# LAMB COUNTY LEADER <br> \author{ Official Newspaper of Lamb County, Texat 

}

LITTLEFIELD, LAMB COUNTY, TEXAS, THURSDAY, JANUARY 17, 1929



JANUARY Starts FRIDAY 18 Closes February 2

THIS SALE IS JUST WHAT ITS NAMEINDICATES-A CLE WE HAD A BIG FALL AND EARLY WINTER TRADE; BC OVER FOR ANOTHER SEASON. WEMUST MAKE ROOM BUY GOOD SEASONABLE CLOTHING AT A GREAT SAVI WINTER AND EARLY SPRING PURCHASESNOW MADE.

## Leather \& Sheepskin Coats

Men's good Leather Coats, a bargain, regular value, $\$ 10.50$ to $\$ 11.50$, choice of stock during this clearance

1 Lot of Mens Leather Coats, regular $\$ 7.50$ value, $\$ 4.95$ Men's Sheepskin Coats, $\$ 8.50$ to $\$ 10.50$ value, your Men's Blanket lined Work Coats, $\$ 4.25$ value for $\$ 2.95$

## Men's Dress Felt Hats

Wonderful Bargains in Men's Dress Felt Hats to be found at our store during this Clearance Sale.
Men's Dress Felt Hats, $\$ 8.50$ value
$\$ 6.95$
Men's Dress Felt Hats, $\$ 6.50$ value $\qquad$ $\$ 4.95$
$\$ 3.95$

## Gloves, Sox and Ties

Leather palm Work Gloves, sale price, pair Canvass Gloves, very special at per pai .25 Men's Lisle Hose, 35c grade, per pair Men's 15 c Sox on sale for Men's fancy silk Neckwear priced low for this sale. $\$ 1.00$ value
.49
-.79

## MEN'S AND BOY'S SUITS AND OVERCOATS



Men's "Korrect Klothes" Suits Blue Serge and Pinstripe, all Wool, 2 pair of trousers. $\$ 35.00$ value .-.-.-. $\$ 29.95$ $\$ 27.50$ and $\$ 25.00$ values priced special for .-- $\$ 19.95$ Boys Good Wool Suits, with 2 pair of trousers, just what you need for school wear. $\$ 10.00$ value ......- $\$ 8.95$ 1 lot $\$ 9.95$ to $\$ 10.75$ values, going for _-.......-. $\$ 7.95$ lot $\$ 6.75$ value, 1 pair of trousers, size 5 to 8 _ $\$ 4.98$

MEN'S OVERCOATS
One Overcoat, $\$ 14.50$ value size, 37 for $\$ 14.50$ value One Overcoat, $\$ 16.50$ value size 42, for $\ldots \ldots .-$. $\$ 11.95$ Two Overcoats, $\$ 18.75$ value for -...............-- $\$ 12.95$ Two fine Top Coats, $\$ 21.50$ wo fine Top Coats, $\$ 21.50$
value, Sale Price


Heavy Robe, all Wool Sweaters, solid Colors, blue, red and $\tan$, for both men and women, size 36 to $46, \$ 6.00$ value Priced Special for this Sale .....-- $\$ 3.95$ All Wool, 2 -tone Coat Sweaters, colors, black and yellow, red and white regular
 All $\$ 3.95$ and $\$ 4.50$ Sweaters .... $\$ 2.95$ Fancy Dress Slip-over Sweaters, regular $\$ 4.95, \$ 5.50$ and $\$ 6.50$ values, your choice \$3.95 Fancy Sweaters, Slip-over and Coat styles
size 36 to $42, \$ 3.75$ value for size 36 to $42, \$ 3.75$ value for ....... $\$ 2.45$ Boys fancy slip-over and coat style, wool and rayon sweaters, $\$ 3.75$ value _- $\$ 2.45$ Boys $\$ 1.95$ Sweater, size 26 to 30 _- $\$ 1.29$ Children's fancy Dress Sweaters, Slip. values, priced special for Boys Lumber Jacks, $\$ 2.75$ value .-.- $\$ 1.89$ Men's Sport Coat Sweaters, 2.75 values, specially priced for this Clearance Sale
\$ $\$ 1.95$
Sweaters, $\$ 1.45$ value now Men's Cotto


