

JANUARY CLEARANCE SALE STARTS TOMORROW—FRIDAY—9:00 A. M.—JOIN THE THROG OF CAREFUL BUYERS, WHO WILL TAKE ADVANTAGE OF THESE LOW PRICES

STORE CLOSED ALL DAY TO MAKE READY FOR SALE

MEN'S, WOMEN'S AND CHILDREN'S SHOES

150 pairs men's shoes, Goodyear welts, vici kid, gun metal, plain toes and blucher styles, a pair **\$4.00**

Men's Belk's shoes, Goodyear welts, gun metal stock, blucher and English styles, a pair **\$4.75**

Men's mahogany calf shoes, Goodyear welts, Wingfoot rubber heels, English or blucher styles, \$10 values, a pair **\$6.50**

Men's Ralston's shoes, in tan, Lotus calf and gun metal, English or blucher, a pair **\$7.75**

Men's Ralston's shoes, Russia calf and glaze Kangaroo, full English styles and combination last, a pair **\$9.75**

Men's Bion F. Reynold's fine shoes for men, Russia calf, vici kid, English and combination last, a pair **\$11.50**

Boys' all-solid leather shoes, gun metal calf, sizes 2½ to 5½, a pair **\$2.75**

Boys' shoes as above, tan calf, a pair **\$3.75**

Boys' fine Holland shoes, gun metal calf, English or blucher styles, a pair **\$5.00**

Misses' Buster Brown shoes, fine grade, brown calf, sizes 11½ to 2, a pair **\$5.25**

Misses' Billikin shoes, fine grade, gun metal and vici kid, size 11½ to 2, a pair **\$5.00**

Misses' Red Goose shoes, brown calf, sizes 11½ to 2, a pair **\$5.00**

Misses' Red Goose shoes, gun metal calf, sizes 11½ to 2, a pair **\$4.75**

Boys' fine all-leather shoes, in tan calf and gun metal, sizes 2½ to 5½, a pair **\$5.00**

Children's shoes, brown kid, sizes 8 to 11, a pair **\$3.25**

Children's shoes, gun metal calf, sizes 8 to 11, a pair **\$3.00**

Misses' shoes, gun metal calf and English lace, sizes 8 to 10, a pair **\$3.25**

Godman's women's shoes, all solid leather, formerly sold at \$5.00 and \$6.00 a pair, sizes 2½ to 8, a pair **\$3.85**

Godman's women's shoes, all solid leather, formerly sold at \$6.50 to \$7.50 a pair, sizes 2½ to 8, a pair **\$4.85**

Belk's special made shoes for women, black kid, formerly sold at \$9.25, now a pair **\$6.00**

Belk's special made shoes for women, fine black kid, \$13.00 grade, now **\$8.50**

Holter's high-grade women's shoes, black kid, full Louis heels, a pair **\$8.25**

Holter's high-grade women's shoes, extra fine quality of kid, new military heels, a pair **\$9.25**

Dorothy Dodd women's shoes, fine quality, Havana brown-kid lace boot, full Louis heels, a pair **\$10.00**

Dorothy Dodd women's fine shoes, black kid, full Louis heels, a pair **\$8.00**

Dorothy Dodd women's fine shoes, black kid, new military heels, a pair **\$7.75**

