



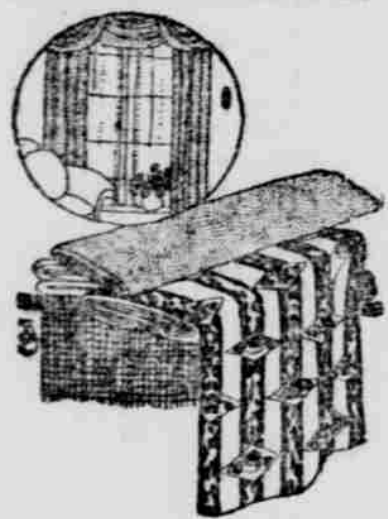
for the Family

The motive of this sale is to quickly convert merchandise into cash. Hence unusual price concessions are offered on everything in our stock. Prices good throughout January.



Outstanding Values in Notions

- COATS' THREAD—Black and white, all sizes, 3 spools for... **10c**
- BELDING'S SILK THREAD—50 yard spools, per spool... **7c**
3 spools for **20c**.
- BIAS TAPES—White and colors, 6-yd. pieces, three pieces for... **25c**
- LACES and Novelty Trimmings. Big range, your choice 3 yards... **10c**
- DARNING COTTON—All colors. Three balls for... **10c**
- BUTTONS—Good quality fish eye, 12 on card. Per card... **5c**
- SEWING MACHINE NEEDLES—All makes, 3 tubes for... **25c**
- HAIR NETS—Duro Belle, all colors but white or gray. 3 for... **25c**



Unmatchable Prices on Curtainings

- Heavy damask weave Silk Draperies—All the new color combinations, yard wide. Regular \$1.65 values offered now at, per yard... **98c**
- Silk Brocaded Draperies, including Silk Gauze Weaves. A big selection of colors and designs. Regular \$1.25 value at, per yard... **79c**
- Mercerized Draperies—Tapestry effects. A regular 48c per yard value. Now, 2 1/2 yards for... **98c**
- Cretonnes—Both light and dark colors. Our regular 45c per yard values now going at, per yard... **29c**
- MARQUISETTES—Fancy weaves in white, cream and ecru. Yard... **19c**
- CURTAIN NETS—Wide widths. Cream and ecru. 75c values, yd... **49c**
- WIDE FINE NETS—Values up to \$1.25 per yard, at... **69c**
- CURTAIN RODS—Curved end single rods at, each... **10c**

Undergarments of Distinction at Big Reductions



You will find ease and comfort in these splendid garments. Brassiere and Girdle all in one, lightly boned. Sizes to 38, priced at... **\$1**

Fine Nainsook Chemise—White or pink. Regular \$1.25 and \$1.50 values. During January Stock-Reducing sale... **\$1**

Many Other Values



Silks and Woolens of Finest Quality at Clearance Prices

- 54-inch French Flannels, Twills and Novelty Woolens—Fabrics priced to \$3.25 per yard. Clearance price, per yard... **\$2.45**
- 39-inch Wool Challies—Regular \$1.25 values, per yard... **95c**
- Crepe de Chine, Georgette Crepe and other fine Silks—Discontinued colors in quantities up to \$2.75 per yard. Clearance price, per yard... **\$1.65**
- Rayon in plain colors. A very popular cloth for lingerie, dresses, needlework, etc. All colors, per yard... **39c**
- Novelty Tub Rayon—A new spring fabric in plaid effects. Full yard wide. Per yard... **49c**
- 54-inch Tweed—Fancy border, including other woolens in Serges and Novelty Weave fabrics. Values to \$1.95 per yard, now priced at only... **98c**

Knit Sleepers for Children

"Carter" brand, very soft and warm, with feet. Ages from 1 to 10 years. Values up to \$1.25 per suit. One of many items in our stock where the goods and price defy all competition.

98c
each



It's a Real Bargain When You Buy—**Full Fashioned Silk Hose For \$1.29**

- The regular \$1.95 quality. Service weight or chiffon weight. Lisle tops. Light shades as well as dark... **\$1.29**
- WOMEN'S BLACK COTTON HOSE—Good weight. A very popular 25c number in our stock, now... **19c**
- CHILDREN'S RIBBED HOSE—Colors are black and camel. Special Stock-Reducing sale price, pair... **15c**
- RICHELIEU or Plain Rib Hose for Children. All colors. Very fine quality. Per pair... **25c**
3 pair for **69c**.

Final Clearance on Millinery for Women, Misses, Children

Former Values to \$4.85, reduced for Clearance to only... **\$1**

Unmatchable Values!