SHIRTS
Good heavy Work Shirts, khaki, blue sand, and Hong Kong, $\$ 1.50$ value, now going at --

- \$1.39 $\$ 1.39$ value
- $\$ 1.24$ Gray and Blue Shirts, good heavy grade size $141 / 2$ to $17, \$ 1.25$ value ......... 98 Coat Shirts, blue, good heavy grade double stitched, 98e grade -..-.---. 89 regular $\$ 1.25$ fancy Dress Shirts, 15 dozen, regular $\$ 1.25$ value, to close out at _. 89 men's Dress Shirts, white Broadcloth,
$\$ 2.50$ value,


Men's Lumber Jacks ber Jacks, It will pay you to buy at least two of these, while this sale price is on.

| \$5 |  |
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Men's Dress Pants
Men's extra nice Dress Pants, beautiful patterns, and wonderful values. 1 lot, pants regular $\$ 8.50$ value, to be
$\qquad$
$\$ 4.50$ and $\$ 4.50$ value $\qquad$

## Men's Cowboy Pants

Men's Cowboy Pants regular $\$ 1.75$ value
 $\$ 1.45$ value for ...................... $\$ 1.29$

## Men's Work Pants

Men's Khaki Work Pants, Hong-Kong, powder blue, and sand, regular $\$ 1.75$ value, now going for-_-\$1.4 1 lot Men's Work Pants, Khaki, HongKong, powder blue, and sand, extra good grade, we bought special for this sale t $\omega$
go at the remarkable price of Buy all you want at these prices!

## Men's Wool Shirts

Men's extra good Wool Shirts, "SweetOrr" brand, gray and army color, $\$ 2.75$ value now going for …-...-....... $\$ 1.79$ $\$ 2.25$ value wool mixed, for, Men's Flannel Shirts, $\$ 1.00$ value $\ldots . . .69$

## DONT FALL TOATTEND THIS SALE!

## Sale

We must el make room way to our 1 lot of Silk ed eqlors, va yard Wool Suiting 54-inch Wool 36-inch Peres Peter Pan G Linen, 75c va Pure Linen, 36-inch Outir better lay in Imperial Cha 32 -inch Ging 9/4 Sheeting, Turkish Tow

## THE $F$

LITLEFIELD,


## Announcing Cuenod: 

We are moving to the new store building next door to our present location and wish to reduce our Stocks much as ipossible. We are, therefore offering you these wonderful bargains of new and seasonable merchand at the great reduction prices listed below. NOW is your chance to lay in a supply of needed family clothing.

## EXTRA SPECIALS IN PIECE GOODS

Pajama Checks, heavy quality, good material for undergarments, gowns, etc. Colors, green, flesh, coral, yellow, peach, white, and orchid, 36 inches wide, per yard_ Cotton blue and white stripe, Sale price, per yard Calico, light colors, 7 pieces, only, at per yard Blue Shirting, heavy weight, 8 yards for Solid color Percales, 36 -inches wide, 8 colors, yard Dress Linens, guaranteed colors, $\$ 1.00$ grade, yard 36 -inch Non-cling Slip material, yard
All Woolen material discounted
Oil Cloth, solids, light and dark patterns, per yard 1 lot of Dress Silks, at 36 -inch light Outing, to sell at per yard 36 -inch Brown Domestic, our 15c quality, at per yard $9 / 4$ Brown Sheeting, Pepperell and Trinity, $21 / 2$ yards $\$ 1.00$ $9 / 4$ Bleached Sheeting, Saxon, $21 / 2$ yards for ......... $\$ 1.00$ 32 -inch Dress Ginghams, 25 cent quality, yard \$1.00 32 -inch Peter Pan and Gilbrae Gingham and Prints, yard .42 A. C. A. 8 oz . Feather Tick, Old Reliable, yard A. C.A. 8 oz. Feather Tick, Old Reliable, yar
Remnants of all kinds, marked one-third of

