

THRIFT WEEK WILL BE OBSERVED SECOND TIME

Thrift week, originally planned as an aid in the sale of war savings stamps, will be with the country on its second annual appearance during

the seven days beginning January 17. This year the names of the days vary somewhat from the thrift week of 1920, but each one of them is important. There was no organized effort last year to observe thrift week, but the chamber of commerce is planning to do something a little out of the ordinary, detailed announcement of which will be made later.

Thrift week comprises the following days:
 January 17—National thrift day or bank day—to emphasize the service the banks render to stimulate the starting of bank accounts, both saving and checking.
 January 18—Budget day—to emphasize the importance of planning expenditures, careful buying, wise in-

vestments and keeping a record of where the money goes.
 January 19—National life insurance day—to emphasize the importance of protecting the family by creating an estate.
 January 20—Own your own home day—to emphasize the importance of living under one's own roof.
 January 21—Make a will day—to

emphasize the value of planning for the future welfare of dependants.
 January 22—Pay your bills promptly day—to emphasize the value of credit and the moral obligation of paying what you owe when it is due.
 January 23—Share with others day—to emphasize the need of giving systematically to worthy causes instead of becoming a tightwad.

Miss Zelman McKimney and Miss Verna Smith returned to the Alliance academy Tuesday morning after having spent their day with their parents in Bridgeport.
 One way to avoid the "flu" is to calmly and coolly look upon it as just a common, everyday, old-fashioned sneeze.

\$60,000 Worth of New Merchandise to be Sacrificed

At the HORACE BOGUE STORE

A Clean-Cut Sale of Merchandise to meet the present conditions. We are taking our losses now in a great many instances making prices lower than are able to buy at today but we must turn this stock to enable us to buy new spring merchandise. Our loss is your gain.



The Time to Buy is Right NOW!

- Wool Nap Blankets**
\$6.50 Wool Nap Plaid Blankets, 66x80 and a good weight, at **\$4.95**
- Cotton Blankets**
\$5.00 Cotton Blankets in Tan and Gray, Pink and Blue Borders, 64x80, at **\$3.45**
- Ginghams**
Fine Sheer Zephyr Ginghams in plaids and checks, also stripes, 75 cent values, at **33¢**
- Apron Check Ginghams, "Amos-keg" fast colors, 27-inch width, 40c values, at **19¢**
- Outing Flannel**
Outing Flannel—27-inch, 60 cent values—in white, light fancies—also dark patterns, at **25¢**
- Percales**
Percales in light and dark patterns, all 36-in., 75 values, at **33¢**
- Percales**
Percales in light and dark patterns, 50c values, at **25¢**

Coats, Suits, Dresses
Skirts, Blouses, Petticoats

1/2 EVERY GARMENT in our READY-TO-WEAR DEPARTMENT has been put into this sale. **1/2**

Price ABSOLUTELY NOTHING RESERVED **Price**

These are all new, this season's garments—right up-to-the-minute in style.

ALL WILL BE SOLD AT 1/2 PRICE

- Munsing Underwear**
Ladies' Silk and Wool Union Suits—low neck, no sleeve; also low neck, elbow length—\$5.50 and \$6.00 values, at **\$3.89**
- Ladies' Cotton Union Suits**
in high neck, long sleeve; low neck, elbow sleeve; low neck, no sleeve, ankle length—\$3.00 and \$3.25 values, at **\$2.19**
- Children's All-Wool Union Suits**
in all sizes, age 1 to 16. Values \$3.50 and \$4.00 **\$2.69**
- Children's Wool and Cotton Mixed Union Suits**
Ages 1 to 16—\$2.75 and \$3.00 values **\$2.19**
- Children's Cotton Fleeced Union Suits**
Ages 1 to 16—\$2.50 and \$2.75 values **\$1.59**
- Children's Velastic Cotton Fleeced Union Suits**
\$2.25 and \$2.50 values at **\$1.29**
- Ladies' Outing Flannel Gowns**
made of a good, heavy quality flannel in white, pink and blue fancies. Values to \$4.50 **\$2.19**

- MILLINERY**
Our entire stock of Pattern Hats put into two lots—\$15.00 and up to \$35.00 values going at **\$5.00**
All \$5.00 and up to \$10.00 values going at **\$3.00**
- 20%--Shoes--20%**
LADIES', MISSES' AND CHILDREN'S SHOES
Our entire stock of Ladies' high shoes and pumps and oxfords. Also all Misses' Shoes at a **DISCOUNT OF 20%**
- SILKS**
40-Inch all silk Georgette,
40-Inch all silk Crepe-de-Chine, and 36-Inch Satins and Taffetas—
\$3.50 and \$4.00 Values in a Good Range of Colors **\$1.95**
- WOOL DRESS GOODS**
ALL WOOL TRICOTINE
\$10.00 Value, 56-in. Tricotine at... \$6.95
\$ 7.50 Value, 54-in. Tricotine at... \$4.95
\$ 6.50 Value 48-in. Tricotine at... \$3.95
\$ 4.50 Value 42-in. Tricotine at... \$3.19
\$ 2.50 Value 36-in. SERGES at... \$1.59
\$ 2.00 Value 36-in. SERGES at... \$1.29
\$ 1.50 Value 36-in. SERGES at... 89c
- Cotton Plaids for Children's Dresses**
\$1.15 Values going at... 79c
75c Values going at... 59c
- TURKISH TOWELS**
95c Value, extra heavy, 20x36; at . 63c
65c Value, extra heavy, 18x36; at . 39c
50c Value, extra heavy, 14x33; at . 19c
- HUCK TOWELS**
Linen finish Huck, hemstitched ends, 18x36, 95c values 73c
75c Values, plain hemmed, 18x36 . . . 49c
50c Values, plain hemmed Huck, with fancy borders, 18x36 33c
- SHEETING**
9/4 Pepperell Sheeting full bleached, yd. **59c yard**

Horace Bogue Store Inc.