

Benson & Thorne

ELDRIDGE-REYNOLDS CO.

"The Store of Specialty Shops"

THIS Benson & Thorne January Clearance Sale is of the greatest importance to the entire community, as it starts the New Year off with most astonishing savings.

MORE liberal than ever in extreme values included---more noticeable than ever in varieties---more effective than ever in qualities offered.



In the January Clearance Sale

Women's and Misses' Tailored Suits

\$40

\$50

\$70

Previously to \$89.50 Previously to \$125.00 Previously to \$198.50

REDUCING prices to a point to effect immediate clearance. Bringing together a collection of luxurious suits—beautifully tailored creations—fur trimmed. Every model expressing the highest mode of perfection.

Beautifully tailored and costume suits, belted, fur trimmed, silk embroidered, fully silk lined, novelty pockets, collars, vests. In blouse-back, Russian blouse, Godet, long waisted, Redingote and mannish styles, of Silvertone, Tricotine, Velour, Peach, Yulama Cloth, Duvet de Laine. All sizes. All colors.

SUIT SHOP

THIRD FLOOR



In the Annual January Clearance Sale

146 Women's and Misses' Dresses

Reduced From \$29.50 to \$55.50

At \$25.00

Reduced From \$29.50 to \$59.50

One of the most important on account of the values offered of the many big events of this clearance sale. Prices are so sharply reduced, that a rapid clearaway is assured. Dresses for every occasion, representing the highest type of the dressmaker's art. Of Tricotine, Serge, Velveteen, Velour, Poirer Twill, Jersey, Satin, Taffeta, Crepe de Chine, tailored and semi-tailored.

DRESS SHOP

THIRD FLOOR

In the January Clearance Sale

EVENING DRESSES

DRESSES for the dance, the dinner, the theater—an assortment so unusual, so bewitching in color, fabric and style, that even the most critical appreciate their wonderful value.

DRESS SHOP

1/2 Price

DRESSES of Shimmering Tulle, Satins, Taffetas, Rare Metallic Brocades, Rich Velvets of Tulle and Sequins, trimmed in metal laces, silver ribbon, fine laces, tiny pleatings, flowers, beadings, embroidery of gold thread.

THIRD FLOOR

Coats Pre-eminently the Big Event of the January Clearance Sale

Hand values in tailored and semi-tailored, with raccoon and sealine collars, silk lined, beautifully finished, all sizes, all colors, all previously to \$35.00—

\$17.00

COAT SHOP

Unusually handsome coats—highly tailored, with raccoon and sealine collars, silk lined, beautifully finished, all sizes, all colors, all previously priced to \$59.00—

\$27.00

Handsome models, tailored and semi-tailored, superbly styled of richest fabrics and colors, in all sizes, 14 to 46. Previously to \$95.00—

\$47.00

THIRD FLOOR

January Clearance Sale of BLOUSES

Three Groups

1—\$3.85

Previously to \$7.50

2—\$8.85

Previously to \$17.50

3—\$12.85

Previously to \$25.00

INCLUDING Overblouses, Russian, Regulation, Peplum and the tie-on models, of individual cut, colors and trimmings.

Blouses appropriate for tailored, business, traveling, semi-formal, and especially adapted for southern resort wear.

BLOUSE SHOP



SECOND FLOOR

In the January Clearance Sale

TEA GOWNS

1/2 Off

Negligees 1/3 Off

Blue Velvet, Rose Chiffon. Previously \$250.00, now \$125.00.
Rose and Gold Brocade, French Blue Chiffon. Previously \$150.00, now \$75.00.
Peach Satin and Blue Flowered Georgette. Previously \$150.00, now \$75.00.
French Blue Satin Chiffon and Orchid Georgette. Previously \$150.00, now \$75.00.

Chiffon Flesh Color and Lace Creation. Previously \$85.00, now \$42.50.
Blue Satin and Orange Chiffon. Previously \$150.00, now \$75.00.
Rose Brocade and Rose Chiffon. Previously \$175.00, now \$87.50.
Rose Brocade Chiffon and Velvet. Previously \$175.00, now \$87.50.

NEGLIGEE SHOP

SECOND FLOOR

Brassieres

Front and Back Closings Assorted Sizes

85c \$1.45 \$2.25

Made of pink mesh, all-over lace, crepe de chine, silk and lace combinations and embroidery trimmed muslin.

CORSET SHOP

Corsets

Specially Priced at

\$2.95 and \$3.95

The Rengo Belt Corset, specially designed for the average and larger, more fully developed woman—of coutil and batiste in white, pink, a few pink brocades.

SECOND FLOOR

In the January Clearance Sale

New Spring Hats

From \$10.00 to \$25.00

1/3 OFF

CONSISTING of clever pattern hats of maline and straw, all-satin models, satin and fur-trimmed combinations, all-taffeta, taffeta and straw and gold cloth turban, the vogue of the hour.

Models appropriate for street, dinner, dances, traveling, early spring and all southern wear.

MILLINERY SHOP SECOND FLOOR



In the January Clearance Sale

Muslin Undergarments

THIS sale of dainty underthings has been planned and carried out with most acute care as to qualities, profound thoughtfulness as to values offered.

Muslin Gowns
Previously \$6.50
\$3.15

FINE Muslin Gowns with puff sleeves, short sleeves, sleeveless. Lace cap sleeve styles, beautifully trimmed in Val. lace, also plain gowns of real Lonsdale.

Muslin Gowns in simple slip-over styles, lace and embroidery trimmed, sleeveless or quarter sleeves. Previously to \$6.95—at

\$1.95 and \$2.95

Plain, dainty Gowns, prettily embroidered in contrasting colors. Previously to \$6.50—at

\$1.95 and \$3.15

Shadow proof, tailored petticoats of finest material, embroidery and lace-trimmed, large and small sizes. Previously to \$5.00—at

\$1.95 and \$2.95

Bloomers in pink, plain, tight knee, or ruffle bottom styles. Previously \$2.29 and \$2.75, at

98c and \$1.98

Camisoles of Satin and Crepe de Chine, very elaborate or simply made styles. Previously to \$5.50—at.....

\$3.79

Satin and Jersey Bloomers, previously to \$6.95—

\$3.95

In fancy, lace-trimmed and plain tailored, open knee and closed styles.



Muslin Chemise

In plain tailored styles, or lavishly trimmed in lace and embroidery, beautifully made. Previously to \$7.50.....

\$3.95

Corset Covers of finest nainsook and batiste, daintily trimmed in lace, embroidery, embroidery inserts of organdy, many match the petticoats on sale. Previously to \$4.95—at

\$1.69 and \$1.95

Petticoats of finest muslin and nainsook, with deep flounces of lace, embroidery, beautiful inserts embroidered organdy, pretty bows of satin ribbon. Previously

\$3.95

to \$6.95—at.....

Silken Lingerie

Wash Silk Petticoats, shadow proof, plain and flounced. Previously

\$4.79

Gowns of Satin and Crepe de Chine, trimmed in Georgette. Previously

\$5.95

Chemise or Teddies, simply styled, of pure silk Crepe de Chine, lace-trimmed and embroidered. Previously to \$6.95, at

\$3.75

Chemise or Teddies of Satins trimmed in lace and Georgette, Crepe de Chine, trimmed in lace and embroidered. Previously to \$15.00—at.....

\$6.95

LINGERIE SHOP

SECOND FLOOR