannelettes for loose jackets, 18c., red letter price.....10c
 Fine bright plaid, beautiful, \$1.00, red letter price.....75c
 Fine bright plaid, 80c., red letter price.....50c
 Plaid dress goods, 10c., red letter price.....8c
 Plaid dress goods, 12½c., red letter price.....10c

Flannelettes, 10c., red letter price.....8c
 Flannelettes, 12½c., red letter price.....10c
 Dress gingham, 10c., red letter price.....8c
 Dress gingham, mercerized, 20c., red letter price.....12½c
 Big reduction in short pieces of dress goods. All dress goods and a beautiful line of black and colored silks, at 10 per cent. off.

White Goods.

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., all will be sold during this sale at Red Letter prices, which means positively under value.
 White table linen, 25c., red letter price.....20c
 Bleached table linen, 50c., red letter price.....40c
 Bleached table linen, 85c., red letter price.....70c
 Bleached table linen, \$1, red letter price.....80c
 50 Dozen ladies' and children's H. S. handkerchiefs, red letter price.....2c
 Lot odd pairs lace curtains at half price.
 All our lace curtains less 20 per cent. This is a great opportunity, as we have a good line from 50c. up.
 Turkish towels, 21 by 40, 15c., red letter price.....10c
 A beautiful line of laces, inserting and embroideries which we sell at Red Letter prices. All white goods, linen, table linen, Indian linen, white figured dress goods, Persian lawn, pillow cases, sheets, etc., reduced in price during this sale.

Clothing Room.

One lot men's, boys' and children's odd suits and pants, red letter price, ½ off.
 100 Men's good suits, to reduce stock, will give ½ off.
 Lot pants, ½ off.
 All men's, boys' and children's suits, less 15 per cent. during this red letter sale.
 We have too many fine overcoats, and to make them go, will give ½ off.
 \$ 7.50 overcoat, red letter price.....\$ 5.00
 12.00 overcoat, red letter price..... 8.00
 15.00 overcoat, red letter price..... 10.00
 18.00 overcoat, red letter price..... 12.00
 24.00 overcoat, red letter price..... 16.00

Boys' and children's overcoats, less ½.
 We lose money, but don't want to carry them over. It will pay you big to buy a suit or overcoat during this sale.
 Lot men's woolen gloves, 25c., red letter price.....15c
 Lot men's leather working gloves, 50c., red letter price.....35c
 Blue cloth shirts, \$1.00, red letter price.....65c
 Men' heavy wool socks, a "corker," worth 25c., red letter price, 13c., 2 pair 25c.
 Men's gray wool underwear, \$1.00, go at.....80c
 One lot of caps go at.....15c
 We give 10 per cent. off all goods in this room during this sale.

Ladies' Clothing Room.

We give ½ off on all ladies' suits during this red letter sale.
 We have a beautiful line of ladies' coats, Empire, tight fitting, etc., too many fine coats to carry over. We put the red ticket on them at ½ price, taking our loss, but giving you the bargain of your life.
 \$ 5.00 coat, red letter price.....\$ 2.50
 7.50 coat, red letter price..... 3.75
 10.00 coat, red letter price..... 5.00
 15.00 coat, red letter price..... 7.50
 20.00 coat, red letter price..... 10.00
 25.00 coat, red letter price..... 12.50
 30.00 coat, red letter price..... 15.00
 Children's coats, all sizes, ½ off.
 Ladies' black and white silk waists, short sleeves, at half price.
 Colored cotton waists, half price.
 One lot corsets, ½ off.
 Furs, ½ off.
 \$ 2.25 fur scarf, red letter price.....\$ 1.50
 3.50 fur scarf, red letter price..... 2.37
 6.50 fur scarf, red letter price..... 4.33
 8.50 fur scarf, red letter price..... 5.67
 15.00 fur scarf, red letter price..... 10.00
 Lot children's wool sweaters, small sizes, \$1.00, red letter price.....65c
 Lot ladies' satteen skirts, \$1.25, red letter price.....\$1.00
 Lot ladies' dress skirts at half price.
 All dress skirts less 20 per cent. during red letter sale.
 Children's Tamoshanters, 50c., red letter price.....35c
 Children's Tamoshanters, 75c., red letter price.....50c
 We give 10 per cent. off on all goods in this room.

Carpet Room.

We have a good line of all grades of carpet—Ingrain, Brussels, Velvets and Axminsters. We will give you 10 per cent. off on all carpets, room-size rugs, matting, linoleum and floor oilcloth. Our regular prices are lower than a year ago, hence 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. We were fortunate in securing a line of beautiful patterns and good grade of table oilcloth suitable for walls in dining rooms, etc. Now listen—the price during this red letter sale is only 12½ cents per yard. How does that strike you? Better than to pay 18 cents, isn't it?

Shoe Room.

132 Pairs ladies' excellent quality shoes, Carlisle and other good makes, \$2.00 and 2.50, Red Letter price only 1.50. Also have in stock 119 pairs of the celebrated Douglas men's high grade shoes, patent bold, good style, which we will close out as follows: \$3.00 grade at 2.00; 3.50 grade at 2.00. These shoes are too well known to require comment. Don't overlook this special opportunity to save money. We have taken shoes from all sections of our shoe room and put them on the Red Letter counter, marked at tremendous reductions with the red ticket. We will give 10 per cent. off on all shoes, also 10 per cent. off all gum goods during this red letter sale.

Remember What These Great Reductions Mean When Considering Our Former Close Prices! You Must Save Money, No Difference What You Buy During This Sale,

as we make reductions all along the line, in all departments, having put the red ticket on hundreds of articles at tremendous reductions which we cannot enumerate here. We haven't bought a single cheap piece of goods, nor anything in order to make it sound cheap. That would not pay you or us. This sale is not hot air, but we furnish the goods. Haven't you always found our sales as straight as a die, and more than you expected? Our goods must be just as represented, or your money back. Call and see us. Remember, Jan. 16th to Feb. 6th, 1909.

S. C. HARTLEY, MEYERSDALE, PA.

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