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# BIG 10 DAYS SALE 

We have cut and sleshed the prices from the front door to the back docr. We will tell the world we need some quick money, and in order to get it will make a big sacrifice on our entire stock of dry gocds, clething, shoes, ladies' reedy-to-wear, for the next 10 days.

This is NO HOT AIR broadcasting, NO BUNK, N O JUNK, but a genuine CUT PRICE SALE to raise some quick money. A WORD to THE WISE. Look before yo uleap; get our prices before you buy. Remember, the longest pole knocks down the choicest fruit. Our store is full of rich pickings for the slim pocketbook.

## ladies' ready-to-wear


LADIES' OUTING GOWNS 85c

## One lct Ladies' Lisl2 Hose, 65c, cut to

One lot Ladies' guaranteed Silk Hose, the worid over, $\$ 1.50$, cut to 89 One lot Children's Hose, 20c, cut to

Begins
THURSDAY
JANUARY 6th

## LADIES' HATS - EXTRA SPECIIL

Chcice of any Ladies' Hat in the House VALUES UP TO $\$ 6.50$ $\$ 1.00$

MEN'S READY-TO-WEAR

## One lot Heavy Fleece Union Suits, $\$ 1.50$ values at <br> $1 .{ }^{98 \mathrm{OFF}}$

 All Our Men's Sunday PentsOne lot Men's Dress Shirts, $\$ 1.25$ values, cut to
One
One lot Overcoats, worth $\$ 1250$, cut $t$
One lot Overcoats, worth $\$ 12.50$, cut t o

One let Percales, worth 121
One lot Cotton Checks, good grade
One lot Outing, worth 17 c , cut to
One lot Ladies' Shoes and Slippers, formerly $\$ 3.50$ to $\$ 7.50$. No exchanges. Some high tops, some low cut, all narrow widths. $\begin{aligned} & \text { Job } \\ & \text { 25c }\end{aligned}$ One tot Men's and Ladies' Shoes and Slippers, values up to $\$ 6.50$, One tot $\$ 1.98$
$\$ 2.98$

WOOL SWEATERS A Dandy Bargain
One-Third Off

## THE FAMOUSDRY GOODS STORE

OUR LOW PRICES IN THE MINDS OF EVERYBODY'

Broken Threads





Condition of the Company December 31, 1926
Figures are taken from financial statement required by law to be filed with State Insurance Department

FINANCIAL STATEMENT
Net Admitted Assets
Total Liabilities -
-
Surplus to Policyholder

## INSURANCE STATEMENT

\$22,708,108
\$19,733,424
\$2,974,684
aid for Basis
\$198,746,135

## Paid Policyholders and Beneficiaries Since Organization \$11,368,591.93

## Brownwood <br> Branch Office

205 First Netiona Bank Building T. E. DENMAN M. H. DENMAN D. M. SCOTT JOE BLAGG

Southwestern Life operates only in the State of / exas. It invests its money through the purchase of securities from Texas citizens. Its cu
Texas banks. Its money paid on death claims goes to Texas beneficiaries. Its money paid for commissions, sala ries, supplies, etc., goes to Texans.
When a life insurance company leads all competitors in its line in its home State for eight consecutive years, evidence of good will is apparent. The good will of the people of Texas is the reward of 23 years of service and fair dealing.

Southwestern Life solicits correspondence from Texes citizens interested in life insurance, from Texas citizens desiring loans on Texas real estate, and from Texas citizens desiring to represent a sound, conservative and progressive Texas life insurance company, issuing all forms of modern policies, including double indemnity in case of accidental death and monthly income in case of total and permanent disability.

As an additional safeguard to its policyholders, Scuthwestern Life voluntarily chose to operate under the Reserve Deposit Law of Texas, which requires the deposit in the hands of the State Insurance Commissioner of approved securities equal to the entire net legal reserve of its policies.

IN ADDITION TO THE FULL LEGAL RESERVE NOW HELD IN TRUST BY THE INSURANCE DEPARTMENT OF THE STATE OF TEXAS, SOUTHWESTERN LIFE HAS A COMBINED CAPITAL AND SUR!PLUS OF APPROXIMATELY THREE MILLION DOLLARS, WHICH STANDS AS AN ADDITIONAL GUARANTEE OF ITS ABILITY TO FULFILL ITS POLICY OBLIGATIONS. THIS IS APPROXIMATELY 15 PER CENT IN EXCESS OF THE STRICT LEGAL REQUIREMENTS.

## HOME OFFICE

 Dallas, TexasT. L . BRADFORD, Vice President
T. W. VARDELL, President

# SOULHWSSIITRN ITHS <br> INSURANCD CONPANY 

A Texas Institutif



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