- ALL LINEN TABLE DAMASK—70-in. Bleached. Our regular \$1.35 value. Per yard... **98c**
- LINEN CRASH—18-inch to 22-inch, for needlework. Tan and ivory color. 45c to 65c value, per yard... **29c**
- FANCY APRONS—Nelly Don make in black sateen and cretonne combinations and other fast color materials. Beautiful styles. Values to \$1.45... **\$1**
- BUTYCHINE, LINGETTE, SATINETTE—The ideal cloths for Bloomers and Slips. Per yard... **39c**
- KIMONA CREPES—Plain color Japanese Crepes. Fast color. Special, per yard... **19c**
- LINGERIE MATERIALS—Fine voile weaves, silk mixed materials. All desirable colors and values to 45c a yard, go into this big Stock-Reducing sale at, per yard... **29c**
- DRESS LINENS—Best quality, fast color. Full yard wide. Regular \$1 to \$1.25 value. Specially priced for Stock-Reducing sale, per yard... **69c**
- COTTON CRASH TOWELING—Medium weight. Fine for tea towels and roller towels. Per yard... **7c**
- BLOOMERS AND STEP-INS—Carter's fine quality Rayons. All colors. Values to \$1.65, at... **\$1.29**

LOW PRICES ON STAMPED NEEDLEWORK

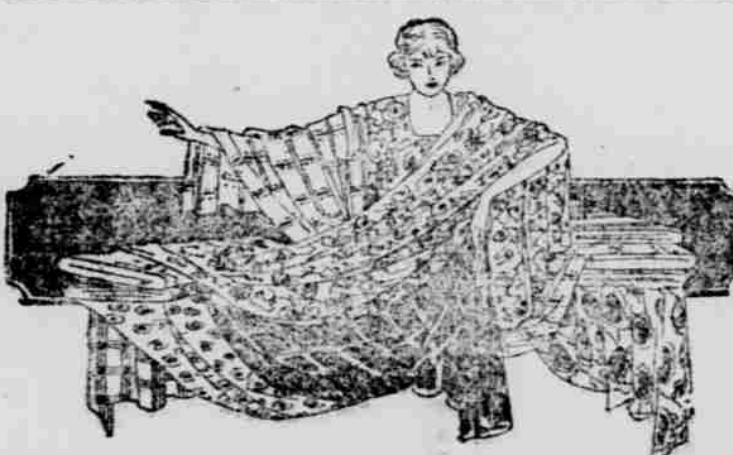
- Luncheon Sets and other items in fine Stamped Needlework—Values to \$1.95. Clearance price... **98c**
- Stamped Needlework—Big assortment of all kinds. Values to \$1.25. Clearance price only... **89c**

Extraordinary Towel Values!

Every home needs plenty of these and you can stock up at a very small cost!



- Extra heavy White Towels, 18x36, 22c each; three for... **59c**
- Fancy Turkish Towels, white with stripes, heavy weight, three for... **65c**
- Extra heavy White Towels, size 20x43, regular 45c values, each... **29c**
- Large Bath Towels, extra heavy weight, size 22x46, each... **35c**
- Steven's Crash, bleached or brown, all linen, per yard... **19c**
- Bleached or unbleached part Linen Crash, good heavy weight, good width, yard... **10c**



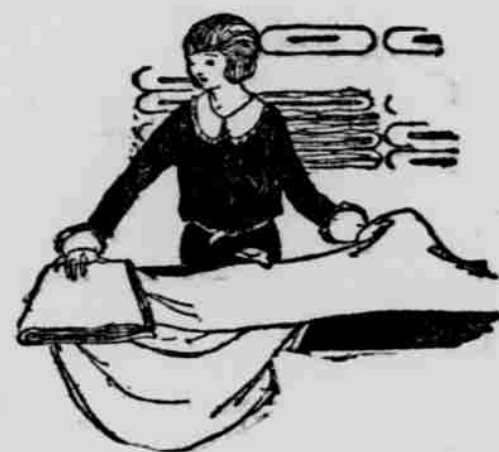
Save Here Now on Remnants

One of the unavoidable necessities of a large piece goods business is the accumulation of short lengths. These have all been carefully measured and plainly marked at very low prices. We cannot begin to enumerate the materials, but you will not be disappointed.

Now is the Time to Do Your Spring Sewing

Prices on materials are so low that you can effect big savings by keeping the Sewing Machine busy these days.

