

ANNOUNCING OUR JANUARY SALE!

SENSATIONAL OFFERINGS!

SOMETHING DIFFERENT EVERY DAY!

Our January Sale promises to be the greatest event of its kind for some years. For **PRICES ARE DOWN AND THE LUXURY TAX REMOVED!** Immense efforts have been put forth to provide Extra Special Bargains in Wanted Merchandise. The Goods are Ready. The Sale Prices are unusual. But there are so many lines that only a partial list can be featured each issue. **THEREFORE, A SCHEDULE HAS BEEN PREPARED FOR THE WHOLE MONTH.** It is advisable to buy promptly as at such prices stocks soon become exhausted. **SO WATCH FOR WEEKLY ANNOUNCEMENTS. WATCH**

OUR WINDOW DISPLAYS AND LOOK FOR THE BLUE AND RED JANUARY SALE CARDS IN EVERY DEPARTMENT OF THE STORE.

RIGHT NOW IS THE TIME TO BUY -- PRICES HAVE STRUCK BOTTOM!

Listen to the Axe Echoes!

THESE PRICES SHOUT!

The PriceCutter's Axe has done its duty well all thru our store.

<p>First Series of Chopping!</p> <p>Men's OVERCOATS go out at \$12.00 \$15.00 \$17.50 \$24.00 \$28.00 We have forgotten the regular prices!</p>	<p>Second Series of Chopping!</p> <p>Men's UNDERWEAR About 25 Dozen Only Shirts and Drawers SCOTCH RIB KNIT \$1.19 Per Garment</p>	<p>Third Round!</p> <p>Men's Underwear Penman's '71' All sizes in natural wool SHIRTS and DRAWERS 95c Per Garment</p>	<p>Fourth Round! Seconds out of the Ring Now!</p> <p>Men's Fleece-Lined Underwear 88c Per Oarment THE AXE CUT TOO DEEP HERE!</p>
---	---	---	---

A REAL SALE!

LOOK!

Silk Clearing

Odd Lengths Pure SILK POPLIN, all shades
\$1.25 per yard

BEAUTIFUL PALETTE DRESS SILKS
\$1.79 per yard

BOYS' HEAVY RIB WOOL STOCKINGS
all sizes, per pair - - **59 cents**

BOYS, FLEECE-LINED UNDERWEAR
all sizes, per garment - **59 cents**

30 ONLY BOYS' SUITS \$5.50 Sizes 29 to 33

<p>HEAVY OVERALLS all our standard lines \$2.95</p> <p>Heavy Wool Sox 39c</p>	<p>30 LADIES' RAINCOATS Made from English Paramatta \$3.50 The Axe slipped here—but we will tell our story and stick to it.</p>	<p>WOOL BLANKETS Very Finest in the Land \$9 to \$12</p> <p>Boys' Bloomer Pants \$1.50</p>
---	---	--

All our Fur Stock will move out at Unheard of Prices

HORSEHIDE COATS
FIRST QUALITY **\$60.00**

GALLOWAY COATS
\$60.00 FINEST QUALITY

FLANNELETTE Mill Ends
10 yards for **\$2.50**

Boys' Caps 25c and 50c

1000 yds Dress Goods
98 cents per yard

HUNDREDS OF OTHER SPECIALS—ALL WITH SALES TICKETS!

SWIFT, SONS & CO.