

MILLIRENS

Never before in the history of this country have such values been equalled. Last Saturday we opened a ten days sale that proved to be a magnet to economic buyers within a radius of 50 miles.

Hundreds and hundreds of people came, they saw, they bought, and were more than satisfied. Why? Because we have marked these goods down below actual cost of raw materials.

If we were to advertise \$5.00 bills for \$2.50, you would be the first here to get your share. Well, that's just what we are doing by giving such values.

Remember this sale only lasts ten days and if this business keeps up we will not have a dollar's worth of merchandise left at the end of ten days.

NOW IS THE TIME

The Cause of this Mighty Slaughter!

The critical moment has arrived—that is the situation here now. The stringency of the money market has created a condition which has never occurred before. Circumstances have so shaped themselves that we are forced to slaughter our magnificent stock. We must raise money at all hazards. Our entire capital is tied up in merchandise. We therefore need relief. Heroic sacrifices are sometimes necessary. This is one of the times. We meet the situation promptly and emphatically. The urgent demand for money brought this gigantic money-raising sale on Millirens, which we pass along to you. The enormity of our stock, the vital burden it applies at this critical financial stagnation forces us to reduce stock for cash at any cost. Notwithstanding our reputation as givers of best values, we now give an extra twirl to the wheels for trade by offering such astonishing values that competition is not even attempted. It is not necessary to go into details relative to the high class merchandise we carry, for every man, woman and child in Jefferson County is well aware of the fact that anything bought from Millirens was the best the money could buy. Come see for yourself and be convinced.

NOTICE

Our store is now closed to re-mark and re-arrange our mammoth stock. Positively no one allowed in the building and no goods sold until

Saturday, Jan. 25

Our Guarantee

We assure you, each and every purchaser, absolute satisfaction. We guarantee every article and every statement herein made, and we will take back, exchange or refund the money on any purchase unsatisfactory for any reason.

MILLIRENS.

The Situation

admits no delay in raising funds

We Must Sell

No other way out of it. Sale begins

SATURDAY, JAN. 25.

Notice

Railroad fare paid to purchasers to the amount of \$15 or over within 10 miles. Clearing House Checks taken during this sale.

Millirens.

Cast Your Eye on This Startling Price List:

OVERCOATS

Melton and Kersey Overcoats, warmly lined, silk velvet collars, many styles, all lengths regular price \$12.00, panic price..... **\$4 95**

The best \$16 Overcoat values in America, heavy vicuna cloth, genuine cheviot, fancy or plain, an excellent stylishly appointed overcoat, regular price \$16, panic price..... **\$7 95**

Were anyone to tell you that at only \$9.98 you can buy a genuine St. Andrew Kersey or Pool Beaver Overcoat you might well doubt it. The wonder of it is that we have hundreds of them in all styles, regular \$9.88 \$20 and \$22 values, at..... **9 88**

Handsome Patent Beaver and Kersey Overcoats, hand-tailored and lined with the choicest materials, the kind of garments worn by the best dressers this season, regularly \$25, panic..... **11 69**

No matter what your means or vocation, an English Kersey Overcoat will become you handsomely. Hundreds of these stylish coats, made by painstaking experts, regular price \$30, all go at panic price..... **13 98**

No millionaire can dress better or more stylishly than in one of these \$35 Black Cloth Overcoats, made of imported cloth, hand-tailored and silk lined regular price, \$35, panic price..... **16 75**

SUITS

Buchanan Cheviot Suit like you have already bought here at \$12, the same handsome patterns and plain blacks, panic price..... **4 85**

Men's Suits high-grade dark silk mixed cheviots, dependably lined, splendidly tailored, best for business wear, regular price, \$15, panic price..... **6 95**

Not what we say here, but the values themselves, will shout the loudest for this sale, values like these \$18 pure silk and worsted Suits, hundreds of them included and money back for any garment returned, regularly \$18, panic price..... **8 45**

Handsome black thibets and unfinished worsted Suits, also richfield brown and brown stripes, suits that sell everywhere at \$20, panic price..... **9 90**

Particularly in this grade of Suits we have the greatest surplus. Here we have prepared a line of which we are truly proud. Picture to yourself a handsome serge-lined worsted or silk-mixed tweed Suit perfectly tailored. It seems a pity to sell them so low, but necessity knows no mercy, regular price, \$25, panic price..... **12 98**

Black Suits for best dress wear, and those fashionable diagonal gray effects with long lapel, finest hand-tailoring throughout You might go to every

store in Pennsylvania trying in vain to duplicate them under \$30, panic price..... **14 95**

Mens Furnishing Goods

Men's fleece lined Underwear sale price..... **37c**

Men's Wool Underwear, worth \$2.00, go at..... **79c**

Men's Black Hose, worth 15c panic sale..... **6c**

Men's Wool Hose, worth 25c, at this sale only..... **9c**

Men's Heavy Wool Hose, worth 50c per pair, at this sale..... **19c**

Men's Handkerchiefs, hemstitched fancy border, worth 15 cents choice..... **3c**

Men's Silk Embroidered Suspenders, sale price..... **19c**

Canvas Gloves, worth 10c, panic price..... **5c**

100 dozen Ties, worth 50c each, special for this sale only..... **19c**

100 dozen Men's Negligee Shirts of the latest patterns..... **39c**

Men's Negligee Shirts, worth \$1, \$1.50 and \$2.00, at..... **97c**

Men's Hats, the latest Dunlap and Knox shapes, worth \$3.50 none less than \$3.00, at..... **1 98**

Best Work Shirts on earth, worth 75c, sale price..... **39c**

PANTS

Men's Pants of waterproof Wellington Material, perfect fitting regular price \$2.00, panic..... **89c**

Men's pure Worsted Pants in narrow gray stripes and plain shades for dress wear, regular price \$4.00, panic price..... **1 95**

Men's finest quality Trousers in handsome new stripes and checks, guaranteed to keep perfect shape, regular price \$6, panic..... **2 69**

Childrens Clothing

Boys' Knee Pants, worth 50c, panic price..... **19c**

One lot of boys' Suits, worth up to \$3.50, go at..... **1 48**

One lot of Worsteds and Scotch plaids, worth \$4.50, go at..... **2 39**

One of Boys' Suits, sold at the actual worth \$6.00, go at..... **\$2 98**

Children's Overcoats during panic sale, go at..... **\$2 19**

Children's Knee Pants, worth 50 cents our special price..... **19c**

This sale includes the famous Alfred Benjamin hand tailored Suits and Overcoats.

Owing to the fact that Millirens will continue business in Reynoldsville on the same honorable lines that heretofore marked their business career, the public can rest assured of the same courteous treatment and be supplied with the highest grade merchandise. Our sale will continue only 10 days and everything will go rapidly. This is the first sale (being a legitimate

sale where a well known and legitimate firm is to continue in business) of its kind that has ever occurred in the state and it may never occur again. We merely quote you a few of the many bargains to be offered, and bear in mind there are thousands of other bargains we cannot mention here.

Sale Commenced Jan. 25th

MILLIRENS