MENS SUTTS, OVERCOATS AND HATS
Men's Suits and Overcoats, made by Hart Schaffiner \& Marx and Curlee. (Mose of these are two trouser suits) One group, sizes 37 to 42, values from $\$ 35.00$ to $\$ 45.00$, Extra Special $\$ 22.50$ Men's $\$ 7.50$ Felt Hats, for $\ldots . . . .-\$ 5.95$ Men's $\$ 6.00$ Felt Hats for $\quad \$ 4.75$ Men's $\$ 5.00$ Felt Hats, for ....... $\$ 3.95$ Men's Jersey knit Sport Coats, $\$ 2.25$ to
$\$ 2.75$ values, special for $\$ 1.75$ and $\$ 1.95$ values for ...... $\$ 1.29$ All Dress and Corduroy Caps reduced Heavy Khaki tear-proof Pants _- $\$ 1.79$ Heavy Wool Khaki, O. D. Army Shirts,
for $\$ 1.95$ and $\$ 2.69$ Men's extra long, black Leather Coas special for this sale at _....... $\$ 8.95$ Men's Sheep lined Coats, special \$7.95 Men's Cotton Sweaters, size 36 to 44 Special price for this sale


Ladies Dress Shoes, all new
styles, $\$ 7.50$ Satin Pumps $\$ 5.20$ $\$ 6.50$ Satin and Patent Pumps,
for - . $\$ 5.20$
$\$ 6.00$ Satin and Patent Pumps, for ----------$\$ 5.00$ Satin and Patent Pumps,

Special lot Men's Oxfords $\$ 5.00$ to $\$ 8.50$ values, good styles, special at ...- $\$ 3.95$
Men's Work Shoes, $\$ 4.50$ to $\$ 4.00$ value, solid leather, Shoes for ........... $\$ 3.69$
$\$ 2.50$ and $\$ 3.00$ Solid Leather Shoes for .-........- $\$ 2.25$ Men's and Young Men's \$1.75 and $\$ 1.50$ heavy Tennis Shoes, Special for -..--.-.-- \$1.19 Special discount on all Chil drens low and high top Shoes all solid leather

MEN'S WORK GLOVES Extra heavy Canvass Glove 2 pair for
Medium wt. Canvass Gloves
3 pair for …-.-.-....... 25
Leather palm, finger tipped, Gloves, wrist or gauntlet . 45 MEN'S UNDERWEAR 1.75 heavy ribbed Unio Suits, size 36 to 46 …... $\$ 1.49$ $\$ 1.25$ Medium weight Union Suits for -------------- . 98
Men's and Boys fleeced lined Union Suits, special at _. 98 Heavy Part Wool Sox, pr. . 24

## HOSE, BLOOMERS AND UNION SUTTS

Ladies Silk Hose, $\$ 1.00$ grade per pair
Misses and Children's Hose, about 5 different colors, 5 to 10 , priced special for this sale at per pair ... Children's 50 cent Hose, going at per pair Children's 75 cent ribbed Hose, all sizes, Phoenix and Rollin per pair
Children's Golf Sox, 50c quality
Ladies and Misses Silk Bloomers priced \$1.49, \$1.29 and.s One lot little girls Sateen Bloomers, 3 pair for otex, three boxes for
Children's Chesterfield, Unions, sizes 2 to 13 , each
Children's Comfy Suits, sizes 2 to 13, each for
Childrens E. Z. Unions, sizes 2 to 13, each,
Ladies Medium weight, Unions, tight knees, dutch sleeves, our $\$ 1.00$ garment, priced for this sale
Infants double breasted Shirts, 3 months to $11 / 2$ years, pric for this Removal Sale at per garment
Krinkle Bed Spreads, pink, blue gold and green, very speci at each
$81 \times 90$ Bleached ready made Sheets, each

## LADIES' READY-TO-WEAR Dresses and Coats

Any Winter Coat in the house, Ladies or Children's for .... $1 / 2$ regular price All remaining Winter Dresses, these in clude Satins, Velvets, etc., at a reduction of _... $331 / 3 \%$ off regular price Ladies Spring Dresses, specially priced, for this sale at _.....- \$14.95 and \$9.95 New shipment of "Mary Lou" Wash Frocks, Spring line, they sell regular for $\$ 1.95$, special price of ......... $\$ 1.79$ House Dresses, made of print and trim med in organdies, braid, and lace, size. 16 to 52 , at each Ladies long sleeve Muslin Gowns, for the special price of each, All Pajamas, Gowns, Teds and Step-ins liberally discounted
Come and buy a supply of these bar gains in Ladies Ready-to-Wear. You can't go wrong at these prices.