- PERCALES—Both light and dark in very attractive patterns, good standard quality, yard... **15c**
- WIDE GINGHAMS—Attractive plaids, checks and plain colors. Fast color cloth. Per yard... **15c**

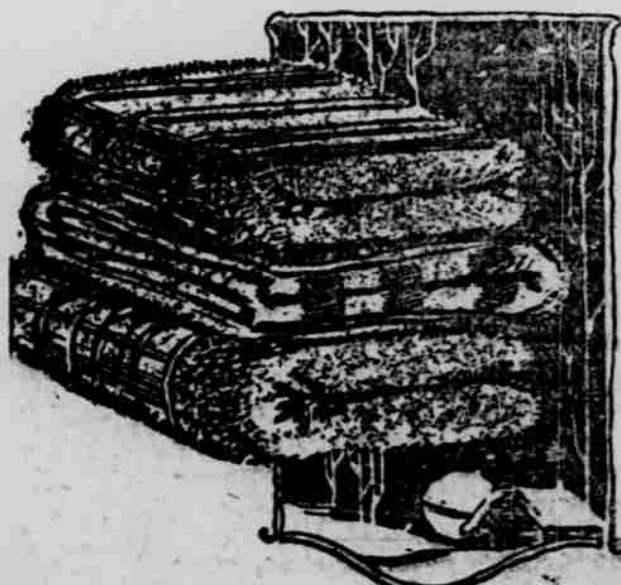


- EVERETT SHIRTINGS—Plain colors or stripes. Blues and grays, per yard... **15c**
- NOVELTY DRESS PRINTS—Fast color, very attractive patterns and colors. Yard wide, regular 35c cloth, per yard... **23c**
3 yards for **65c**.
- DRESS PRINTS—Cinderella and other fast color prints. New spring patterns. Regular 45c yard cloth, per yard... **39c**
- LINGERIE CREPE—Plain colors, in well known standard qualities, yard... **22c**
- PLAIN GINGHAM CLOTH—Renfrew tub fast, a very fine fabric for children's garments and for all kinds of needlework. Regular 50c value. Per yard... **42c**

A Seasonable Clearance of Underwear

Many months ahead of us before time to discard the "heavies" and here are certainly opportunities to effect real savings on your Underwear Needs.

- Women's fine "Carter's" Silk and Wool Union Suits—Regular \$3.75 values, priced ridiculously low for final clearance. Sizes small and large only. Per suit... **\$1.45**
- Women's Medium Weight Union Suits—We have these in all styles and sizes. Regular \$1 garments but they're going at... **79c**
- Fleeced Union Suits for Boys and Girls—White and gray. Sizes 6 to 14. These are finely made and truly wonderful values at... **79c**



Tremendous Values in Blankets

- Nashua plaid Single Blankets, size 64x76. Regular \$1.25 value at only... **85c each**
- Nashua Part Wool Blankets—Sateen bound edges. Plaid. Size 69x80, priced at only... **\$4.45**
- Nashua Wool Finish Blankets—An exceptionally fine value. Plaid. Size 72x80, each... **\$3.85**
- Double woven, single Comfortable Blankets, Indian patterns, large size. A regular \$3.75 value... **\$2.95**
specially priced at...
- Nashua medium weight Plaid Blankets, double, size 66x80. A leader in this price class... **\$2.85**

The H. M. Sorensen

BIG JANUARY

Stock Reduction

This is no ordinary CLEARANCE in the sense that term of such proportions as to incorporate within its scope even Dry Goods and Footwear in our Big Bargain Center. The cash principles, we gave you our promise to maintain "Low" and we have held tenaciously to this policy, gaining new situation has arisen however. The tie-up of funds in the more rapidly than the ordinary receipts of a quiet "After-cut our otherwise low prices right down to bedrock and a tremendous discount. A mere glance at these values will

This Sale Begins Saturday

Final Clearance of Women's Coats



Our entire stock has been reduced to an opportunity that will not be repeated.

Women's Coats

Former values from \$19.75 to \$26.75 grouped in one lot for final clearance at—

\$10

"Printzess" Coats—beautiful high grade perfectly tailored garments. Two groups at—

\$32.50 and \$19.50

MISSES' AND CHILDREN'S

Former values reduced to



Tremendous Savings for you here in White Goods. This is a special sale and we invite comparison of these prices with the so-called

Sheetings

"American Home," an extra fine, heavy weight sheeting—a superior quality never sold at this low price. Bleached, 81-in. wide, per yard... **49c**

"Pepperell" Sheetting—Bleached or unbleached. 81-in. wide, per yard... **39c**

Muslins

Hope or Introductor Special, per yard... **10c**
Soft, Nainsook finished cloth, pure white, yd... **10c**
Brown Muslins, very special quality, yd... **10c**

Feather Tick

A. C. A. 8-oz. feather proof ticking and white stripe. Per yard... **10c**

Ready Made

"Fegnot" 81x90 inches, each... **10c**
"Reliance" 81x90, seamless, each... **10c**

Table Damask

58 inches wide, blue or gold border. Many Other White Goods Values