

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

Men's best quality work shoes, a large variety to select from, now going at \$2.48, \$2.98, \$3.48 and **\$3.98**

Colored Shoes

One Lot of Ladies Shoes, colored cloth tops, both French and medium heels, now going at **\$3.48**

Ladies' Fine Shoes

One lot of Ladies' Shoes, fine quality, good lasts, some sizes short, these leathers will please you, now going at **\$2.98**

Ladies' Brown Shoes

Ladies Brown Shoes, nice styles choice of lasts and heels, now going at **\$4.98**

Men Take Away These Bargains

Here we have one lot of Men's Medium Fine Shoes, Button and Lace, just right for common wear, now going at **\$3.48**

Childrens' Shoes

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**

Childrens' Shoes

One lot Children's Shoes, sizes 11 1/2 to 2, Kid and Calf. Button and Lace, now going at **\$2.19**

It's Up to You to Act.

Ladies Gingham House Dresses, sizes 32 to 34. Now **\$1.39**

Childs Plaid Skirts to wear with Middys. Now **79c**

Navy Serge Skirts For Girls, Now **\$1.79**

Ladies Brown Hose good Lisle, now **43c**

Men's Rockford Socks now going at **14c**

Gossard Corsets, discontinued styles. Values to \$4.25. Now **\$2.48**

Gossard Corsets, discontinued styles, values up to \$6.50, now **\$3.79**

Nemo Corsets, values to \$3.50, now **\$2.48**

Nemo Corsets, values to \$6.00, now **\$3.48**

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

Black Dress Satin Value \$2.50, now **\$1.98**
Silk Crepe de Chine, Value \$1.75, now **\$1.39**
Taffeta Silks, yard wide, now **\$1.45**
Fancy Silks, Values to \$2.00, now **\$1.59**

MILLINERY

Ladies' Hats, Values up to \$15.00, now **\$4.98**
Ladies' Hats, Values to \$5.00, now **\$2.48**
Children's Hats, Values to \$2.50, now **95c**

Attention! Please!

Children's Dresses pretty styles, now **69c**
Children's Dresses Values to \$1.25, now **83c**
Children's Dresses, \$2.50 values Extra nice. Now going at **\$1.98**

Ladies' Silk Waists. Heavy Crepe De Chine \$5.00 Value, now **\$3.79**
Ladies' Georgette Waists Values to \$8.50 **\$4.98**
Ladies' Silk Waists Dark Stripes, now **\$3.98**

READ! CRITICISE! CONSIDER! COMPARE! THEN ACT!

Bargain Days are Here!

BLANKETS

Plaid Cotton Blankets Come in Pink, Blue and other Colors, now **\$3.19**
Plaid Wool Blankets, Large Size, 66 by 80 in fine Quality **\$7.89**
Felt Linoleum, 2 yards wide, per yard **59c**

SWEATERS

Men's Heavy Rope Stitch Wool Mixed Sweaters **\$2.69**
Men's Heavy Merino Sweaters **\$3.48**

See These Sure!

MEN'S SHIRTS and PANTS
Men's Dress Shirts Value \$1.25 **79c**
Men's Dress Shirts **98c**
Men's Khaki Pants Now **\$1.79**

Colored Drapery Goods, double width **9c**
White Dotted Swiss for Curtains **13c**
Bleached Muslin, yard wide **19c**
Huck towels, good weight 17 by 39 in. **19c**

Staple Department!

Men's Gordon Hats, \$3.00 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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