GROWING GIRLS' SHOES OR BIG-MISSES

Billikin misses' shoes, dark tan calf, English last, a pair **\$6.00**

Billikin misses' shoes, gun metal calf, English last, a pair **\$5.25**

Misses' fine grade shoes, dark tan calf, a pair **\$5.75**

Misses' fine grade shoes, gun metal calf, a pair **\$5.25**

MEN'S MID-WINTER SUITS AND OVERCOATS

KIRSCHBAUM, HAMBURGER, STYLE-PLUS AND OTHER HIGH-GRADE MAKES

Men's suits, originally priced up to \$30.00, now **\$14.95**

Men's suits, originally priced up to \$40.00, now **\$19.95**

Men's suits, originally priced up to \$50.00, now **\$26.75**

Men's suits, originally priced up to \$65.00, now **\$41.00**

Men's suits, originally priced up to \$75.00, now **\$47.50**

Men's suits, originally priced up to \$95.00, now **\$59.75**

MEN'S OVERCOATS

\$14.95 \$29.75 \$35.00 \$45.00

\$48.50 \$58.50

MEN'S DEPARTMENT

Men's heavy fleeced shirts and drawers, each **59c**

Men's better grade shirts and drawers, each **89c**

Men's fine ribbed shirts and drawers, each **69c**

Men's better grade fine ribbed shirts and drawers, each **89c**

Men's extra fine grade shirts and drawers, each **\$1.29**

Men's Wright's fine ribbed shirts and drawers, each **\$1.69**

Men's Moore's fine ribbed shirts and drawers, each **98c**

Men's fine ribbed union suits, each, at **\$1.48**

Men's better grade fine ribbed union suits, each **\$1.69**

Men's seamless cotton halfhose, white or black, a pair **10c**

Men's seamless cotton half hose, good value, assorted colors, a pair **15c**

Men's woolen finished cotton half hose, gray mixtures, a pair **15c**

Men's heavy woolen half hose, gray mixtures, a pair **39c**

Men's heavy woolen half hose, blue mixtures, a pair **48c**

Men's seamless cotton lisle hose, assorted colors, a pair **39c**

Men's fancy silk hose (seconds), formerly sold at \$1.25 a pair, now a pair **65c**

Men's Cooper's fine ribbed union suits, each **\$1.98**

Men's Oneita fine ribbed union suits, each **\$2.23**

Men's Wright's fine ribbed union suits, each **\$2.98**

Men's Wright's wool union suits, each **\$3.29**

Boys' fine ribbed union suits, each **89c**

Boys' better grade union suits, each **95c**

Boys' heavy fleeced union suits, each at **89c**

Boys' fleeced shirts and drawers, each **29c**

Men's \$4.25 outing flannel pajamas, per suit **\$2.98**

Men's \$3.95 outing flannel pajamas, per suit **\$2.69**

Men's \$2.95 outing flannel night shirts, each **\$1.98**

Men's imitation chambray work shirts, each **87c**

Men's chambray work shirts, blue or gray, each **98c**

Men's better grade chambray work shirts, each **\$1.25**

Men's extra fine quality work shirts, each **\$1.69**

Boys' chambray work shirts, blue only, each **85c**

Youths' blue denim overalls, each at **\$1.15**

Youths' blue denim overalls, lighter weight than the above, each at **98c**

Small boys' overalls, suitable for outdoor play, each **85c**

HOUSE FURNISHING DEPARTMENT (Third Floor)

1,000 yards 36-inch curtain scrim, plain, cream and white, with fancy borders, a yard **15c**

36-inch filet curtain nets, fine quality in white, cream and ecru, a yard **65c**

36-inch Marquissette curtain goods, in white, cream and ecru, a yard **49c**

36-inch Marquissette curtain goods with hemstitched border, a yard **39c**

36-inch fancy scrim, colors, cream and white, a yard **65c**

36-inch fine Art cretonnes, a yard **39c**

36-inch Shadow draperies, a yard **49c**

36-inch fine Chintz cloth, a yard **98c**

36-inch printed Marquissette, a yard at **39c**

27-inch printed cretonnes, a yard **19c**

Lace curtains, cream or ecru, 2½-yard lengths, **\$3.00**

Lace curtains, cream only, 2½-yard lengths, a pair **\$4.25**

BOYS' SUITS

\$7.87 \$9.95 \$11.95 \$13.95

\$15.50 \$17.50

Men's fine felt hats, assorted colors **\$3.95**

Men's extra fine felt hats, assorted colors **\$4.95**

Men's percale dress shirts, originally priced at \$2.00 each, now **98c**

Men's fine woolen sweaters, assorted colors, each **\$6.95**

Men's Blue Buckle overalls, union-made, a pair **\$1.29**

Men's Headlight overalls, union-made, a pair **\$1.75**

Men's Sweet Orr overalls, union-made, a pair **\$1.75**

27x54 Axminster rugs, assorted patterns, each **\$4.95**

27x54 Wilton rugs, assorted designs, each, at **\$12.50**

36x63 Axminster rugs, assorted designs, each **\$8.95**

6x9-foot Jap matting rugs **\$4.50**

3x6-foot Jap matting rugs **98c**

ART DEPARTMENT (Second Floor)

Infants' and children's dresses, made up of fine quality batiste ready stamped and embroidered, each **\$1.50**

Children's stamped dresses made up of fine quality lawn and organdy, each **\$1.98**

Infants' hand embroidered dresses made of fine mainsook, each at **\$2.98**

Women's muslin night gowns, good quality, stamped to be embroidered, each **\$1.39**

Children's Royal Society pique dresses in packages, each **\$2.69**

Embroidered scarfs with scalloped edges, made of fair quality-muslin, each **98c**

36x54 wool baby blankets, satin borders, floral designs, in pink or blue, each **\$3.50**