## BOYS WORK CLOTHING

666 Ranch, heavy reinforced Blue Denim Pants for boys, \$1.39 Boys' Hickory Striped Unionalls, age 1 to 8,. 79 Boys' Hickory Stripe Unionalls, age 9 to 16,.98 Boys Dress and work Trousers, discounted 15\% off regular price, including all Boot Trousers.

ONELOT FIBER SUIT CASES
Special lot, of good fiber Suit Cases, $\$ 1.25$ val specialy priced to clean-up at

MEN'S AND YOUNG MEN'S DRESS SHIRTS Men's and Young Men's regular \$1.25 Dress Shir priced for this Removal Sale at ..........

## DONT MISS THIS SALE!

## Cuenod's Dry Goods Co.

T. S. SALES, Manager

DOMF MISS LITTLEFIELD,


a broadside of Rare Bargains-THiNK, ACT, REALIEE, BUY!

## OODS STORE

## Manufacturers for

 DOLLAR to Be SOLD ESS than COST!A. M., JAN. 18

Merchandise for the Entire ect By Not Attending
RRESES, MILINERY; SHOES, BLANKETS


ND THE DATE

## -Jan. 18th

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## TEXAS



LAMB COUNTY LEADER

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 JESS. MITCHELi.




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Henry Ford
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 Mor Fordst adicice on the pubbect too serioulty.
While you are trying to solve dif.
ficalt problems, try to fizure out what a poot does for a living.

##  e. Statistics covering about every- thing that can be covered by figures are pouring in for the part year. It Is interesting to refer to those showing how much we spent in 1928, for spending is one activity in which ery one around Littlefield has a hand. We are told that as a nation we spent one billion dollars for candy and $8100,000,000$ for chewing sum year, Our ice cream bill reached $\$ 260,000,000$. For raido wo epent $\$ 400,000,000$, while phonographs, pianos and other musical instruments reached a total of $\$ 140,000,000$. We have no figures available to show our tobaco, cosmetic, shoe or clothing bills for the year, but it in safe to say a billion dollars would not cover b. And then we can add another billion for autos and accessories Werser We're certainly a nation of spenders, as ahown by these figures. But we are a nation of earners and savers, too. So there doenn't room left for criticism. <br> The difference botween the price of turkeys and the pants of a okinny man who woare o bolte is that the price of turkegs taye the  Now that the auto touches every-

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## The <br> Outstanding Chevrolet of Chevrolet History -a fix in the price ranqe of the four!

 represents 4 years of Development and over a Million miles of TestingYears ago, the Chevrolet
Motor Company designed and buils its first experi-mentalsix-cy hinder motor.
This far-sighted step was this far-siched step was
taken because Chevrolet engineers knew that the herently the most perfectideal power plant to meet the growing public de.
mand for greater reserve power, faster get-away
and, above all-smooth, quiet performance. During the last four years,
over a hundred six-cylin. over a hundred six-eylin-
der motors were built by Chevrolet engineers and rested on the General
Motors Proving Ground.

Day and night, through
winter's cold and summer's heat, the incessant
eesting went present motor was de present motor was de
veloped and finally pro nounced correct.
At the same time othér vere perfecting other were perfecting other
parts of the chassis. And another great automotive
organization organization-the Fisher
Body Corporation-was Bevoting its gigantic wa
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durces to sources to the creation of the finest, sturdiest and nost beautiful bodies ever
offered on a low-priced offered on
automobile. As a result, the Outstand-
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of performance, comfort, beauty and hand (ing ease that is truly remarkable

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## JONES BROS. MOTOR CO LITTLEFIELD, TEXAS <br> A. NEW <br> ALL-AMERICAN

## -THE BESTRESOLUTION

$\Longrightarrow$
Resolve to put a little money-if only a dolls -in this bank every week during 1929. now, and when 1929 is ended you will thank us the suggestion. One dollar will open an accout and we are here to serve you as carefully as if y deposited a fortune every week. Get the savir habit.

