

**HERE'S YOUR OPPORTUNITY FOR GREAT SAVINGS..**

**McDANIEL**



**Down, Down, Down Come Prices On Ladies' Winter Ready-To-Wear!**

**AMAZING VALUES IN WINTER DRESSES**

One lot of ladies' silk crepes and wool dresses in attractive styles reduced to clear quickly. Hurry if you would get yours as they will go fast!

VALUES UP TO \$9.90  
98c

<b>Fall and Winter Dresses</b> Silks and woolsens. Regular \$4.98 values reduced to— <b>\$2.98</b>	<b>Fall and Winter Dresses</b> One lot of silk crepes and woolsens. Regular price \$7.95, now— <b>\$4.98</b>
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**Silk and Woolen Dresses**

Lovely styles, colors and patterns. Three price groups.

Regular \$5.95 values now only	<b>\$3.98</b>
Regular \$9.90 values now only	<b>\$6.95</b>
Reg. \$9.90 and \$14.75 values now only	<b>\$7.95</b>

**CHILDREN'S SNOW SUITS**

\$12.95 values now	<b>\$7.95</b>
\$7.95 values now	<b>\$4.98</b>
\$5.95 values now	<b>\$3.98</b>
\$3.98 values now	<b>\$2.98</b>

**SKI PANTS**

\$2.98 values now	<b>\$1.98</b>
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**Ladies' Fall Sweaters And Twin Sweater Sets**

\$2.98 values now	<b>\$1.98</b>
\$1.98 values now	<b>\$1.49</b>

**USHE**



**Winter Coats Reduced!**

We have reduced our entire stock of winter coats to clear quickly. You can see by a glance that here are wonderful values at real savings! All styles and materials!

\$19.00 Coats Reduced to only	<b>\$49.50</b>
\$24.95 Coats Reduced to only	<b>\$16.95</b>
\$19.75 Coats Reduced to only	<b>\$10.95</b>
\$16.95 Coats Reduced to only	<b>\$10.95</b>
\$14.75 Coats Reduced to only	<b>\$9.90</b>
\$9.90 Coats Reduced to only	<b>\$6.95</b>
\$7.95 Coats Reduced to only	<b>\$4.98</b>
\$5.95 Coats Reduced to only	<b>\$3.98</b>
One rack of suits and coats, odds and ends, values to \$16.95, now	<b>\$2.98</b>

**PIECE GOODS REMNANTS ONE-HALF PRICE!**

**Hosiery**



One lot of Kayser Silk Hosiery, regular \$1 value, now—

**79c**

One lot Gordon Hosiery, values to \$1.35, now—

**79c**

Reg. 59c hose now

**49c**

**Ladies' Fall Hats**

\$1.98 and \$2.98 val.

**98c**

98c values now only

**49c**

**HERE'S VALUE THAT WILL AMAZE YOU!**

**Woolen Materials**

One lot 54-inch woolen materials, regular 98c yard, now—

**49c**

**Satin Back Crepe**

One lot satin back crepes in wanted colors. Regularly 98c yard, now—

**79c**

**Coxcroft Sheeting**

9/4 Foxcroft unbleached wide sheeting. Regular price 35c yard. Reduced for sale to, yard—

**26c**

**Foxcroft Sheets**

81 x 99 Foxcroft sheets, guaranteed for five years. Regular price \$1.19, sale price—

**79c**

None to merchants for re-sale!

**Foxcroft Cases**

Foxcroft pillow cases, size 42 x 36. Guaranteed five years. Regular price 39c each. Sale price—

**23c**

**E. & W. Cases**

42 x 36 E. & W. pillow cases. Regular price 25c each. Sale price—

**19c**

**With Truly Out That Fairly Com Now If You Are In Saving**

**BECA**

**RATHER THAN CARRY OVER WINT FALL WE ARE REDUCING STOCKS I LOW LEVELS FOR QUICK CLEARAN**

**PRICES ON MA ACTUALLY**

**WE HAD RATHER TAKE A LOSS TO SAVE ON WINTER MERCHANDISE CHANCE!**

**READ CA**

Within a few weeks our buyers will visit New York, disce for spring. We overstocked for fall and winter, room for Spring goods. In order to clear our shelves, partment to depths that mean a loss for us, but a g actually below cost . . . every item listed in this adven you could have bought it yesterday! Check each item for you, and you, and you! Come in today and bring advantage of this money-saving event!

**McDaniel's**

ELKIN

**Down Come Prices On Ladies' Shoes! Save!**

**Buy New Coats for the Children at Real Savings!**

Many attractive styles are here for you. But don't delay, for at these prices they will go fast! Come in this very day to avoid disappointment!

One lot \$8.95 values now reduced to only	<b>\$5.95</b>
One lot \$5.95 values now reduced to only	<b>\$3.98</b>
One lot \$4.98 values now reduced to only	<b>\$3.98</b>
One lot \$3.98 values now reduced to only	<b>\$2.98</b>
One lot \$2.98 values now reduced to only	<b>\$1.98</b>



**Ladies' Shoes**

One lot of odds and ends. Values up to \$4.98. To clear, pair—

**98c**

**Ladies' Shoes**

One lot ladies' \$4.98 shoes. Sizes AAA to C's. Now reduced to only—

**\$2.98**

**Children's Shoes**

One lot children's shoes, values to \$1.98. Now, pair—

**98c**