WOMEN'S AND CHILDREN'S HOSIERY

Women's full fashion silk hose, double sole, toe and heels, white, cordovan and black, a pair **\$3.10**

Women's silk hose, full fashion, assorted colors, a pair **\$1.98**

Women's silk hose, seamed back with lisle top, double sole, toe and heels, a pair **98c**

Women's out-size full fashion silk hose, lisle garter top, white or black, a pair **\$2.48**

Women's silk hose, seamed back, clox designs, white, brown, navy blue, a pair **\$1.79**

Children's Fay stockings, white, brown and black, a pair **48c**

Children's Cadet stockings, the dependable kind, double knee, reinforced toes and heels with linen threads; choice of fine or heavy ribbed sizes, 6 to 11, a pair **48c**

THOUSANDS OF YARDS OF COTTON FABRICS AT CLEARANCE PRICES

2,500 yards 27-inch outing flannels, light and dark colors, a yard **15c**

27-inch best grade outing flannels, light and dark colors, a yard **19c**

27-inch bleached and unbleached Canton flannels, a yard **19c**

27-inch Equity apron gingham, a yard **10c**

27-inch Toil-du-Noid dress gingham, a yard **25c**

5,000 yards 27-inch dress gingham, wide range of patterns to choose from, a yard **12c**

32-inch dress gingham, assorted plaids, a yard **18c**

27-inch Amoskeag Utility dress gingham, a yard **19c**

32-inch Amoskeag fine dress gingham, a yard **19c**

32-inch fine dress gingham, assorted plaids, a yard **25c**

4,000 yards, 32-inch, very fine dress gingham, beautiful range of patterns to choose from, a yard **29c**

5,000 yards 36-inch fair quality percales, light and dark patterns, a yard **16c**

36-inch fine quality percales, beautiful range of dark and light patterns, and plenty of Shepherd checks, a yard **25c**

36-inch shirting Madras, assorted stripes, checks and plain colors, a yard **29c**

32-inch Renfrew Devonshire stripes, checks and plain colors, a yard **39c**

27-inch Ladlassie romper cloth, a yard **39c**

27-inch Galatea extra heavy quality, assorted dark colors, a yard **39c**

27-inch Galatea medium light weight, assorted light colors, a yard **16c**

3,000 yards Amoskeag romper cloth, neat checks, stripes and plaid colors, a real cloth for the kiddies' spring garments, a yard **25c**

25-inch cotton plaids, a yard **8½c**

25-inch Pee Dee plaids, a yard **12½c**

27-inch Hickory shirtings, a yard **15c**

32-inch mattress tickings, a yard **19c**

32-inch "AA" feather tickings, a yard **25c**

32-inch best 8-ounce ticking, two yards for **35c**

27-inch single-face Eiderdown, assorted colors, a yard **69c**

32-inch Vetta shirting flannels, a yard **29c**

27-inch kimona outings, a yard **29c**

32-inch Imperial chambrays, neat assortment of checks and plain colors, a yard **35c**

3,000 yards 28-inch shirting cheviots, good, fair quality, assorted stripes, checks and plain colors, at **13½c**

28-inch shirting cheviots, good quality, stripes, checks and plain colors **15c**

2,000 yards 36-inch standard grade bleaching, soft finish, a yard **17½c**

36-inch embroidery cloth, good grade for making pillow cases, etc., a yard **19c**

36-inch Hill's middy jeans, first quality, a yard **35c**

36-inch bleaching, fair quality, a yard **15c**

36-inch Androscoggin bleach, a yard **19c**

36-inch fine quality pajama check, a yard **18c**

36-inch Indian Head linen finish, a yard **29c**

44-inch Indian Head linen finish, a yard **35c**

TABLE DAMASK NAPKINS AND PADDINGS

70-inch all-linen table damask, a yard **\$3.98**

22x22-inch all-linen napkins, a dozen at **\$9.95**

72-inch colored table damask red or blue, patterns, a yard **98c**

58-inch table damask (seconds), a yard **48c**

63-inch quilted table padding, a yard **\$2.25**

15x15 ready-made mercerized napkins, per dozen **\$1.79**

18x18 Union linen table napkins, to be made up, per dozen **\$3.50**

WOMEN'S AND CHILDREN'S KNIT UNDERWEAR (Second Floor)

Women's medium weight vest and pants, each **69c**

Women's fine ribbed vest and pants, each **98c**

YOUR FAVORITE PALMOLIVE SOAP, PER DOZEN, 75c



SWIFT'S ARROW BORAX SOAP 10 CAKES FOR 39c