No man ver lost anything by providing fo rainy day.
"There is no Substitute for Safety"
FIRST NATIONAL baNi LITTLEFIELD, TEXAS

WE strive for a man to man melationship t COLL PREVENT MISUMDRESTAMDIMCA, MERIT CONFIDENCE, AND CREATE PRIESDPMIPS.




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## Interest Rate Reduced

On account of the high class and volume of loans obtained by ing interest rate and added several special options to the loans.

I am too busy closing loans, making inspection, delivering life insurance policies and taking applications to tell you about our

## A. G. HEMPHILL <br> THE LOAN AND INSURANCE MAN <br> First Nat'l Bank Blds <br> Phone 119

9
If It's Lumber You Need ---Here's Where to Get It!

You can stop your searching for good lumber right really be astonishing and at prices so reasonable as to serve you well for any purpose. You don't take any chances when you purchase our lumber. IT IS GOOD!

We also have a nice assortment of plans and specifi-d cations for any kind of building, from a chicken coop to a castie. Well beglad ogo over them with you any time and assist you in specifications.

## HCGIBOOTHAM-BARTLETT CO. uttlefield,

TEXAs ${ }^{\circ}$


EGG PRODUCTIO
Maturity and Health Make for Strong Bodied Fowls.

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Guard Against Disease
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Poultry Notes

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Leet your breeders out every day regay illess of the kind of weather,
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germs that \%ou are aiter. serms that poo alth good, healthy
alter



Adjoining the Liticficd College
Cut into 40 five acre tracts for sale as home ploti or for investment.
BESTLOCATED SNALL ACREAGE TRACTS IN LITTLEFIELD
PRICED: $\$ 1,000$ or $\mathbf{\$ 7 5 0}$ per tract, according location. TERMS: One-third cash, balance and two years.

## See J. C. WHICKER

LITTLEFIELD HOTEL,
LITTLEFIELD

## To

## MOST IMPOIETANT GROUI

 DF MOTOIR CAIE BUUYEIRSthe world. Many of the people are getting on in they're headed up them are just starting. But luxury and beapty ladde.. Their ideas of finer homes finer furniture expanding. They want

During the past three years, hundreds of beensands of these progressive Americans have have bought it Pontiac Six. Some of them But to most of them, Pant they ever awned. the first big step up from the lowest priced field.

For this progressive group, Oahland has now created a brand new Pontiac Six. It reprething else in its field today than the original Pontiac represented in 1926. It will take its buyquality in one step. Wutch ladder of motor car step. Watch for the

# Ravce sale NABLE DRY GOODS AND READY-TO-WEAR 

L AND WINTER MERCHANDISE TO BE FOUND INTHISSTORE. WINTER GOODS ON OUR SHELVESTHANWEWANT TOCARRY OF SPRING MERCHANDISE, AND NOW IS YOUR CHANCE TO FHL PLENTY OF TIME YET TOGETFULL VALUE OUT OF MANY YUU TO BUY NOW FOR NEXT WINTER AT THESE LOW PRICES.


## Boy's Unionalls

Boy's Hickory Stripe Unionalls, size 1 to $\left\lvert\, \begin{aligned} & 8 \text { years, sale price --.-.-.-.-.-.-. } 89 \\ & \text { Boy's Overalls, } 4 \text { to } 9 \text { years, } 95 \mathrm{c} \text { value } .79\end{aligned}\right.$ A few pair of Boy's Overalls, small sizes, only, to close out, at ...................... 49

## Men's Winter Union Suits

Men's good heavy Winter Union Suits,
$\$ 1.25$ value now per pair Haynes Unions, her grade, $\$ 1.45$ value to go during this sale at _-......- $\$ 1.19$

## Boy's Winter Underwear

Boys' Haynes and Fleece lined Unions,
size 4 to 34 , regular $\$ 95 \mathrm{c}$ value
Comforts and Quilts
Good warm Comforts, beautiful colors, and serviceable materials. You can't have too many Comforts during these cool nights, and we will have several months of cold weather yet.
$\$ 5.50$ value .-.-.-............-- $\$ 4.29$ $\$ 3.50$ value .............................. $\$ 2.79$ $\$ 2.85$ value ............................... $\$ 1.95$

DONT FALI TOATTEND THIS SALE!

