## NEWS OF WORLD

 BRIEFLY TOLD
that is BUICK foronly you may have drogha trit you couldn't buy a Buick for as little as \$1195-that you ably more for Buick quality. Actually you can have any one of three popular Buick models at this figure - a Sedan, Coupe or Sport Roadster -all of thern, cars of true Buick quality
Today's Buick surpasses all previous creations. See itdrive it-and orn the car you have long अanted.
SEDANS $\$ 1195$ to 81995 COUPES $\$ 1$

CALDWELL MOTOR COMPANY

OUR A N NUAL

## Begins NOW



Begins NOW

That make your dollars work overtime! This page of items gives but a hint of the hundreds of extraordinary values the radical reductions throughout the store make available in this great January Clearance. Every section contributes its quota. Every section provides many wonderful opportunities to save on Seasonable Merchandise from our regular stocks. Don't miss this chance!

DRESS VELVETS
Formerly selling much higher, now for a complete clearance, is going at ridiculously low price. Per yard-

## $\$ 1.49$

ELKIN BLANKETS At far below their real worth. All in neat block plaids, wool mixed, $68 \times 80$, to go at
$\$ 2.50$ Blankets at $\$ 1.98$ ea. $\$ 5.50$ Blankets at $\$ 3.98 \mathrm{pr}$. \$4.50 Blankets at $\$ 2.98 \mathrm{pr}$

## SATIN BACK CREPE

In extra heavy guality, and many beautiful shades. Formerly sold for $\$ 2.95$ yard. Reduced, per yard $\$ 1.98$

72-INCH SHEETING
The first time in the history of our business we have been able to offer such a value in Sheeting. Think of it! Full TWO YARDS WIDE, at, per yard

19


## and DRESSES <br> Greatly Reduced

These lovely dresses and coats, which have been fashioned and tailored with consummate skill, have been taken from our regular stock and marked down to prices slightly above, and in many eases, actually below cost! You owe it to yourself to take advantage of this sale

## LADIES' COATS

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| Stow coars. | \$3.95 |  | \$2.98 |
| :---: | :---: | :---: | :---: |
| Sinso coats, | $\$ 9.95$ |  | \$7.49 |
| ${ }^{33,50}$ Now conss. | \$19.95 | STzso dresses. | \$9.95 |
| Sis.on coats. | \$49.50 |  | \$16.95 |

Ladies' Hats<br>Regardless of Cost, all Hats are going at<br>98` $\quad \$ 1.98, \quad \$ 2.98$

39 Inch Sheeting
Worth 10 c. Now, yard
$81-2^{c}$

## ALL SWEATERS

At big saving to you, and a big loss to us. Many broken lots, but de sirable goods

ONE-FOURTH OFF

## LADIES' SHOES

Odd lots in good styles. Values to $\$ 3.50$. Now. pair

## $\$ 1.98$

FAST COLOR FLANNEL In newest patterns. Worth 50c yard. Now, yard 19 ${ }^{c}$

DRESS WOOLENS
Odd lots. Values $\$ 1.95$. Now, yard-

## $\$ 1.00$

WARM UNDERWEAR
In odd lots at
GREAT REDUCTIONS

