

1915
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157.3

Every Item Has the Wilcox Reputation.

ATTEND THIS GREAT CLEARANCE SALE!

Of Strictly Standard Merchandise.

WE EXPECT 8 MORE DAYS TO SELL OUR SURPLUS WINTER GOODS

Read Every Word of This Ad--Then Hurry

It's a Big Sale People--Hustle!

Ladies' Cloth Coats	Ladies' Plush Coats	Ladies' Cloth Coats
Ladies Cloth Coats Values to \$40. Now \$24.45	Ladies Plush Coats Values to \$35. Now \$24.45	Ladies Cloth Coats, past season's styles. Values up to \$25.00 \$4.98
Ladies Cloth Coats Values to \$50. Now \$34.45	Ladies Plush Coats Values to \$50. Now \$34.45	Ladies' Heavy Cotton Sport Coats, Now \$3.98
Ladies Cloth Coats Values to \$60. Now \$44.45	Ladies Plush and Velour Coats. Values to \$75.00 \$59.45	Children's Coats Go At \$3.98 \$4.98 \$8.48

Ladies' Dresses	Ladies' Suits	Ladies' Skirts
Ladies Silk Dresses Values to \$25. Now \$14.95	Ladies Suits Values to \$75.00. Now \$38.95	Ladies Skirts, All Wool Serges etc. Values to \$7.50. Now \$3.95
Ladies' Fine Serge Dresses, Values to \$30.00. Now \$18.95	Ladies Suits Values to \$50.00. Now \$27.45	Ladies Wool Skirts Values to \$4.00 Now \$2.48
Ladies' Silk and Wool Dresses Values to \$40.00. Now \$24.95	Ladies' Suits Values to \$35.00. Now \$19.95	Ladies Wool Skirts Values to \$10. Now \$5.95

Saturday Special

For One Hour 9 to 10 a. m.

Three pairs Ladies' Black Lisle hose our regular 45c quality only three pairs to a customer

\$1.00

Reason for this Sale

In order to reduce our stocks to as low a point as possible and release capital that we have kept tied up in extra merchandise to protect our customers from advancing prices through the war, we will hold a Clearance Sale of all Winter Goods at prices that will be less than the same goods can be purchased anywhere. The merchandise is every bit of it from our own stock and not goods that have just been manufactured for sale purposes.

Saturday Special

For One Hour 10 a. m. to 11 a. m.

Men's Fine Dress Shirts values to \$1.25 during this hour only

59c.

Here are Real BARGAINS In Shoes!

Men's Work Shoes	Ladies' Fine Shoes	Men Take Away These Bargains
Men's best quality work shoes, a large variety to select from, now going at \$2.48, \$2.98, \$3.48 and \$3.98	One lot of Ladies' Shoes, fine quality, good lasts, some sizes short, these leathers will please you, now going at \$2.98	Here we have one lot of Men's Medium Fine Shoes, Button and Lace, just right for common wear, now going at \$3.48
Colored Shoes	Ladies' Brown Shoes	Children's Shoes
One Lot of Ladies Shoes, colored cloth tops, both French and medium heels, now going at \$3.48	Ladies Brown Shoes, nice styles choice of lasts and heels, now going at \$4.98	One lot Children's Shoes, Sizes 8 1-2 to 11, both Kid and Calf. Now going at \$1.89

Extra Special

Here we have a lot of Men's Shoes, broken lots, but fine leathers, values you will appreciate, now going at **\$3.98**

Children's Shoes

One lot Children's Shoes, sizes 11½ to 2, Kid and Calf, Button and Lace, **\$2.19** now going at **\$2.19**

It's Up to You to Act.

Ladies Gingham House Dresses, sizes 32 to 34. Now \$1.39	Gossard Corsets, discontinued styles. Values to \$4.25. Now \$2.48
Childs Plaid Skirts to wear with Middys. Now 79c	Gossard Corsets, discontinued styles, values up to \$6.50, now \$3.79
Navy Serge Skirts For Girls, Now \$1.79	Nemo Corsets, values to \$3.50, now \$2.48
Ladies Brown Hose good Lisle, now 43c	Nemo Corsets, values to \$6.00, now \$3.48
Men's Rockford Socks now going at 14c	Ladies Outing Flannel Gowns, now \$1.79

Dry Goods Specials!

One Lot Black and Colored All Wool Serge, \$1.50 Value \$1.19
Ginghams, 35c Quality 27c
Outing Flannels, Heaviest Quality 24c
Good Quality Plaid Dress Goods 29c
36 In. Dress Serge, half-wool, now 79c
Fancy Silks \$1.59
Beautiful Plaid Dress Goods 43c
Percales, 35c quality 27c

Fuel For the Fire!

SILKS	MILLINERY
Black Dress Satin Value \$2.50, now \$1.98	Ladies' Hats, Values up to \$15.00, now \$4.98
Silk Crepe de Chine, Value \$1.75, now \$1.39	Ladies' Hats, Values to \$5.00, now \$2.48
Taffeta Silks, yard wide, now \$1.45	Children's Hats, Values to \$2.50, now 95c
Fancy Silks, Values to \$2.00, now \$1.59	

Attention! Please!

Children's Dresses pretty styles, now 69c	Ladies' Silk Waists, Heavy Crepe De Chine \$5.00 Value, now \$3.79
Children's Dresses Values to \$1.25, now 83c	Ladies' Georgette Waists Values to \$8.50 now \$4.98
Children's Dresses, \$2.50 values Extra nice. Now going at \$1.98	Ladies' Silk Waists Dark Stripes, now \$3.98

Bargain Days are Here!

BLANKETS	SWEATERS
Plaid Cotton Blankets Come in Pink, Blue and other Colors, now \$3.19	Men's Heavy Rope Stitch Wool Mixed Sweaters \$2.69
Plaid Wool Blankets, Large Size, 66 by 80 in fine Quality \$7.89	Men's Heavy Merino Sweaters \$3.48
Felt Linoleum, 2 yards wide, per yard 59c	

See These Sure!

MEN'S SHIRTS and PANTS	Colored Drapery Goods, double width 9c
Men's Dress Shirts Value \$1.25 79c	White Dotted Swiss for Curtains 13c
Men's Dress Shirts \$1.50 Values, now 98c	Bleached Muslin, yard wide 19c
Men's Khaki Pants Now \$1.79	Huck towels, good weight 17 by 30 in. 19c

Staple Department!

Men's Gordon Hats, \$2.00 Value \$1.98
Men's Heavy Fleece Lined shirts and drawers 79c
Men's Black cotton socks 13c
Boy's Heavy Sweaters 83c
Men's Best Grade Overalls \$1.89
Men's Work Shirts 89c
Boy's Fleece Lined Shirts and Drawers, Extra Heavy 43c
Knit Mufflers, 50c value 23c

SALE CLOSING JANUARY 12TH

Wilcox Department Store.

Hurry! The High Cost of Living is Now Being Slaughtered.

IN JUSTICE TO YOURSELF COME TO THIS GREAT CLEARANCE SALE!

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