## TORE

## TEXAS



## Men's Shoes

Here's the chance of a lifetime to buy shoes for the entire family, at prices never before equaled in Littlefield.
Men's Dress Oxfords, tan only, regular $\$ 5.75$ value, per pair --...-...-- $\$ 4.49$ $\$ 6.75$ and $\$ 7.00$ value, per pair $\$ 4.95$ 1 lot Men's Dress Shoes, black or tan, Oxfords, sale price .-.-.-...... $\$ 2.98$ Men's Work Shoes, $\$ 2.25$ and $\$ 2.75$ val-
ues, priced to sell ues, priced to sell -----Men's Work Bootees, solid Leather tops, combination sole, $\$ 6.75$ value $\quad$. $\$ 4.95$ $\$ 7.50$ value, per pair Men's Dress Boots, $\tan$ or chocolate color, $\$ 10.50$ and $\$ 11.50$ value .-....-- $\$ 8.95$


## Ladie's Shoes

1 lot of Ladies Shoes, broken sizes, patent kid, strap, tie, pump, high and medium heel, values up to $\$ 7.50$, your choice while
they last for per pair ey last for per pair Ladies, high heel, Shoes, strap, tie and pump styles, $\$ 6.00$ and $\$ 6.50$ values, now $\$ 8.00$ values .......................-- $\$ 5.95$ Full line of Ladies Dress Shoes, military heel, in pump, tie and strap, patent leather Satin and Kid, average in price from $\$ 4.85$ to $\$ 5.50$ now seling for ... $\$ 3.95$ Solid Leather School Oxfords, size 3 to 8, special per pair …......... $\$ 3,45$ Ladies Felt House Shoes, $\$ 75 \mathrm{c}$ value .59

## Extra Special!

To the First 20 Lady Customers entering our store Friday morning at 9:00 o'clock we will make a special offer of regular 19c value, 36 -inch solid or fancy outing at 4 yards for

## Ladies Silk \& Cotton Hose

Ladies fine silk Hose, beautiful colors, full fashioned. Buy several pair of these fine Hose, regular value $\$ 2.50$ Marked special for this sale at per pair .......... \$1.49 Ladies Silk Hose, regular $\$ 1.25$ value Ladies Silk Rayon Hose, 75 c value, per pair Ladies 50c Rayon Hose, priced per patr Ladies heavy ribbed Cotton Hose, special this sal 29 sale .25 Children's ribbed Hose, 35c value, per pair ........... 29

## Wool mixed and Cotton Blankets

Indian Blankets, beautiful patterns, and weave, regu lar $\$ 5.50$ value, priced special during this sale at $\$ 3.95$ $\$ 4.50$ and $\$ 3.95$ value ........................... $\$ 2.95$ Wool mixed Blankets, full size, $70 \times 80, \$ 3.95$ value to go during this sale for ................................ $\$ 2$. Wool Mixed Blankets, bound in sateen, $\$ 5.50$ value,
 Full Size Cotton Blankets, $\$ 2.50$ value ....-.... $\$ 1.95$
 $\$ 2.75$ value \$2.19

## LADIES DRESSES, COATS

 AND SPRING HATSLadies beautiful Dresses of Flat Crepe, Satin, Georgette trimmed. Included in these are the new shipment of lovely Spring styles, all going at these sale prices.
$\$ 18.50$ to $\$ 25.50$ value $\$ 14.75$ $\$ 12.50$ to $\$ 16.50$ value $\$ 9.75$ $\$ 6.50$ to $\$ 7.50$ value .- $\$ 4.95$

WINTER COATS
Ladies Winter Coats, only a Ladies Winter coats, only
few to close out at these bargain prices.
$\$ 44.50$ Coat …..... $\$ 28.75$ $\$ 49.50$ Coat …..... $\$ 33.75$ $\$ 38.50$ Coat $\ldots \ldots \ldots$ - $\$ 19.95$ \$24.50 Coat …...- $\$ 14.95$ \$19.75 Coat ....... $\$ 10.95$ \$ 9.50 Coat ........ $\$ 5.95$

MILLINERY DEPARTMENT Ladies new Spring Hats, included in this sale.
$\$ 6,00$ Hats .......... $\$ 4.75$ $\$ 4.95$ Hats .......... $\$ 3.95$



