

STARTING PROMPTLY AT 9 O'CLOCK

Friday Morning, January 4th

STORE WIDE REDUCTIONS

In The Paragon's Greatest

January Clearance SALE

A STRICTLY CASH SALE

PRICES ARE SO LOWERED IN EVERY DEPARTMENT WE CANNOT AFFORD TO CHARGE ANYTHING DURING THIS SALE.

OUR BOOKS WILL BE CLOSED UNTIL SALE IS OVER.

A LOW PRICE DOES NOT MAKE A BARGAIN

Price is only one of the points to be considered when making a purchase, for if the customer fails to get proper service from the article bought, the money is wasted. Quality comes first with us for only a good article can be expected to give satisfaction and we never buy cheap goods simply to be able to offer them at a ridiculously low price.

It is our combination of right quality and right price that will make satisfied customers during this sale.

Store Wide Reductions!

In keeping with one of the strict rules of the store that twice a year clearance must be complete and drastic, the New Year sees us abiding by this rule and bringing variety, beauty and practicability to you at mid-season and at the season's lowest prices.

All over the store the prices have been cut—and in every case cut deep to make sure of complete stock reductions.

MEN! DON'T FORGET WE ARE CLOSING OUT OUR ENTIRE STOCK Suits & Overcoats STETSON HATS

TO BE CLOSED OUT FOR

\$5.95

ALL WINTER
READY-TO-WEAR

Dresses and Coats

$\frac{1}{2}$ PRICE

COME EARLY AND GET BEST SELECTION.

IT'S OUR "BIG SALE."

EXTRA SALES- FORCE TO SERVE YOU

We have employed plenty of competent clerks to take care of the rush.

You'll get waited on without having to wait very long.

We advise coming early. You get best selections.

A FRANK STATEMENT

Our books show a substantial gain in our sales this year over the last. But folks, like all others we expected a tremendous business, we bought heavy and still have a house full of good seasonable merchandise that we do not want to carry over.

We've had no cold weather but of course we will—and now right at the beginning of real winter comes a sale where savings will be worth while. Make your arrangements to be here opening day of sale.

THE PARAGON DEPARTMENT STORE

"SHELBY'S BEST."